



# tourism in figures 2010

the French market in Flanders



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## A. The French market in Flanders

### 1. Key figures

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

	Overall total foreign travellers	French travellers	% French	Ranking French
arrivals	6.027.265	903.847	15,0%	2th
overnight stays	13.209.591	1.688.524	12,8%	3th
length of stay (nights)	2,2	1,9	-	-

Source: Tourism Flanders based on GDS

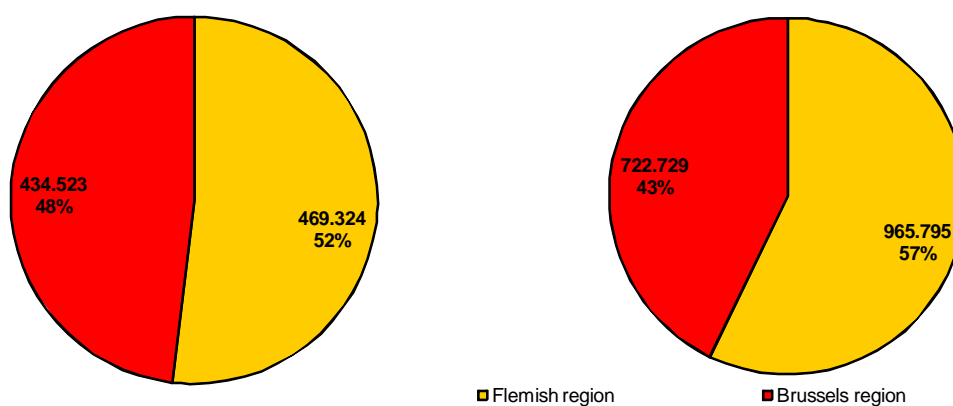
### 2. Distribution within Flanders

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

	arrivals	%	overnights	%
Flemish region	469.324	52%	965.795	57%
Brussels region	434.523	48%	722.729	43%
<b>Flanders</b>	<b>903.847</b>	<b>100%</b>	<b>1.688.524</b>	<b>100%</b>

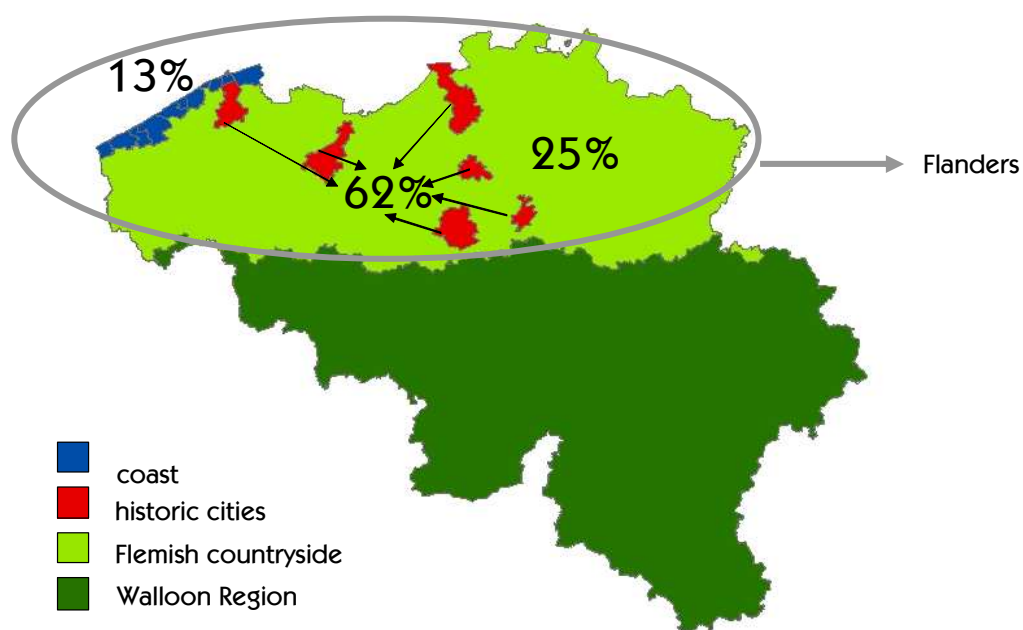
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

**Figure 2: French overnights in Flanders 2010**



Source: Tourism Flanders based on GDS

**Table 3: The French market in Flanders by destination 2010**

	overnights	%
Coast	227.303	13%
Historic cities	1.047.869	62%
Flemish countryside	413.352	24%
<b>Flanders</b>	<b>1.688.524</b>	<b>100%</b>

