



# tourism in figures 2010

the Austrian market in Flanders



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## A. The Austrian market in Flanders

### 1. Key figures

**Table 1: Total foreign and Austrian market in Flanders 2010**

	Overall total foreign travellers	Austrian travellers	% Austrian	Ranking Austrian
arrivals	6.027.265	33.156	0,6%	23th
overnight stays	13.209.591	67.892	0,5%	23th
length of stay (nights)	2,2	2,0	-	-

Source: Tourism Flanders based on GDS

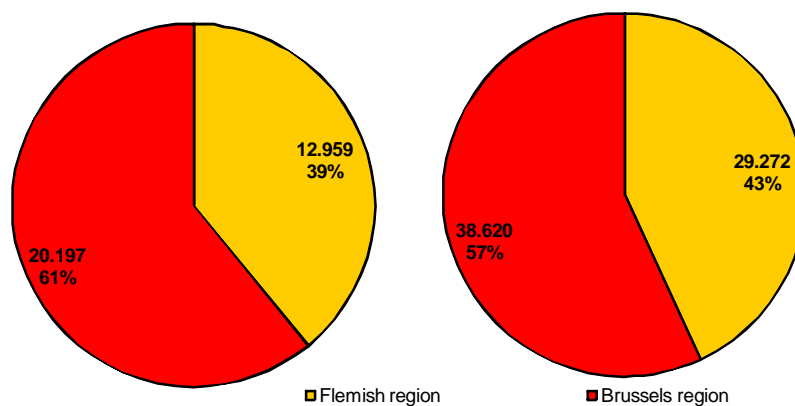
### 2. Distribution within Flanders

**Table 2: The Austrian market in Flanders by region 2010**

	arrivals	%	overnights	%
Flemish region	12.959	39%	29.272	43%
Brussels region	20.197	61%	38.620	57%
<b>Flanders</b>	<b>33.156</b>	<b>100%</b>	<b>67.892</b>	<b>100%</b>

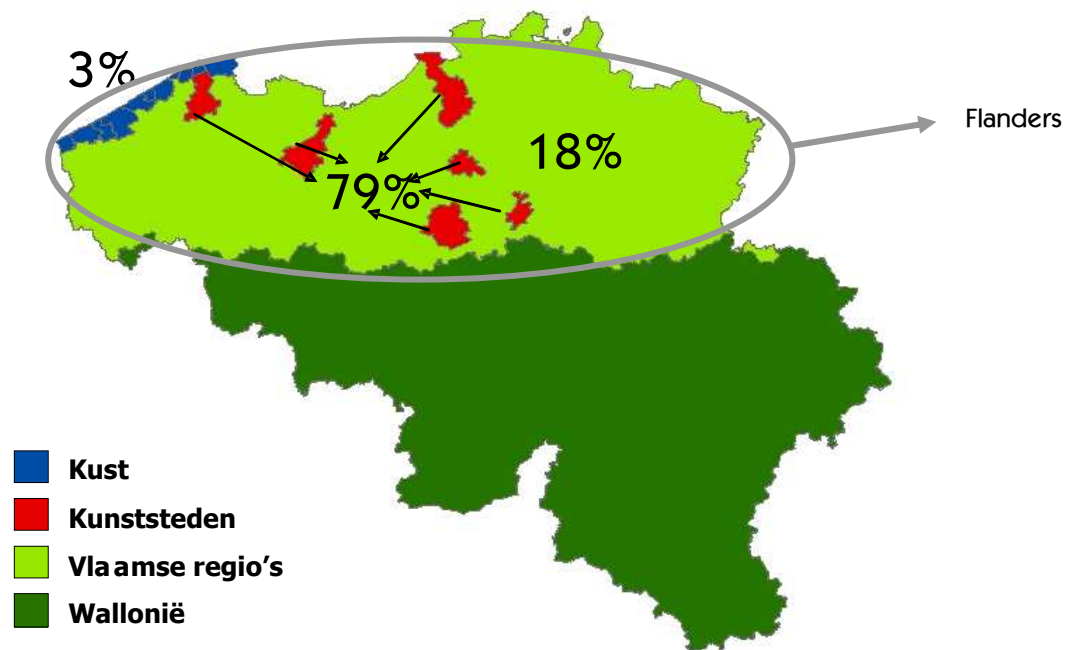
Source: Tourism Flanders based on GDS

**Figure 1: The Austrian market in Flanders by region 2010 (arrivals (left) and overnights (right))**



Source: Tourism Flanders based on GDS

Figure 2: Austrian overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Austrian market in Flanders by destination 2010

	overnights	%
Coast	1.866	3%
Historic cities	53.899	79%
Flemish countryside	12.127	18%
<b>Flanders</b>	<b>67.892</b>	<b>100%</b>

