



tourism in figures 2010

the Chinese market in Flanders

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A. The Chinese market in Flanders

1. Key figures

Table 1: Total foreign and Chinese market in Flanders 2010

	Overall total foreign travellers	Chinese travellers	% Chinese	Ranking Chinese
arrivals	6.027.265	68.229	1,1%	10th
overnight stays	13.209.591	106.182	0,8%	14th
length of stay (nights)	2,2	1,6	-	-

Source: Tourism Flanders based on GDS

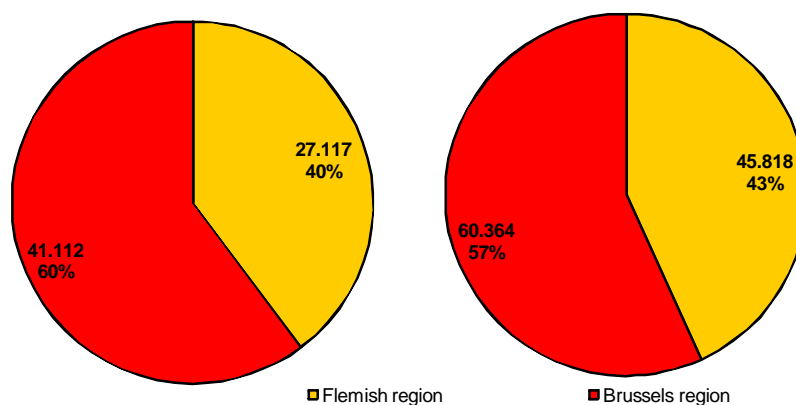
2. Distribution within Flanders

Table 2: The Chinese market in Flanders by region 2010

	arrivals	%	overnights	%
Flemish region	27.117	40%	45.818	43%
Brussels region	41.112	60%	60.364	57%
Flanders	68.229	100%	106.182	100%

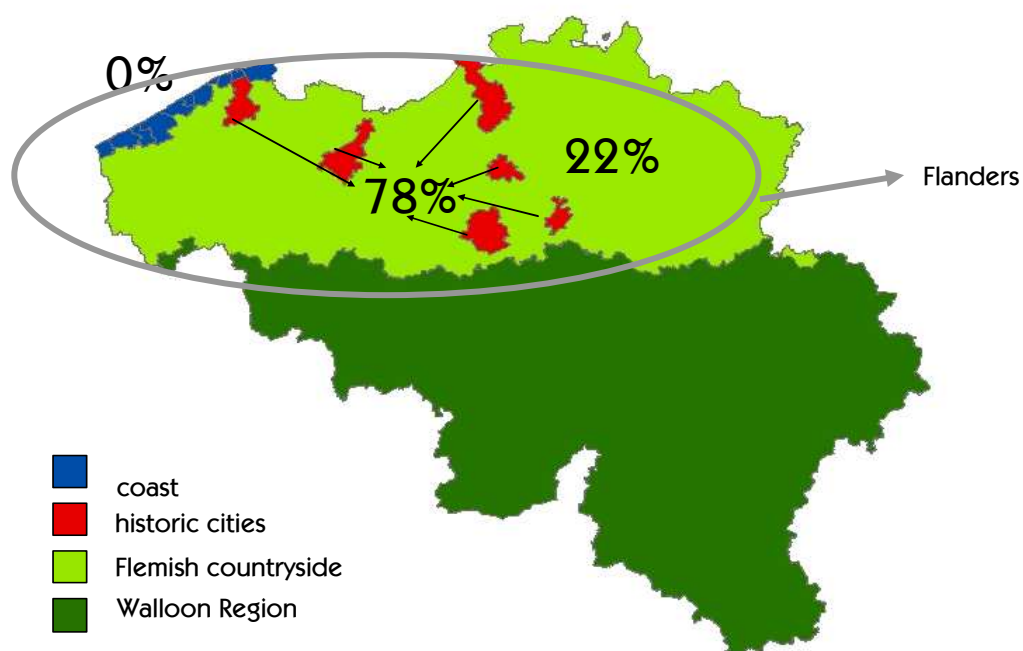
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

Figure 2: Chinese overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Chinese market in Flanders by destination 2010

	overnights	%
Coast	351	0%
Historic cities	82.467	78%
Flemish countryside	23.364	22%
Flanders	106.182	100%