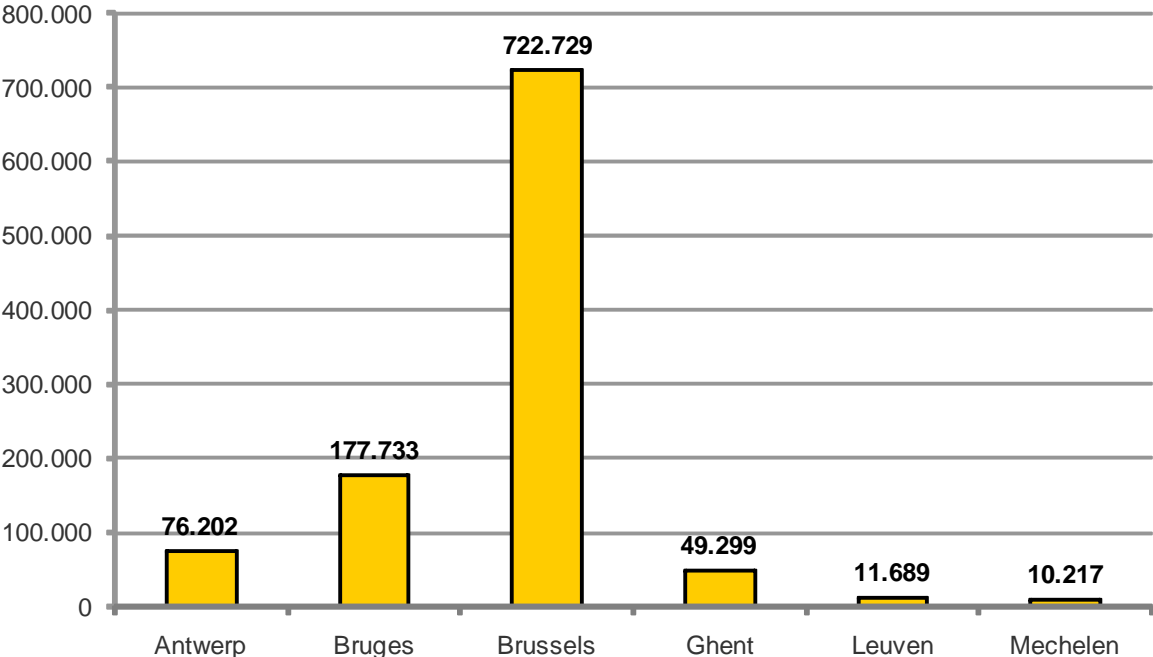
Source: Tourism Flanders based on GDS

**Table 4: The French market in the historic cities 2010**

	overnights	%
Antwerp	76.202	7%
Bruges	177.733	17%
Brussels	722.729	69%
Ghent	49.299	5%
Leuven	11.689	1%
Mechelen	10.217	1%
<b>Historic cities</b>	<b>1.047.869</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

### 3. Trends

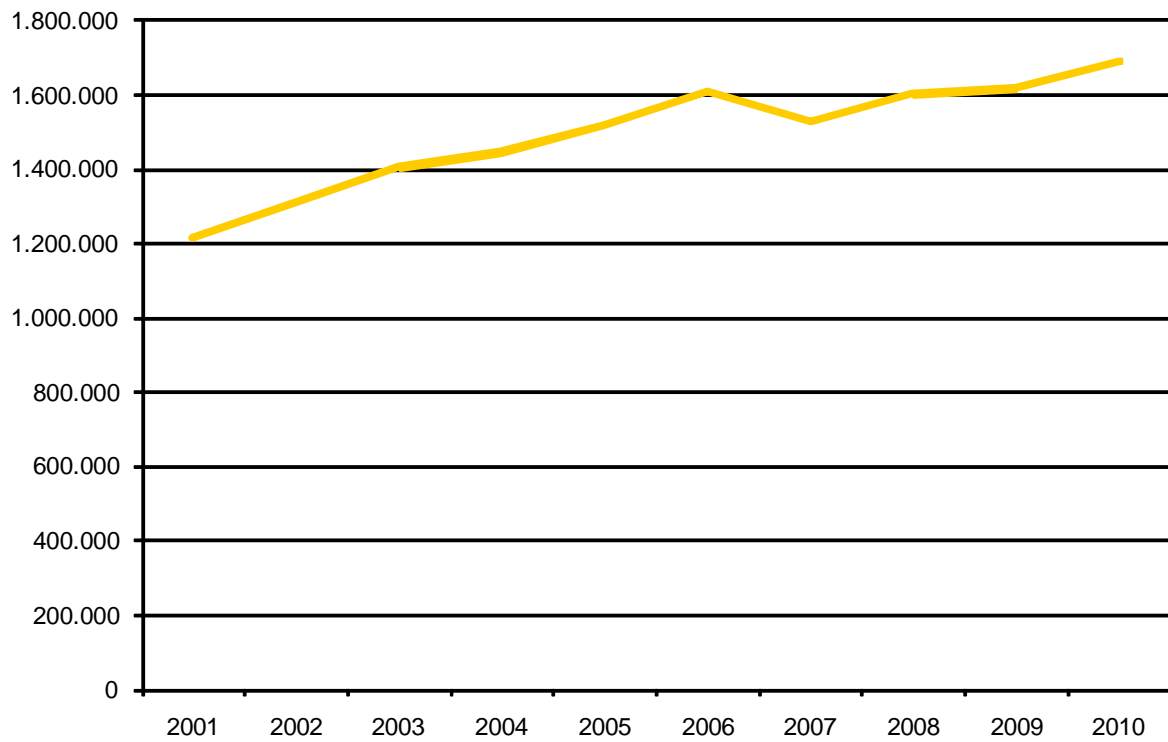
**Table 5: Trend of French overnights, arrivals and average length of stay in Flanders 2001-2010**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	01-10
Overnights (x1.000)	1.212	1.307	1.404	1.444	1.518	1.608	1.527	1.603	1.617	1.689	+39,4%
Arrivals (x1.000)	652	709	745	762	788	831	777	833	860	904	+38,7%
Average length of stay*	1,86	1,84	1,88	1,89	1,93	1,94	1,96	1,92	1,88	1,87	+0,5%