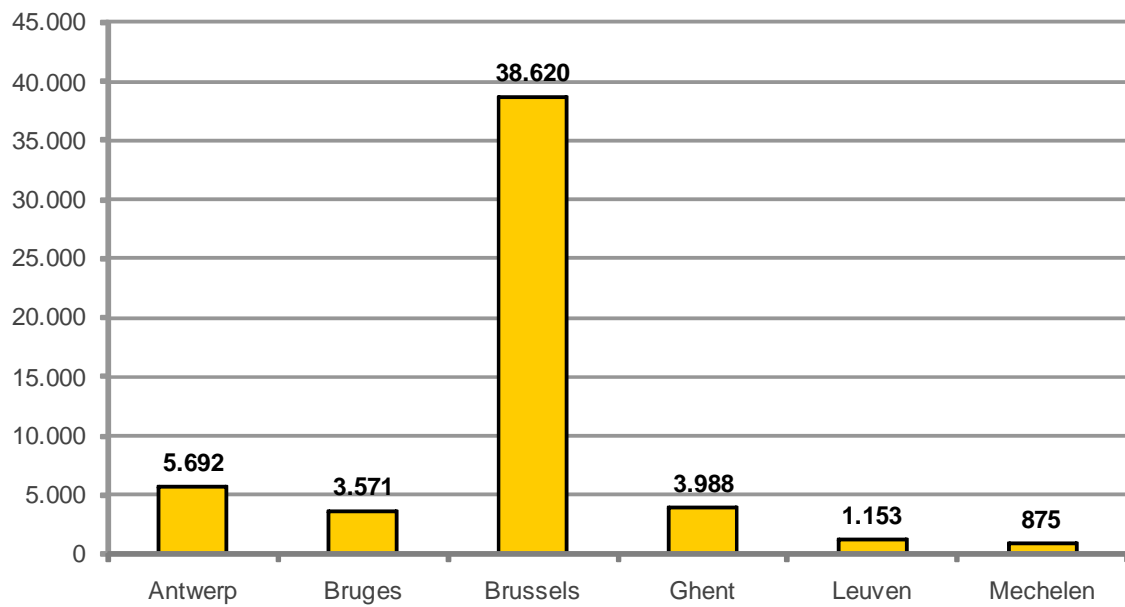
Source: Tourism Flanders based on GDS

Table 4: The Austrian market in the historic cities 2010

	overnights	%
Antwerp	5.692	11%
Bruges	3.571	7%
Brussels	38.620	72%
Ghent	3.988	7%
Leuven	1.153	2%
Mechelen	875	2%
<b>Historic cities</b>	<b>53.899</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

**Figure 3: Austrian overnights in the historic cities 2010**



*Source: Tourism Flanders based on GDS*

### 3. Trends

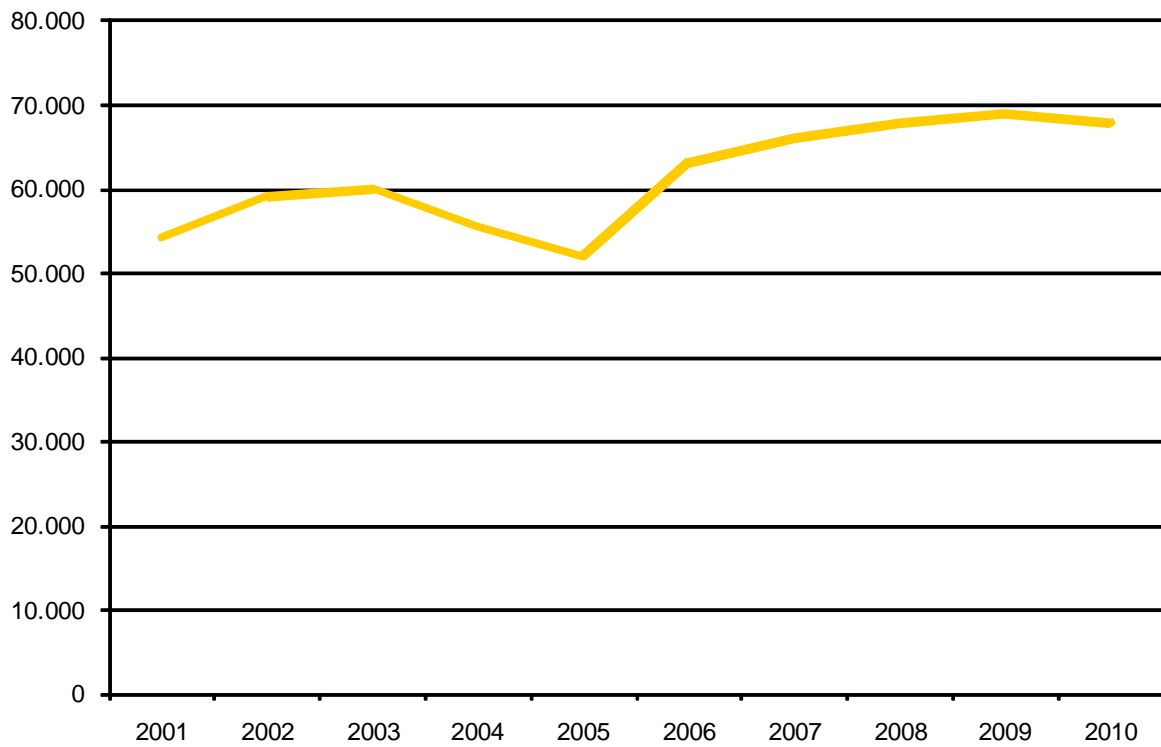
**Table 5: Trend of Austrian overnights, arrivals and average length of stay in Flanders 2001-2010**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	01-10
Overnights (x1.000)	54	59	60	55	52	63	66	68	69	68	+25,5%
Arrivals (x1.000)	26	28	29	28	27	33	33	33	33	33	+25,6%
Average length of stay*	2,05	2,13	2,09	1,97	1,90	1,90	1,97	2,05	2,10	2,05	-0,1%