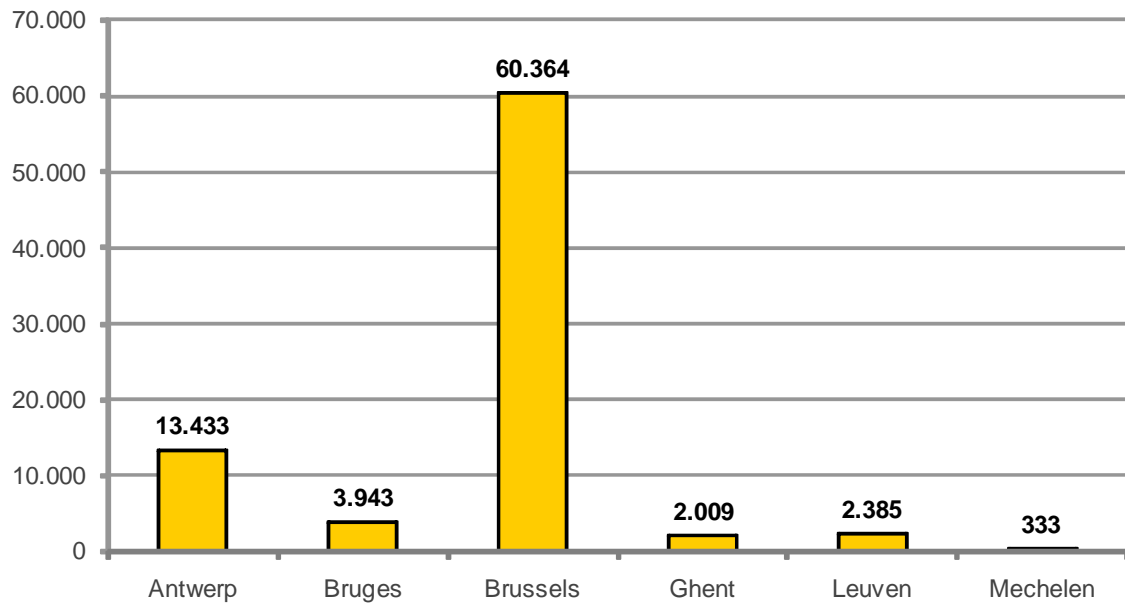
Source: Tourism Flanders based on GDS

Table 4: The Chinese market in the historic cities 2010

	overnights	%
Antwerp	13.433	16%
Bruges	3.943	5%
Brussels	60.364	73%
Ghent	2.009	2%
Leuven	2.385	3%
Mechelen	333	0%
Historic cities	82.467	100%