Source: Tourism Flanders based on GDS

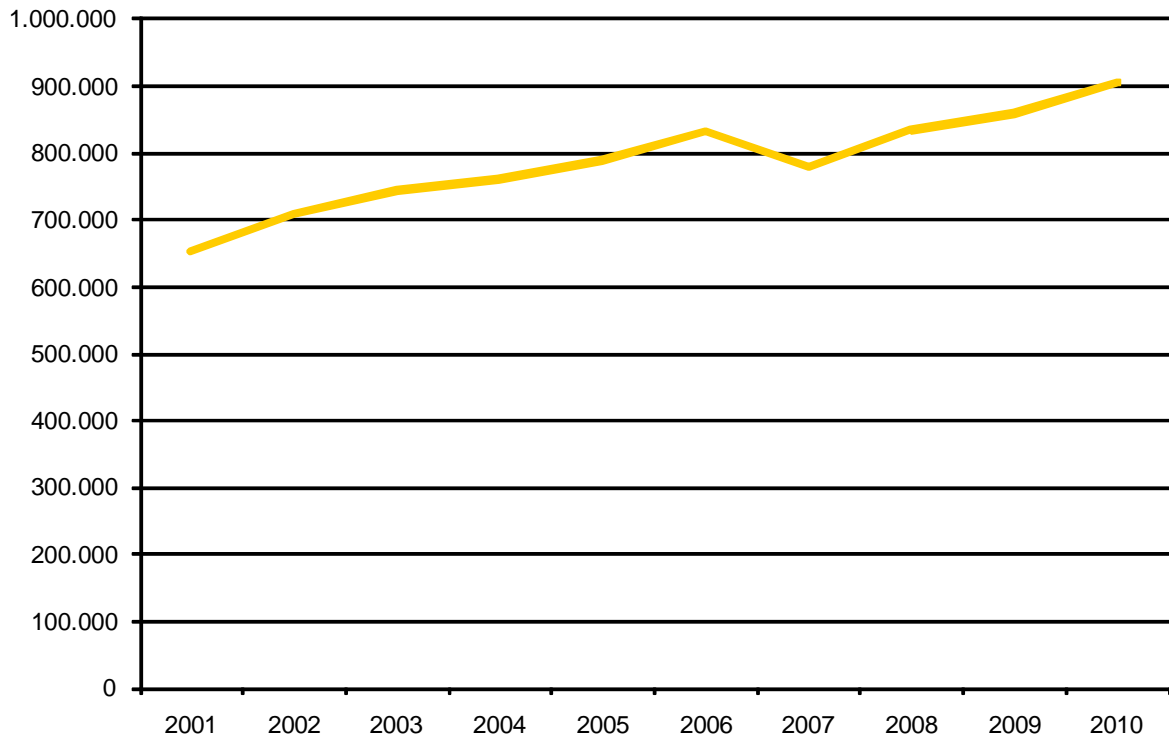
\*nights

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



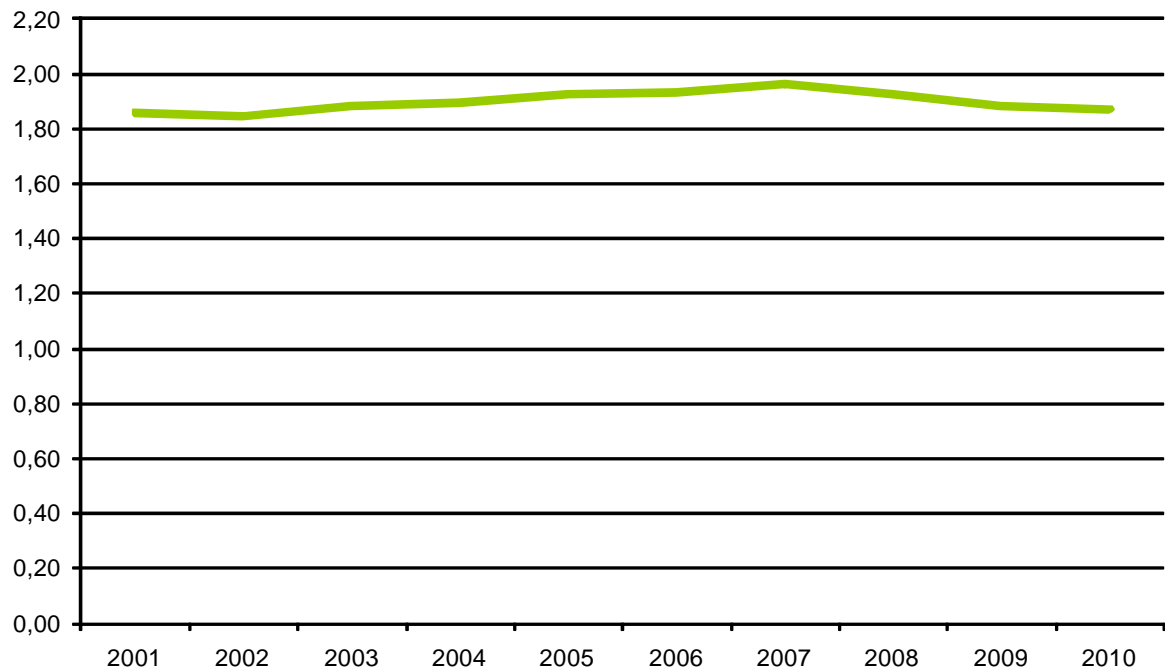
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



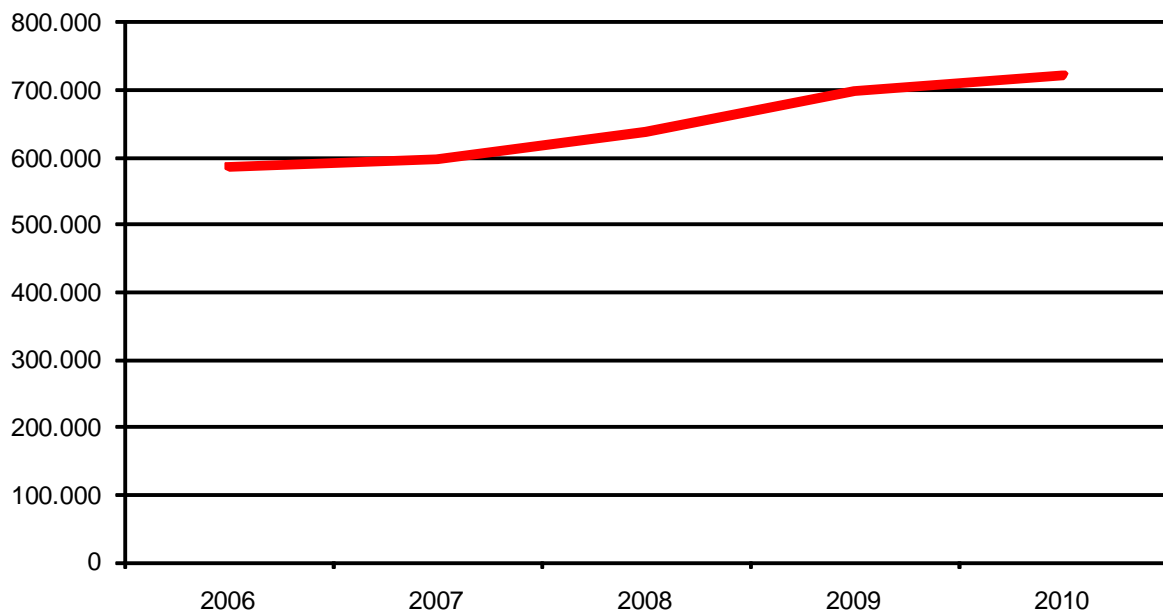
Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	241.713	221.127	234.084	209.225	227.303	-6,0%
Historic cities	920.325	896.837	940.808	1.004.322	1.047.869	+13,9%
Antwerp	68.494	79.539	75.583	68.953	76.202	+11,3%
Bruges	170.915	147.681	154.863	165.899	177.733	+4,0%
Brussels	587.598	597.194	637.456	698.294	722.729	+23,0%
Ghent	49.529	46.571	49.379	47.615	49.299	-0,5%
Leuven	17.234	14.043	13.913	12.602	11.689	-32,2%
Mechelen	26.555	11.809	9.614	10.959	10.217	-61,5%
Flemish countryside	445.839	408.800	428.407	403.310	413.352	-7,3%
<b>Flanders</b>	<b>1.607.877</b>	<b>1.526.764</b>	<b>1.603.299</b>	<b>1.616.857</b>	<b>1.688.524</b>	<b>+5,0%</b>