Source: Tourism Flanders based on GDS

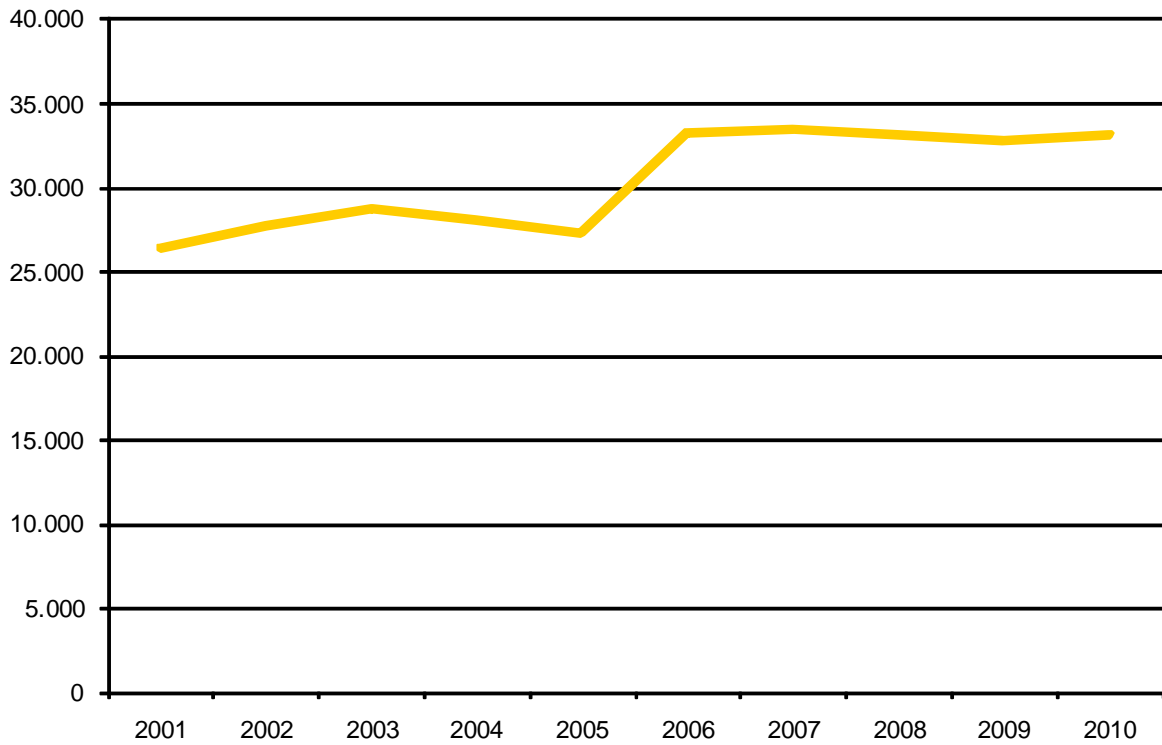
\*nights

**Figure 4: Trend of Austrian overnights in Flanders 2001-2010**



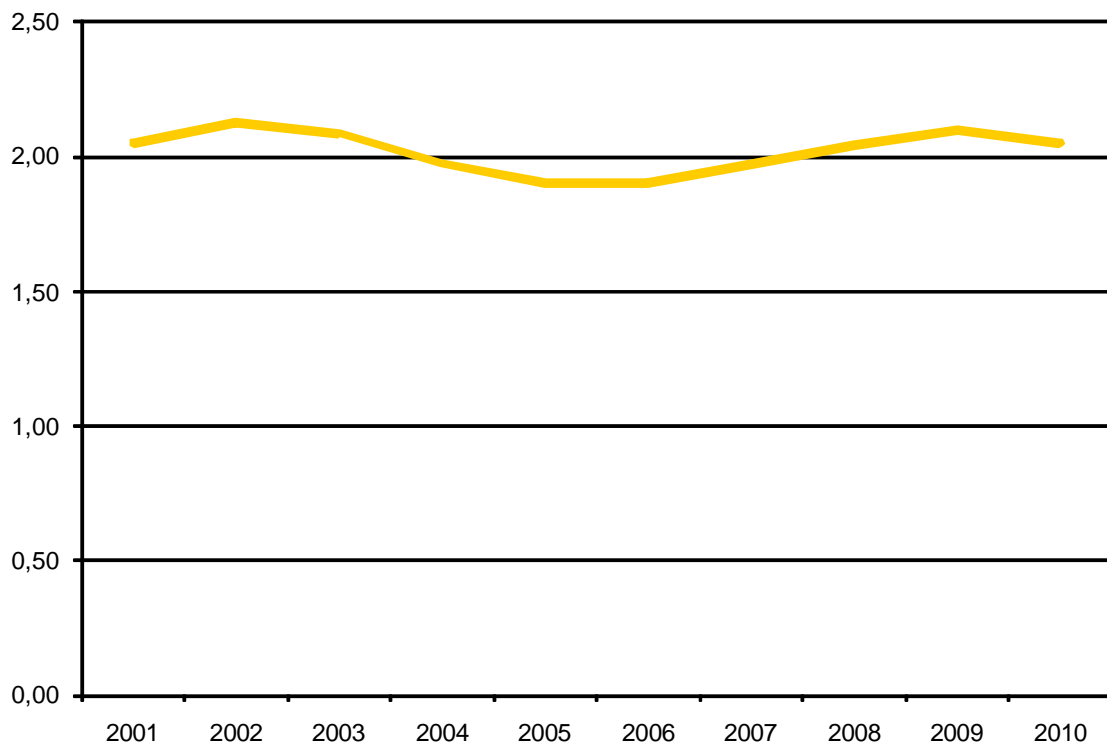
Source: Tourism Flanders based on GDS

**Figure 5: Trend of Austrian arrivals in Flanders 2001-2010**



Source: Tourism Flanders based on GDS

**Figure 6: Trend of the average length of stay of Austrians in Flanders 2001-2010**



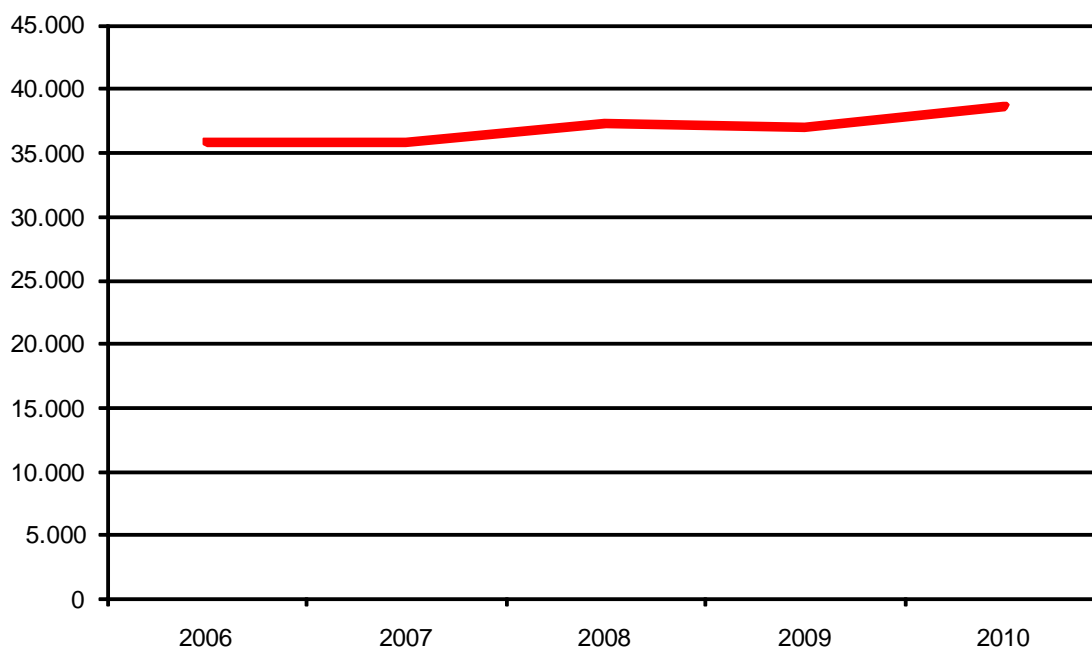
Source: Tourism Flanders based on GDS

**Table 6: Trend of Austrian overnights in Flanders 2006-2010**

	2006	2007	2008	2009	2010	06-10
Coast	1.040	1.503	1.609	1.228	1.866	+79,4%
Historic cities	48.640	49.008	52.946	53.268	53.899	+10,8%
Antwerp	5.724	6.686	6.273	6.605	5.692	-0,6%
Bruges	2.359	2.190	3.302	3.295	3.571	+51,4%
Brussels	35.842	35.804	37.307	37.076	38.620	+7,8%
Ghent	2.325	2.561	2.971	4.360	3.988	+71,5%
Leuven	1.458	1.011	1.225	1.249	1.153	-20,9%
Mechelen	932	756	1.868	683	875	-6,1%
Flemish countryside	13.504	15.519	13.308	14.471	12.127	-10,2%
<b>Flanders</b>	<b>63.184</b>	<b>66.030</b>	<b>67.863</b>	<b>68.967</b>	<b>67.892</b>	<b>+7,5%</b>