Source: Tourism Flanders based on GDS

Figure 3: Chinese overnights in the historic cities 2010



Source: Tourism Flanders based on GDS

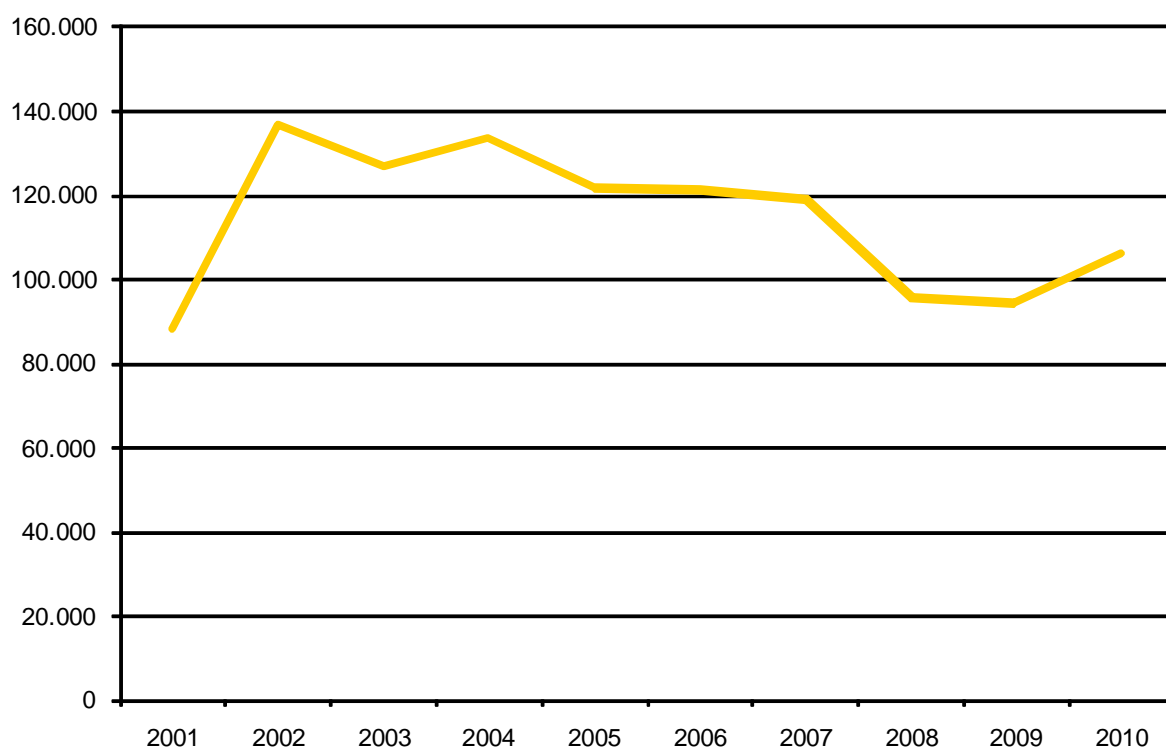
3. Trends

Table 5: Trend of Chinese 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)	88	136	127	134	122	121	119	96	94	106	+20,4%
Arrivals (x1.000)	61	110	103	106	92	87	80	60	55	68	+12,5%
Average length of stay*	1,45	1,24	1,23	1,26	1,32	1,40	1,49	1,59	1,71	1,56	+7,0%

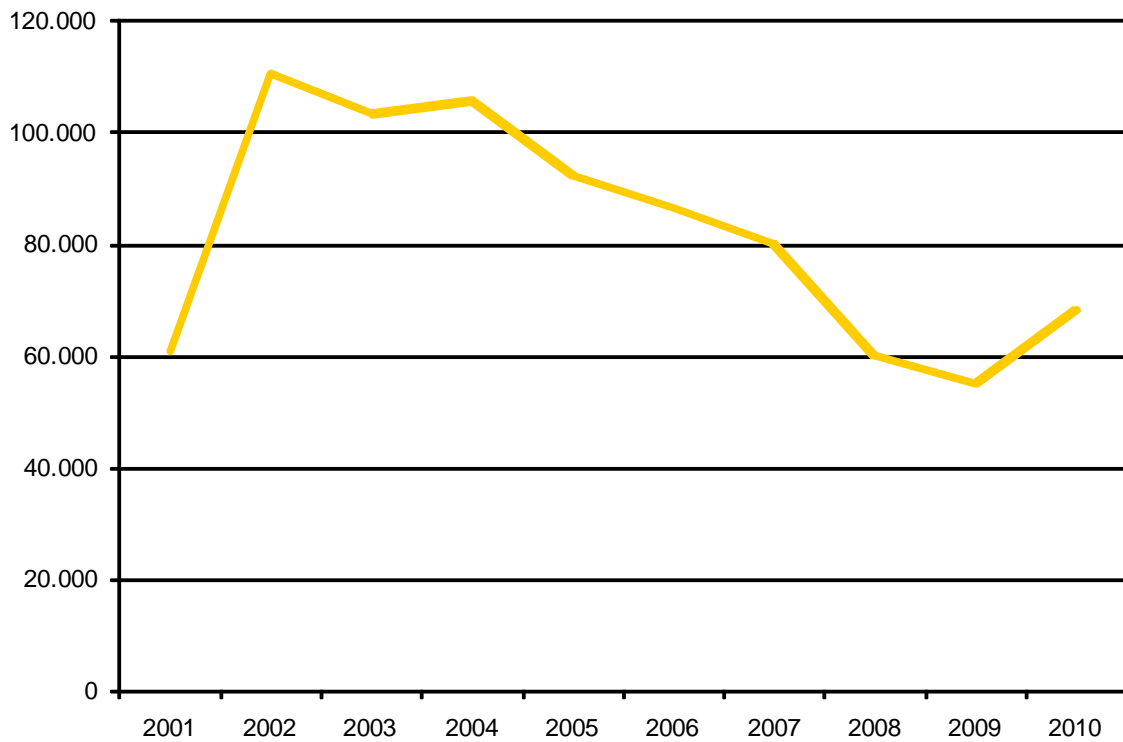
Source: Tourism Flanders based on GDS **nights*