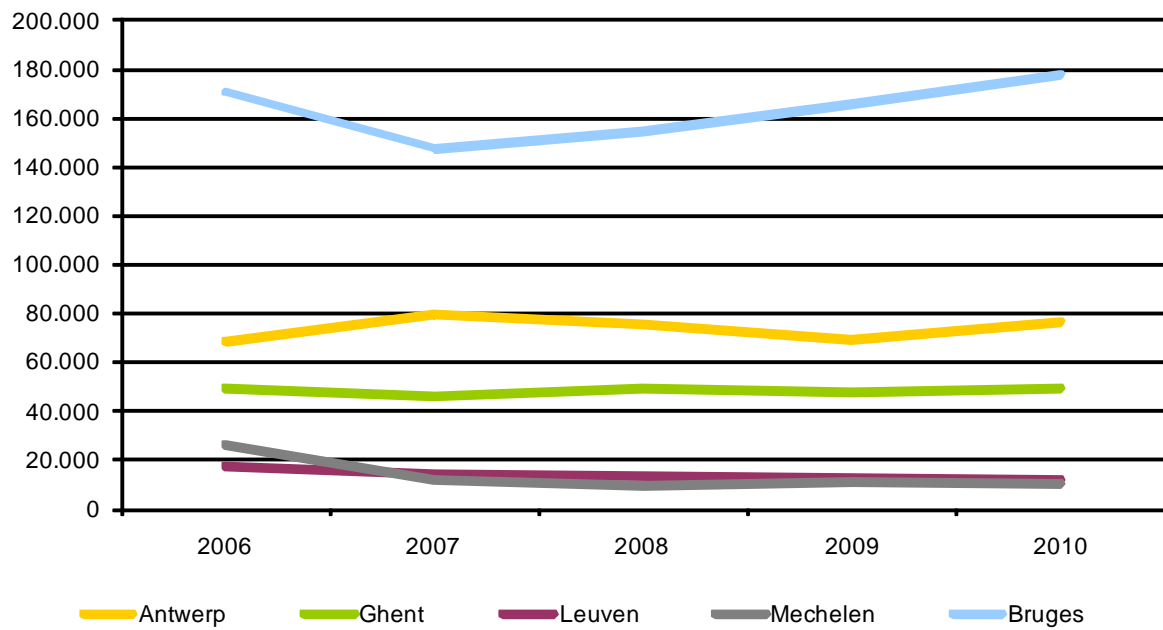
Source: Tourism Flanders based on GDS

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



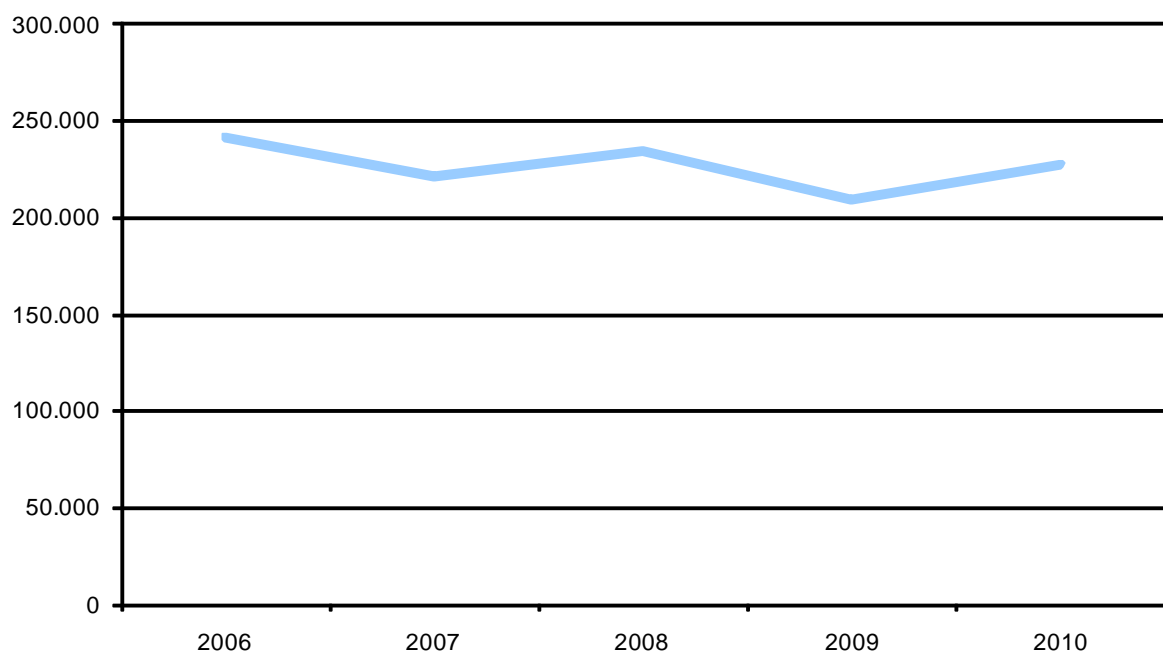
Source: Tourism Flanders based on GDS

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



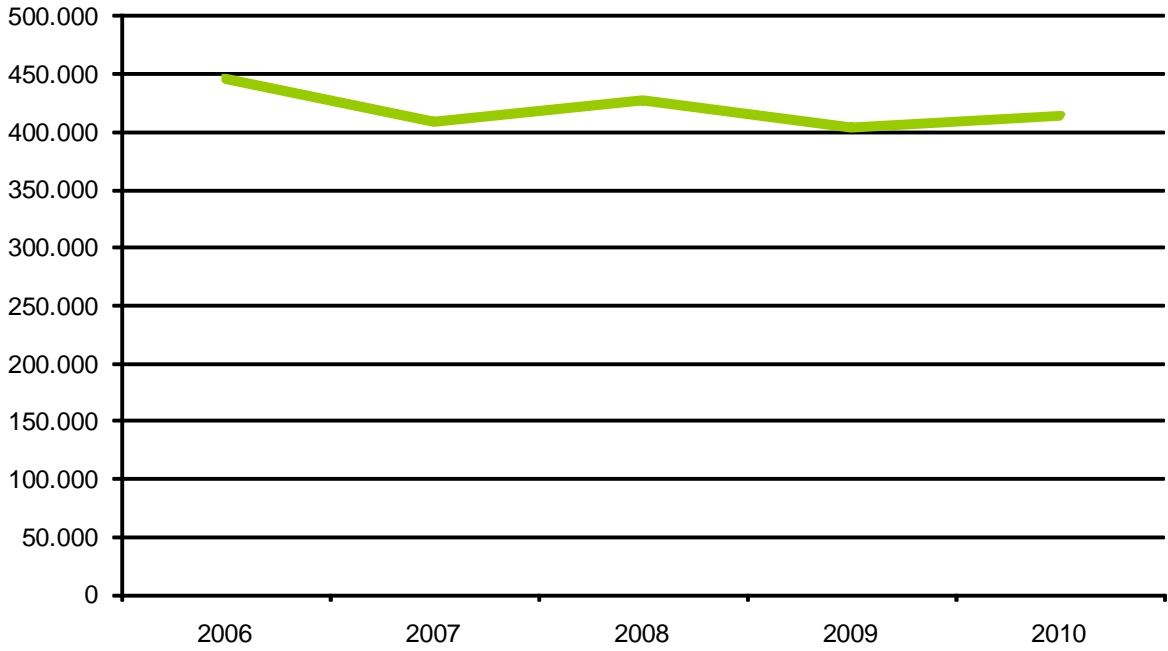
Source: Tourism Flanders based on GDS

**Figure 9: Trend of French overnights at the coast 2006-2010**



Source: Tourism Flanders based on GDS

**Figure 10: Trend of French overnights in the Flemish countryside 2006-2010**



Source: Tourism Flanders based on GDS

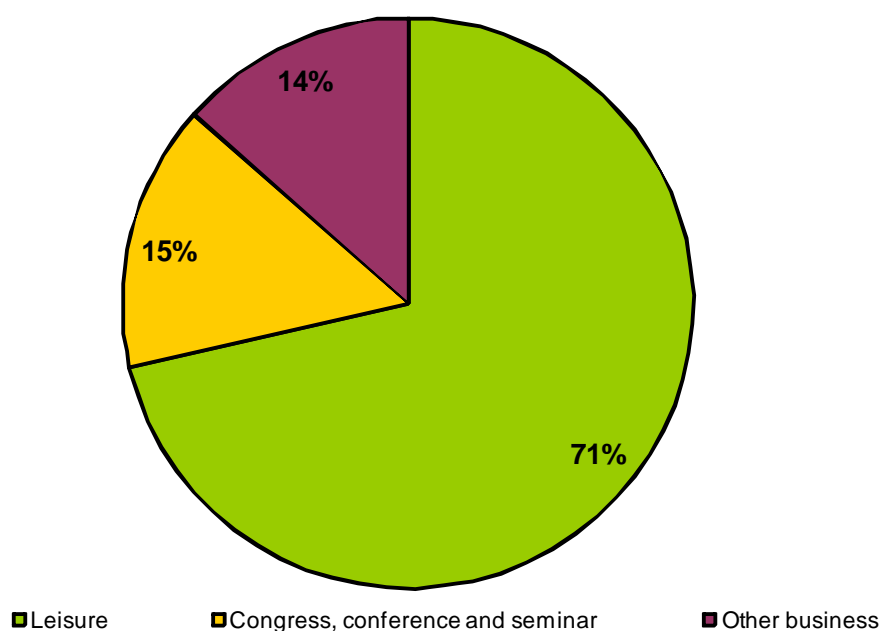
#### 4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	223.362	98%	1.954	1%	1.987	1%	227.303	100%
Historic cities	679.320	65%	210.266	20%	158.283	15%	1.047.869	100%
Antwerp	44.016	58%	12.501	16%	19.685	26%	76.202	100%
Bruges	166.490	94%	8.506	5%	2.737	2%	177.733	100%
Brussels	420.088	58%	180.613	25%	122.028	17%	722.729	100%
Ghent	34.361	70%	7.444	15%	7.494	15%	49.299	100%
Leuven	7.085	61%	900	8%	3.704	32%	11.689	100%
Mechelen	7.280	71%	302	3%	2.635	26%	10.217	100%
Flemish countryside	302.499	73%	43.351	10%	67.502	16%	413.352	100%
<b>Flanders</b>	<b>1.205.181</b>	<b>71%</b>	<b>255.571</b>	<b>15%</b>	<b>227.772</b>	<b>13%</b>	<b>1.688.524</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