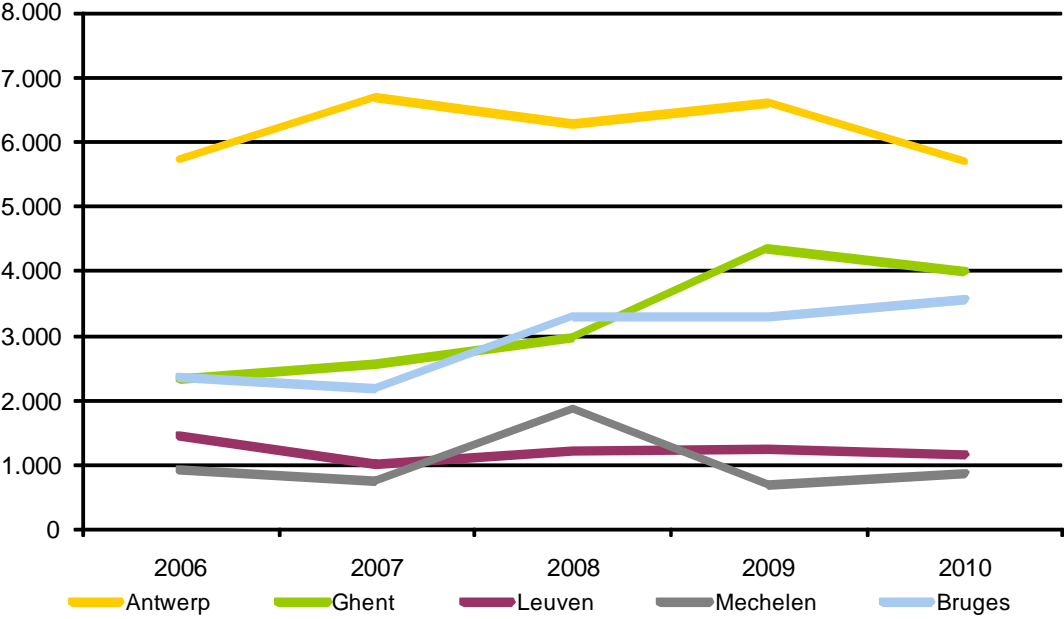
Source: Tourism Flanders based on GDS

**Figure 7: Trend of Austrian overnights in Brussels 2006-2010**



Source: Tourism Flanders based on GDS

Figure 8: Trend of Austrian overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen 2006-2010



Source: Tourism Flanders based on GDS

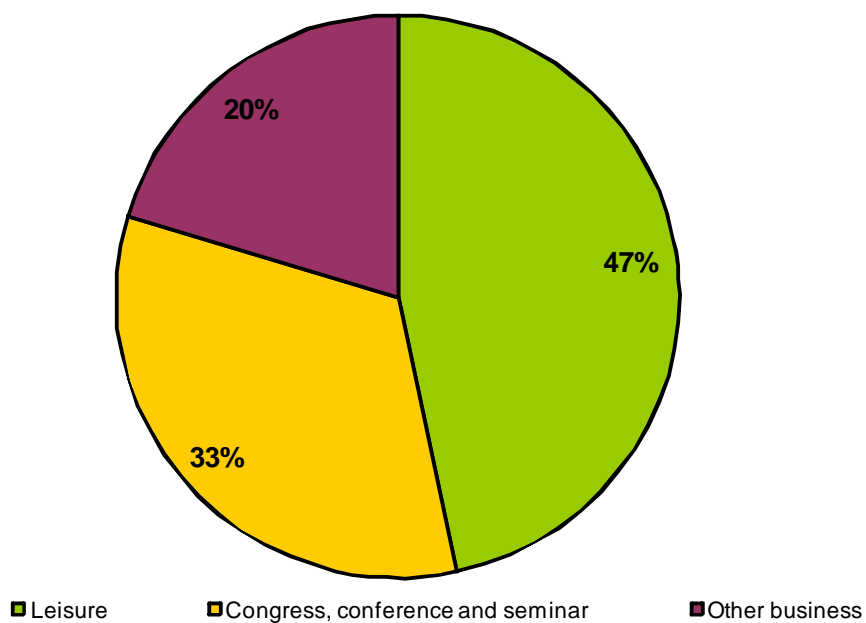
## 4. Motive of stay

**Table 7: The Austrian market in Flanders by motive of stay 2010 (overnights)**

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	1.741	93%	98	5%	27	1%	1.866	100%
Historic cities	24.589	46%	19.194	36%	10.116	19%	53.899	100%
Antwerp	2.455	43%	1.921	34%	1.316	23%	5.692	100%
Bruges	3.007	84%	374	10%	190	5%	3.571	100%
Brussels	16.054	42%	15.646	41%	6.920	18%	38.620	100%
Ghent	2.145	54%	1.023	26%	820	21%	3.988	100%
Leuven	596	52%	152	13%	405	35%	1.153	100%
Mechelen	332	38%	78	9%	465	53%	875	100%
Flemish countryside	5.337	44%	3.070	25%	3.720	31%	12.127	100%
<b>Flanders</b>	<b>31.667</b>	<b>47%</b>	<b>22.362</b>	<b>33%</b>	<b>13.863</b>	<b>20%</b>	<b>67.892</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