Figure 4: Trend of Chinese overnights in Flanders 2001-2010



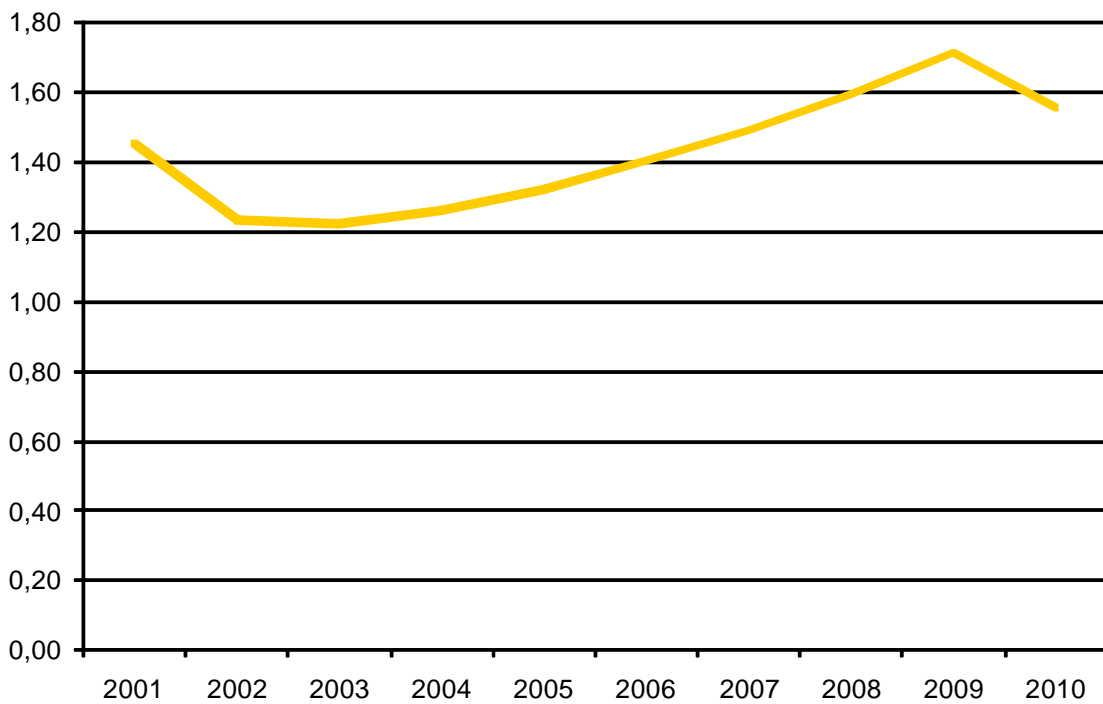
Source: Tourism Flanders based on GDS

Figure 5: Trend of Chinese arrivals in Flanders 2001-2010



Source: Tourism Flanders based on GDS

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

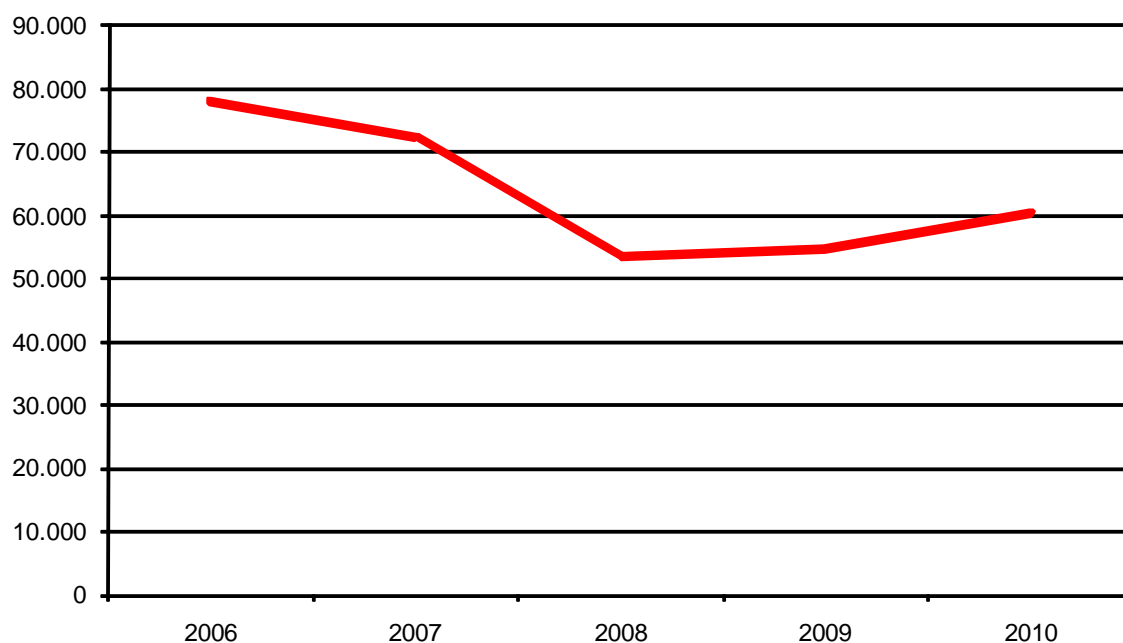


Source: Tourism Flanders based on GDS

Table 6: Trend of Chinese overnights in Flanders 2006-2010

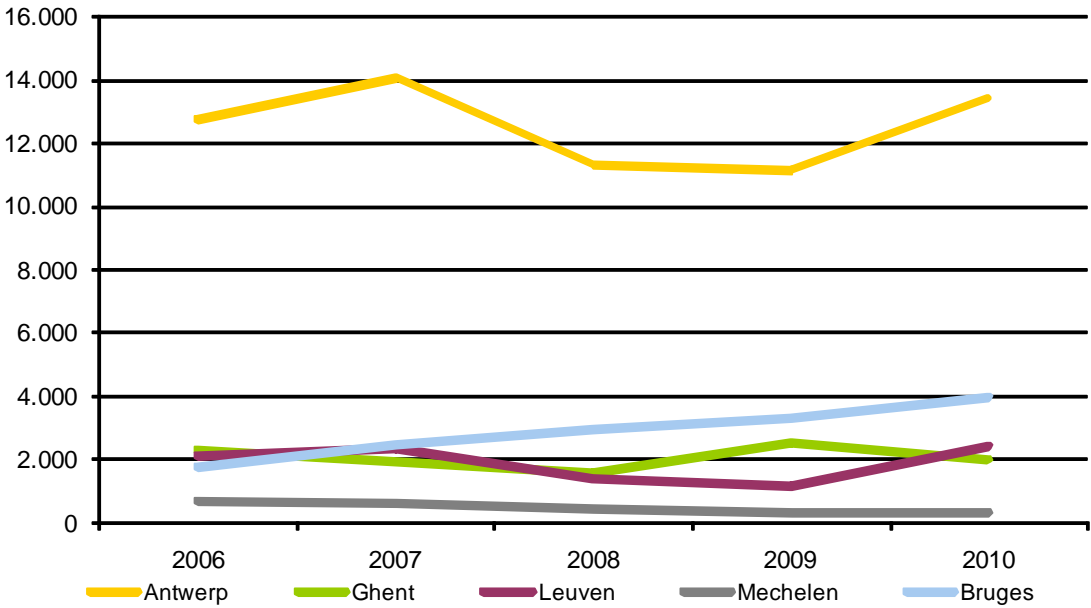
	2006	2007	2008	2009	2010	01-10
Coast	234	378	234	181	351	+50,0%
Historic cities	97.524	93.754	71.170	73.154	82.467	-15,4%
Antwerp	12.781	14.050	11.312	11.111	13.433	+5,1%
Bruges	1.759	2.475	2.971	3.279	3.943	+124,2%
Brussels	77.972	72.306	53.488	54.835	60.364	-22,6%
Ghent	2.267	1.945	1.592	2.507	2.009	-11,4%
Leuven	2.088	2.340	1.377	1.122	2.385	+14,2%
Mechelen	657	638	430	300	333	-49,3%