**Figure 11: The French market in Flanders by motive of stay 2010 (overnights)**



Source: Tourism Flanders based on GDS

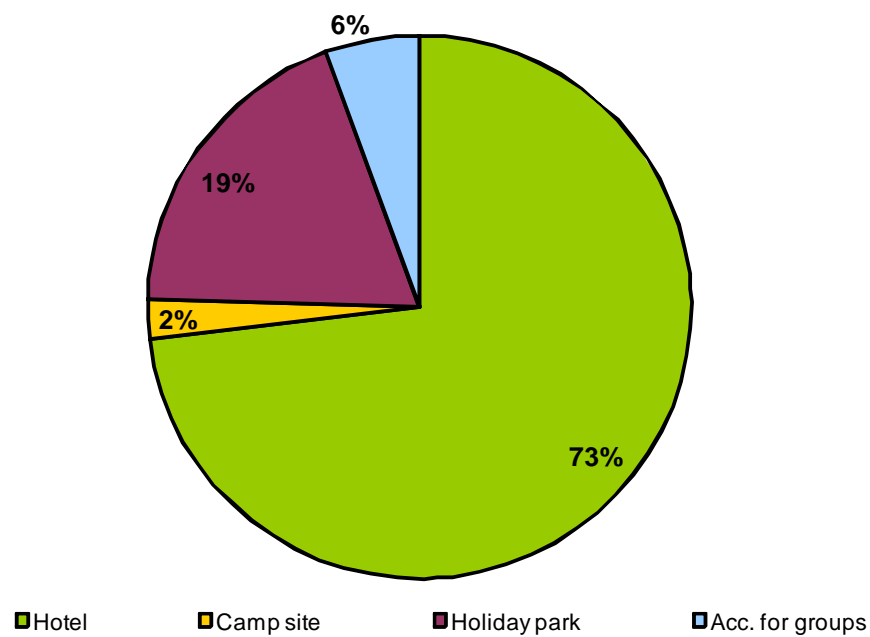
## 5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	65.600	29%	963.833	92%	204.585	49%	1.234.018	73%
Camp site	11.316	5%	9.570	1%	19.127	5%	40.013	2%
Holiday park	136.334	60%	0	0%	183.302	44%	319.636	19%
Acc. for groups	14.053	6%	74.466	7%	6.338	2%	94.857	6%
<b>Total</b>	<b>227.303</b>	<b>100%</b>	<b>1.047.869</b>	<b>100%</b>	<b>413.352</b>	<b>100%</b>	<b>1.688.524</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

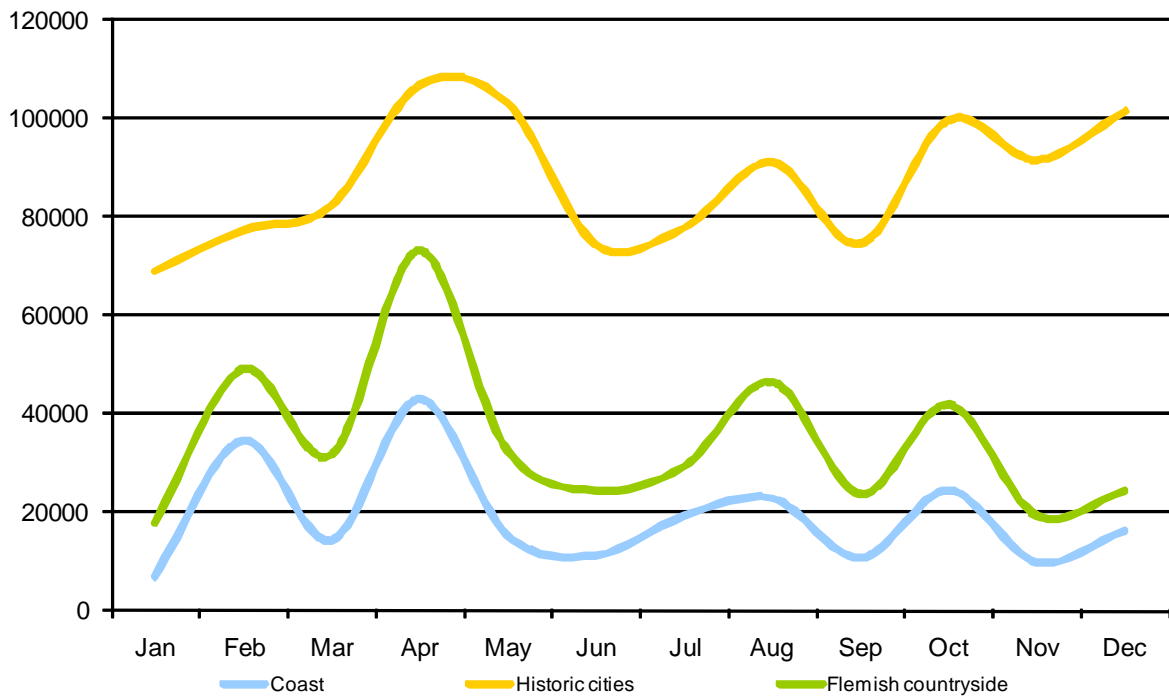
**Figure 12: The French market in Flanders by type of accommodation 2010 (overnights)**