**Figure 9: The Austrian market in Flanders by motive of stay 2010 (overnights)**



Source: Tourism Flanders based on GDS

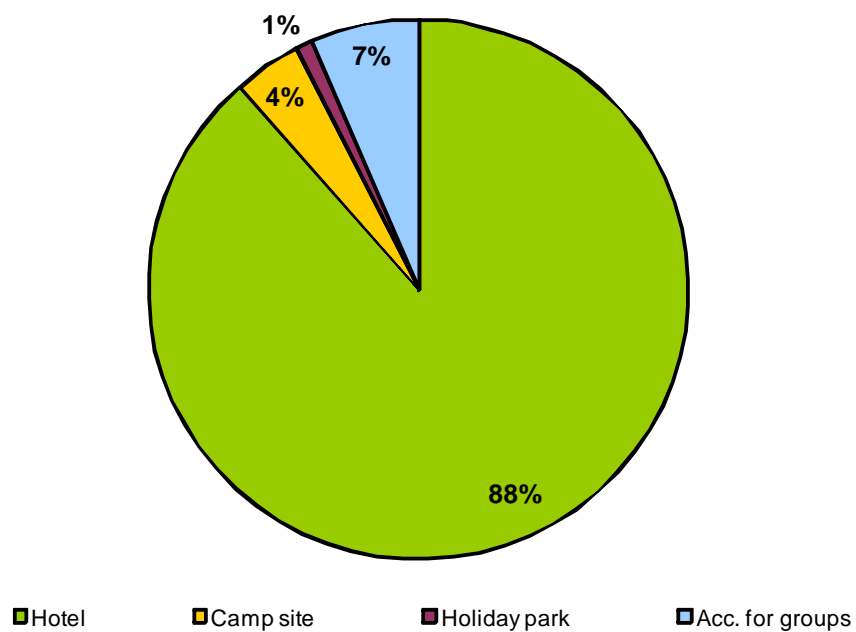
## 5. Type of accommodation

**Table 8: The Austrian market in Flanders by type of accommodation 2010 (overnights)**

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	867	46%	49.270	91%	9.913	82%	60.050	88%
Camp site	334	18%	489	1%	1.945	16%	2.768	4%
Holiday park	561	30%	0	0%	126	1%	687	1%
Acc. for groups	104	6%	4.140	8%	143	1%	4.387	6%
<b>Total</b>	<b>1.866</b>	<b>100%</b>	<b>53.899</b>	<b>100%</b>	<b>12.127</b>	<b>100%</b>	<b>67.892</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

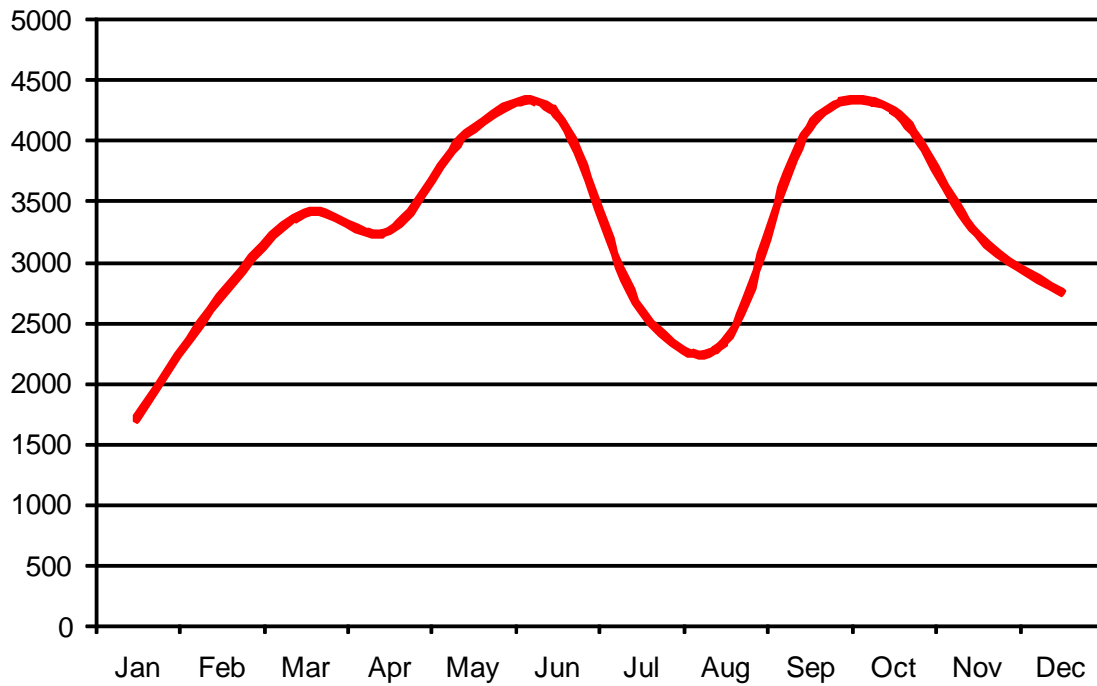
**Figure 10: The Austrian market in Flanders by type of accommodation stay 2010 (overnights)**