Flemish countryside	23.656	25.076	24.132	20.983	23.364	-1,2%
Flanders	121.414	119.208	95.536	94.318	106.182	-12,5%

Source: Tourism Flanders based on GDS

Figure 7: Trend of Chinese overnights in Brussels 2006-2010

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

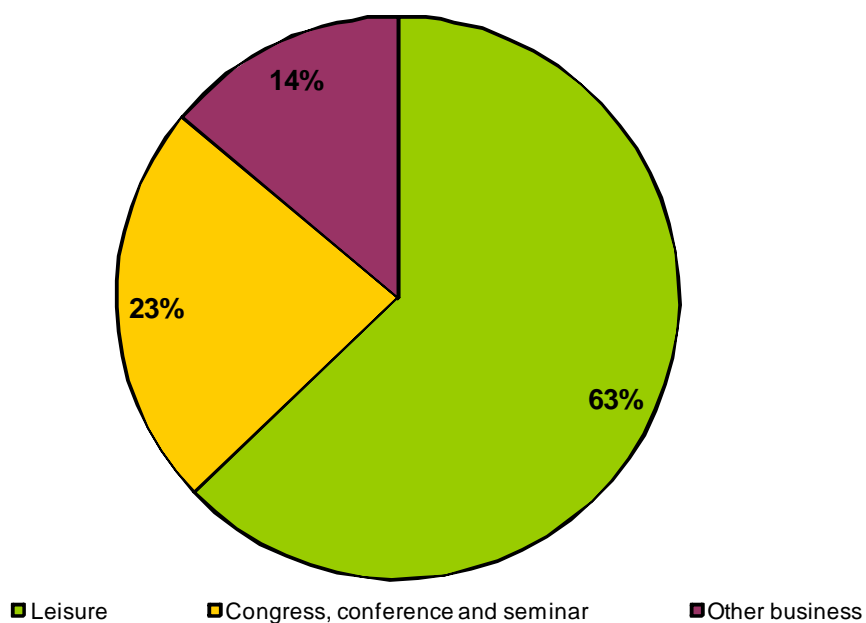
4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	261	74%	43	12%	47	13%	351	100%
Historic cities	53.281	65%	20.164	24%	9.022	11%	82.467	100%
Antwerp	6.190	46%	4.643	35%	2.600	19%	13.433	100%
Bruges	3.400	86%	240	6%	303	8%	3.943	100%
Brussels	41.178	68%	14.556	24%	4.630	8%	60.364	100%
Ghent	1.185	59%	511	25%	313	16%	2.009	100%
Leuven	1.243	52%	207	9%	935	39%	2.385	100%
Mechelen	85	26%	7	2%	241	72%	333	100%
Flemish countryside	13.229	57%	4.474	19%	5.661	24%	23.364	100%
Flanders	66.771	63%	24.681	23%	14.730	14%	106.182	100%