Source: Tourism Flanders based on GDS

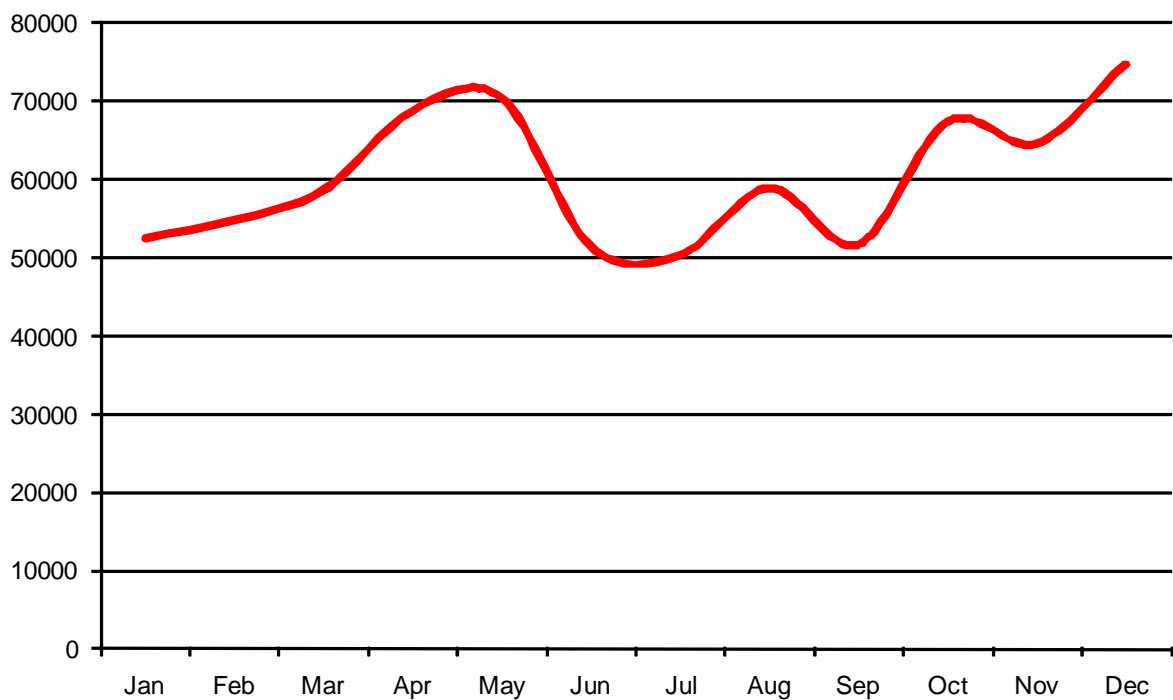
## 6. Seasonality

Figure 13: French overnights in Flanders – seasonality 2010



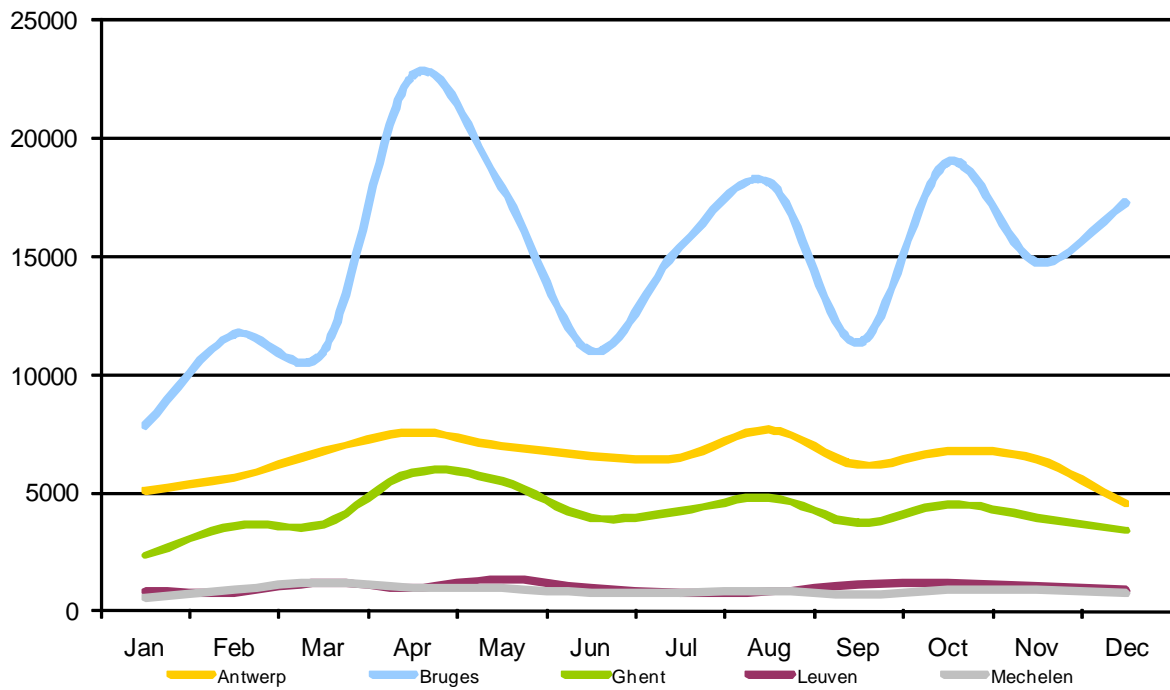
Source: Tourism Flanders based on GDS

Figure 14: French overnights in Brussels – seasonality 2010



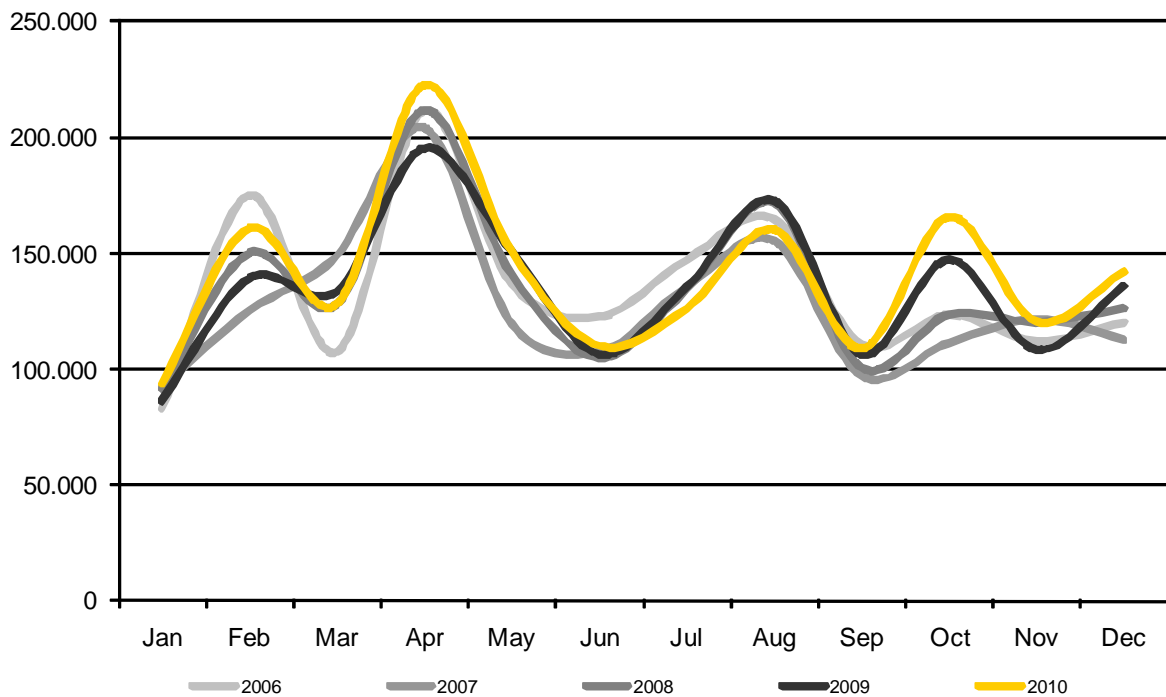
Source: Tourism Flanders based on GDS

**Figure 15: French overnights in Antwerp, Bruges, Ghent, Leuven, Mechelen – seasonality 2010**



Source: Tourism Flanders based on GDS

**Figure 16: Trend French overnights in Flanders – seasonality 2006-2010**



Source: Tourism Flanders based on GDS

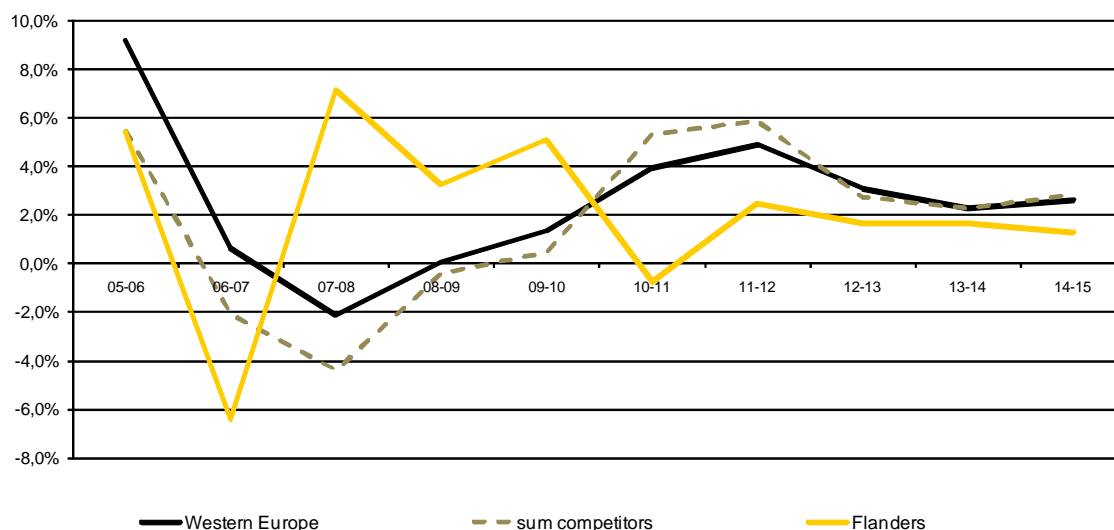
## 7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	831	777	833	860	904	962	+6,4%
Western Europe	24.148	24.294	23.775	23.784	24.104	28.436	+18,0%