Source: Tourism Flanders based on GDS

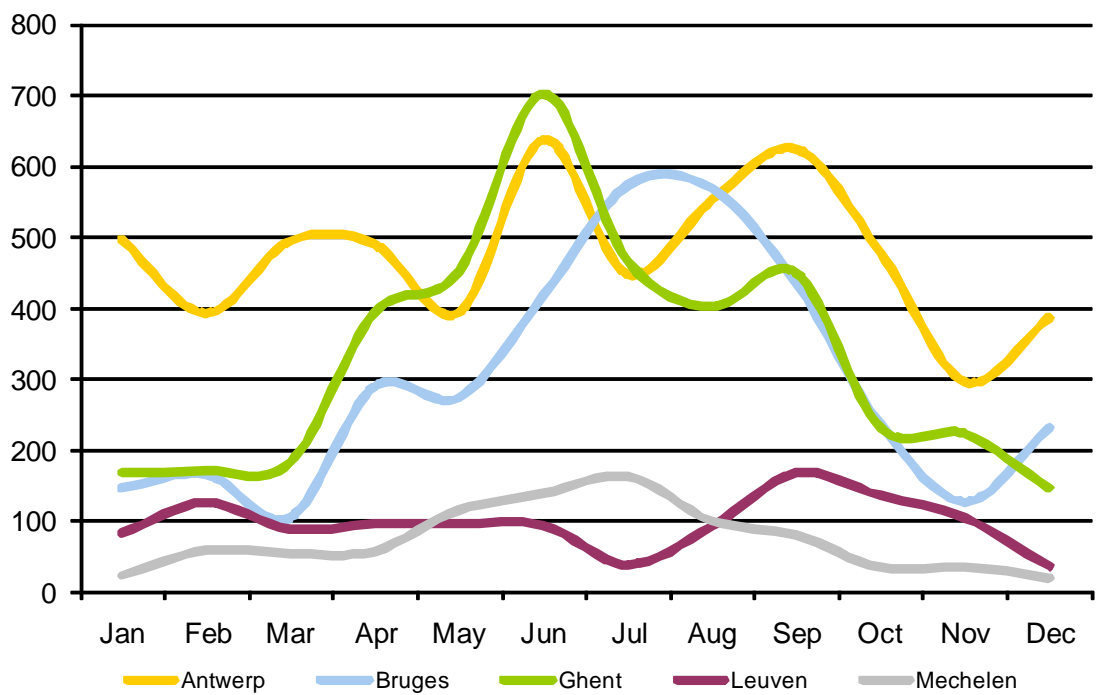
## 6. Seasonality

Figure 11: Austrian overnights in Brussels – seasonality 2010



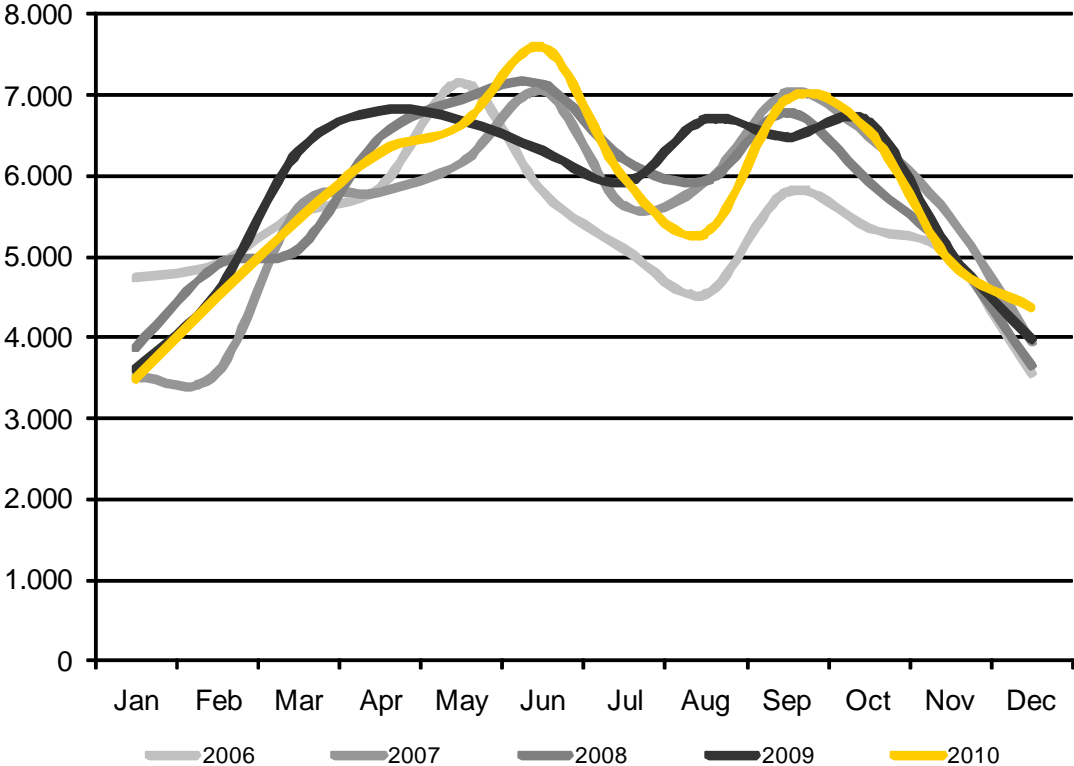
Source: Tourism Flanders based on GDS

Figure 12: Austrian overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen – seasonality 2010