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

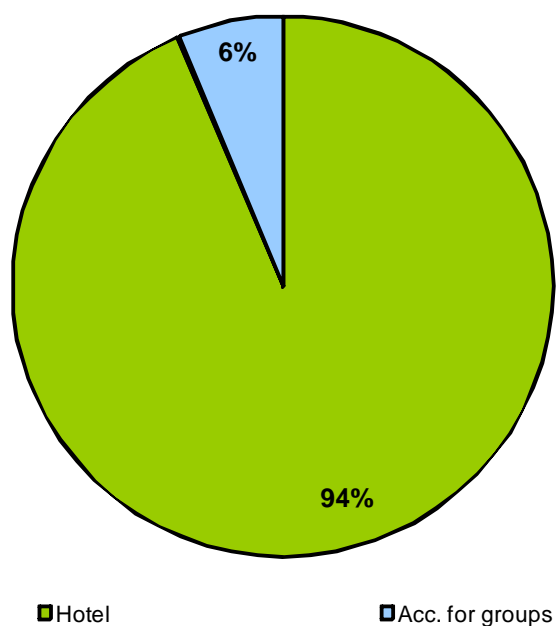
5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	258	74%	76.428	93%	22.688	97%	99.374	94%
Camp site	6	2%	136	0%	18	0%	160	0%
Holiday park	0	0%	0	0%	84	0%	84	0%
Acc. for groups	87	25%	5.903	7%	574	2%	6.564	6%
Total	351	100%	82.467	100%	23.364	100%	106.182	100%

Source: Tourism Flanders based on GDS

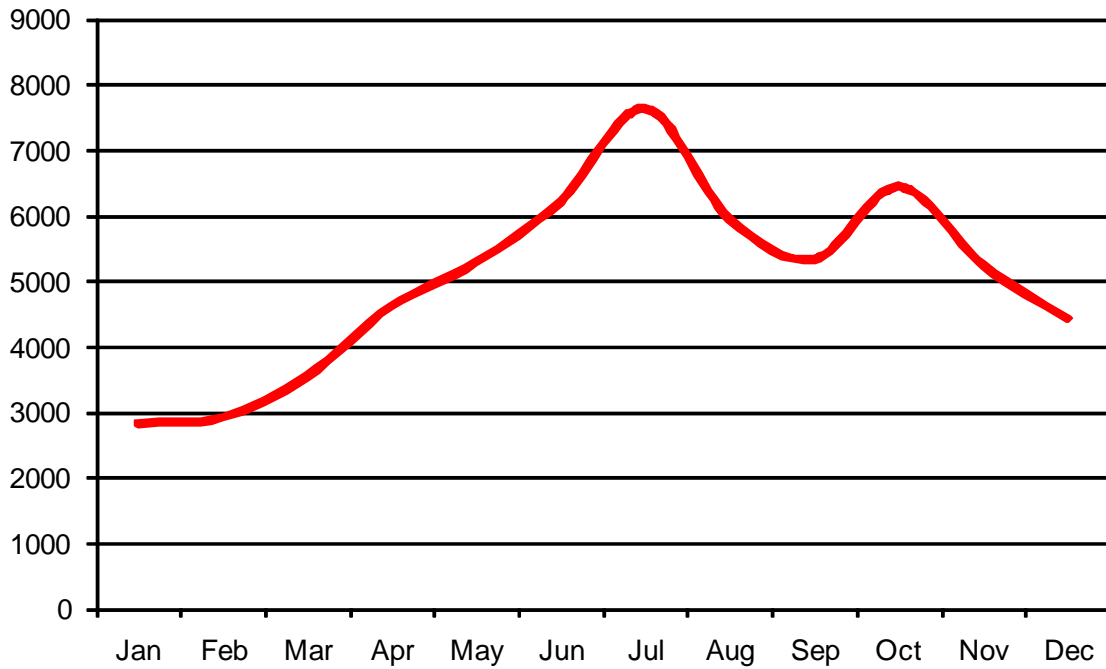
Figure 10: The Chinese market in Flanders by type of accommodation 2010 (overnights)