sum competitors	14.511	14.204	13.581	13.524	13.588	16.356	+20,4%
Germany	1.129	1.184	1.220	1.250	1.345	1.511	+12,3%
Spain	9.082	9.004	8.149	7.916	8.024	9.927	+23,7%
UK	3.693	3.404	3.636	3.784	3.561	4.184	+17,5%
Netherlands	608	613	575	574	658	735	+11,7%

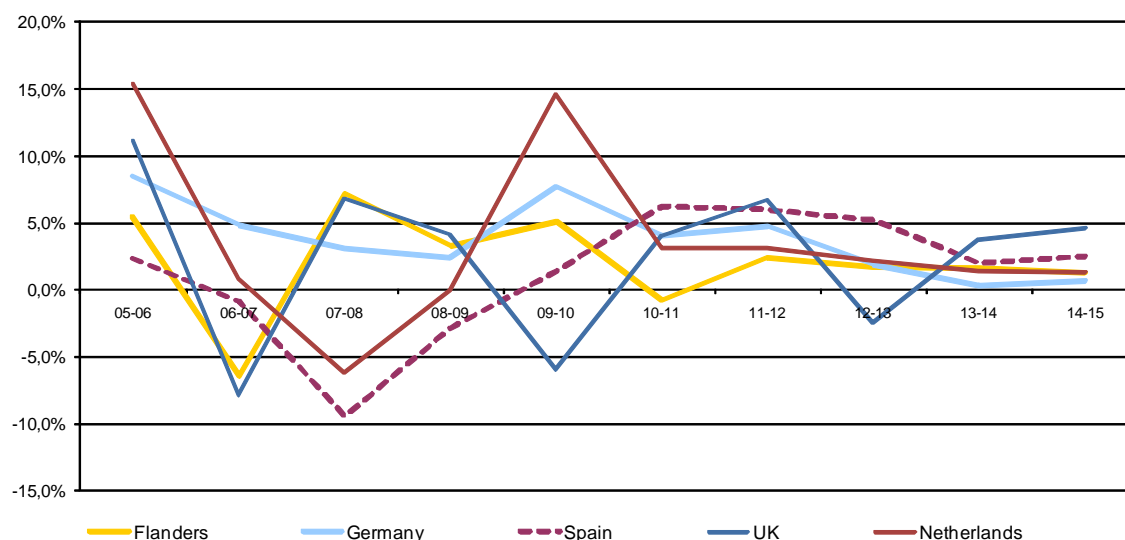
Source: Tourism Flanders based on TDM and GDS

**Figure 17: Trend and forecast of the French market in Flanders, Western-Europe and competitive destinations (2006-2015, in arrivals)**



Source: Tourism Flanders based on TDM and GDS

**Figure 18: Trend and forecast of the French market in Flanders and competitive destinations (2006-2015, in arrivals)**



Source: Tourism Flanders based on TDM and GD



## 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).