Source: Tourism Flanders based on GDS

Figure 13: Trend Austrian overnights in Flanders – seasonality 2006-2010



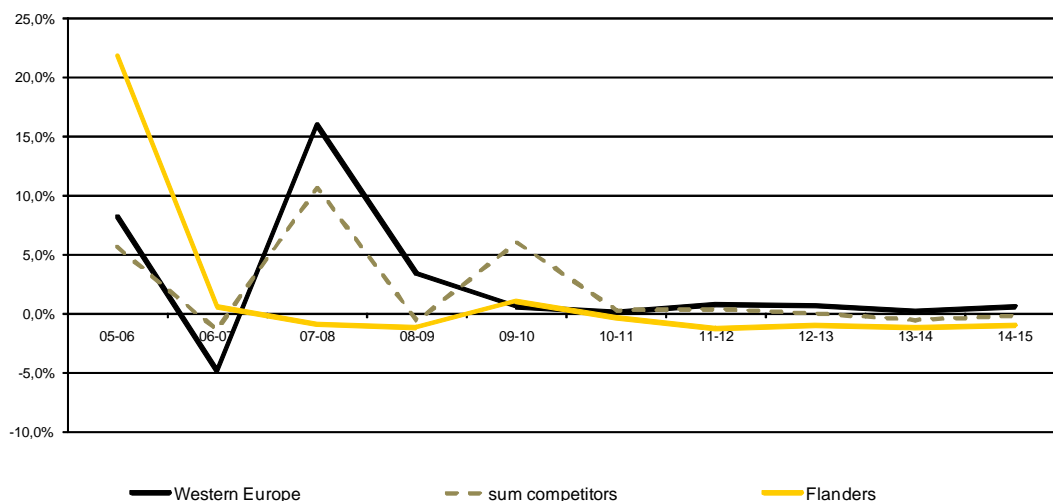
## 7. Country benchmark

**Table 9: Trend and forecast of the Austrian market in Flanders and competitive destinations (2006-2015, x1.000, in arrivals)**

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	33	33	33	33	33	32	-4,5%
Western Europe	6.062	5.770	6.690	6.918	6.961	7.134	+2,5%
sum competitors	2.287	2.255	2.495	2.480	2.630	2.629	-0,0%
Netherlands	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
France	657	564	747	685	682	667	-2,3%
UK	300	290	286	286	303	333	+9,9%
Germany	1.066	1.155	1.205	1.252	1.374	1.324	-3,6%
Baltic Countries	30	21	28	23	25	34	+40,1%
Czech Republic	176	177	171	180	182	196	+7,3%
Scandinavia*	57	47	59	55	64	76	+18,1%

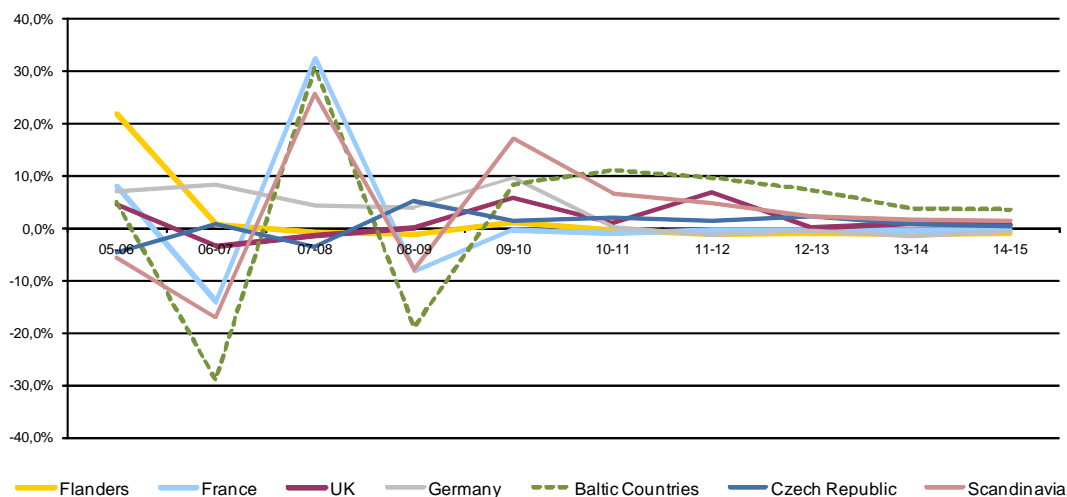
Source: Tourism Flanders based on TDM and GDS \* Finland+Denmark (SE not available)

**Figure 14: Trend and forecast of the Austrian market in Flanders, Western-Europe and competitive destinations (2006-2015, in arrivals)**



Source: Tourism Flanders based on TDM and GDS

**Figure 15: Trend and forecast of the Austrian market in Flanders and competitive destinations (2006-2015, in arrivals)**



Source: Tourism Flanders based on TDM and GDS

## B. CONCEPTS AND DEFINITIONS

In Belgium, the FPS Economy, Directorate-general Statistics is authorised to demand from all commercial lodging facilities each month the number of persons who stayed in the facility for payment. Two basic indicators are obtained in this way: the number of arrivals and the number of overnight stays.

Along with the division by **accommodation form** (hotels, camp sites, holiday parks and accommodations for target groups), the Directorate-general Statistics' statistics give **volume characteristics** (the number of arrivals and overnight stays), **trip characteristics** (length of stay, motive of stay, period of stay, place of stay) and **personal characteristics** (country of origin of the residential tourist).

Roughly speaking, the number of **arrivals** corresponds with the number of residential tourists, with the qualification that each tourist is counted as an 'arrival' each time he or she uses a new accommodation. For this reason, the number of arrivals does not precisely correspond to the number of holidays or business trips in our country. An example: hikers can generate several arrivals during 1 holiday, by staying in different successive lodging facilities. The volume of **overnight stays** is the sum of all overnight stays which are coupled with the registered arrivals.

The data in this report are excluding overnights in accommodations for rent.

'Flanders'= Brussels + Flemish Region.

For more detailed figures see 'Tourism in figures XL' [www.toerismevlaanderen.be/figures](http://www.toerismevlaanderen.be/figures) (in English), [www.toerismevlaanderen.be/cijfers](http://www.toerismevlaanderen.be/cijfers) (in Dutch) or contact [vincent.nijs@toerismevlaanderen.be](mailto:vincent.nijs@toerismevlaanderen.be).