Source: Tourism Flanders based on GDS

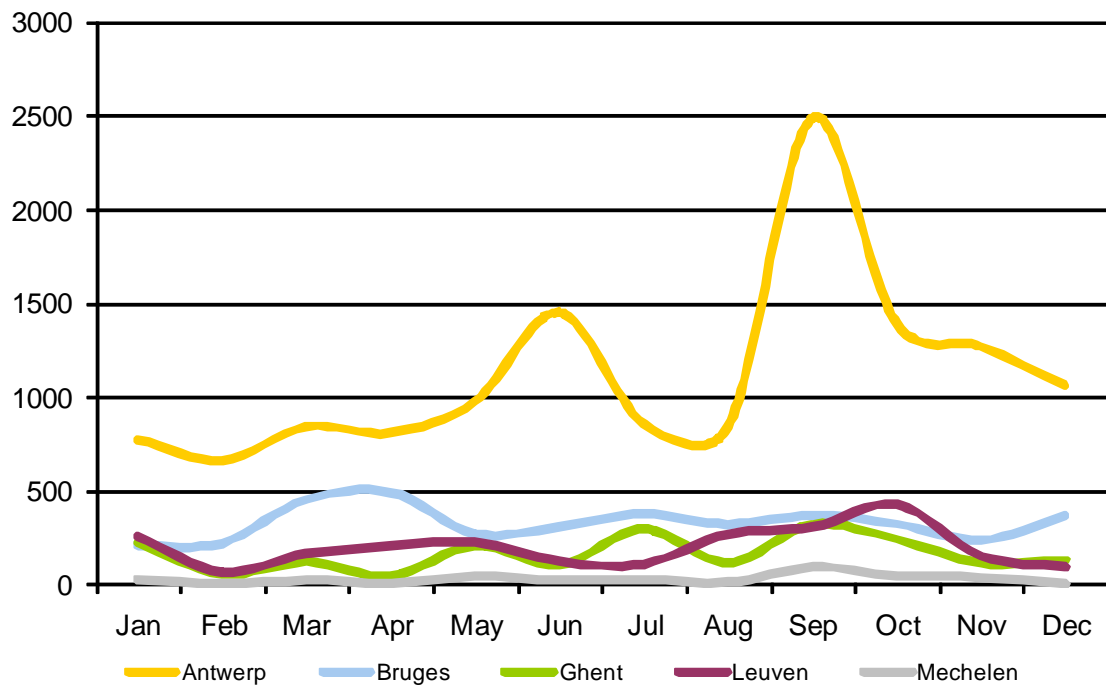
6. Seasonality

Figure 11: Chinese overnights in Brussels – seasonality 2010



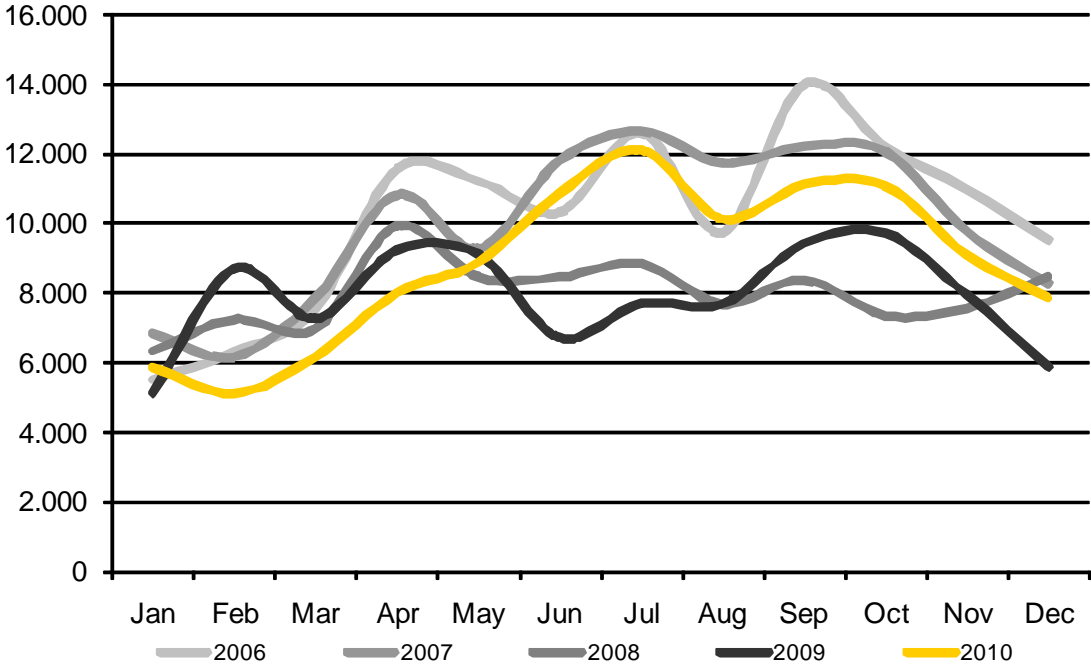
Source: Tourism Flanders based on GDS

Figure 12: Chinese overnights in the historic cities (excl. Brussels) – seasonality 2010



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

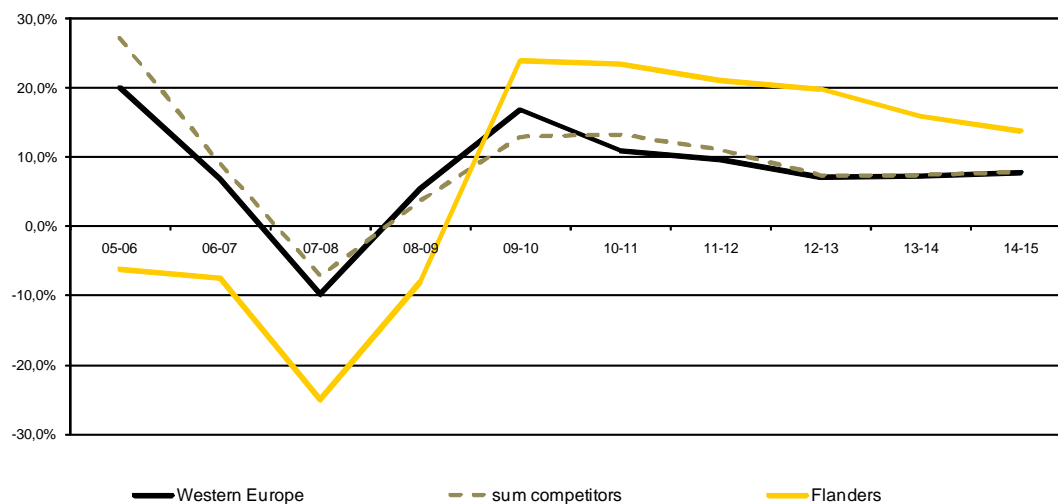
7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	87	80	60	55	68	161	+135,7%
Western Europe	1.965	2.100	1.894	1.997	2.331	3.504	+50,3%
sum competitors	1.501	1.636	1.519	1.574	1.776	2.774	+56,2%
Netherlands	n.a	n.a	n.a	n.a	n.a	n.a	n.a
Spain	n.a	n.a	n.a	n.a	n.a	n.a	n.a
UK	107	143	108	89	117	187	+59,7%
France	805	832	778	900	949	1.341	+41,4%
Germany	441	462	421	385	485	904	+86,4%
Italy	117	160	158	138	151	225	+49,0%
Czech Republic	30	38	53	62	74	117	+57,1%

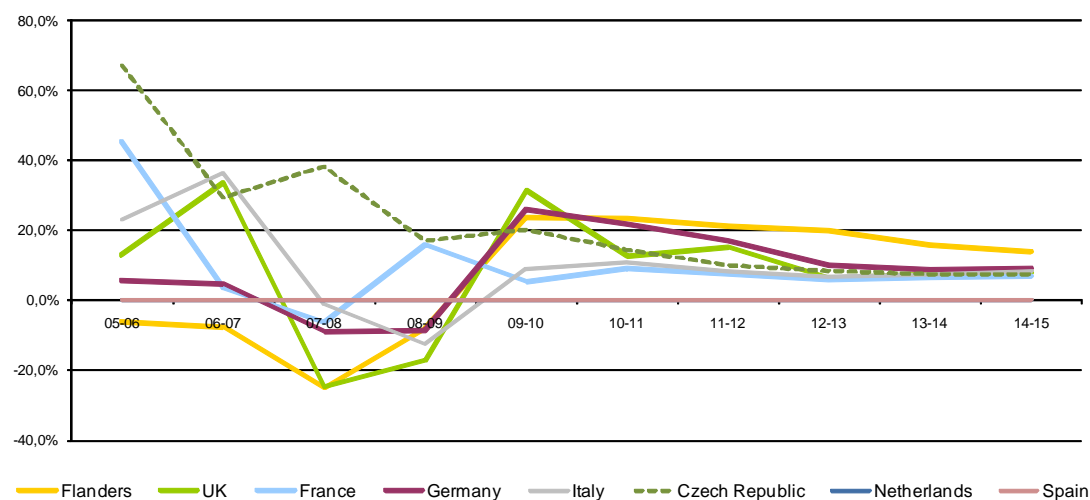
Source: Tourism Flanders based on TDM and GDS

Figure 14: Trend and forecast of the Chinese 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 Chinese 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 (in English), www.toerismevlaanderen.be/cijfers (in Dutch) or contact vincent.nijs@toerismevlaanderen.be.