



# tourism in figures 2010

the German market in Flanders



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## A. The German market in Flanders

### 1. Key figures

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

	Overall total foreign travellers	German travellers	% German	Ranking German
arrivals	6.027.265	700.742	11,6%	4th
overnight stays	13.209.591	1.738.637	13,2%	2th
length of stay (nights)	2,2	2,5	-	-

Source: Tourism Flanders based on GDS

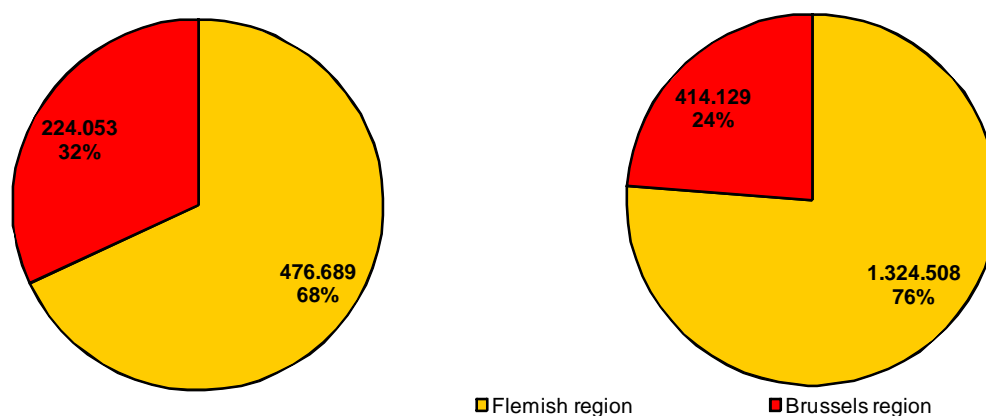
### 2. Distribution within Flanders

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

	arrivals	%	overnights	%
Flemish region	476.689	68%	1.324.508	76%
Brussels region	224.053	32%	414.129	24%
<b>Flanders</b>	<b>700.742</b>	<b>100%</b>	<b>1.738.637</b>	<b>100%</b>

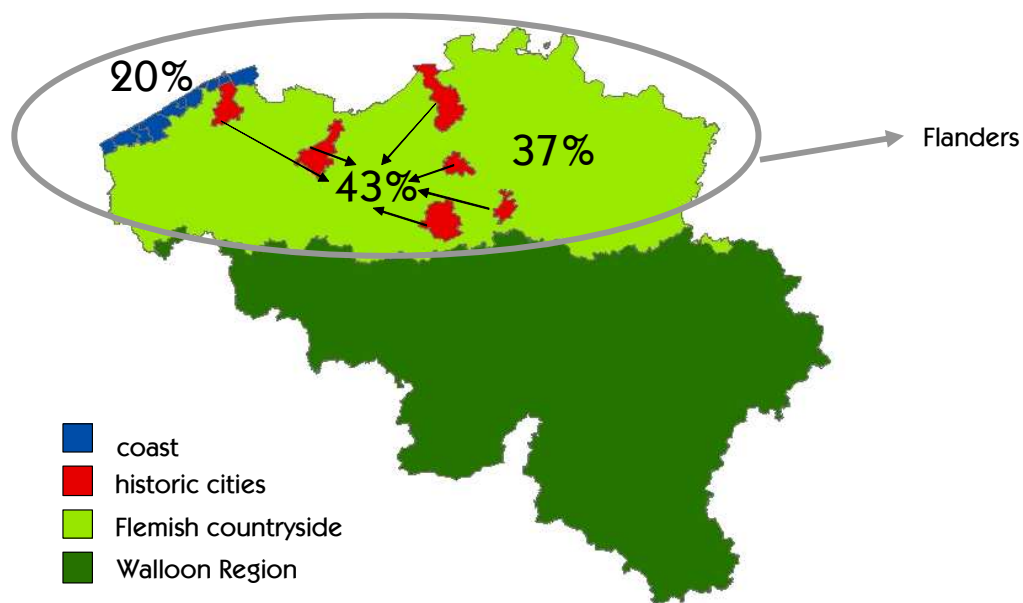
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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

	overnights	%
Coast	344.252	20%
Historic cities	748.173	43%
Flemish countryside	646.212	37%
<b>Flanders</b>	<b>1.738.637</b>	<b>100%</b>

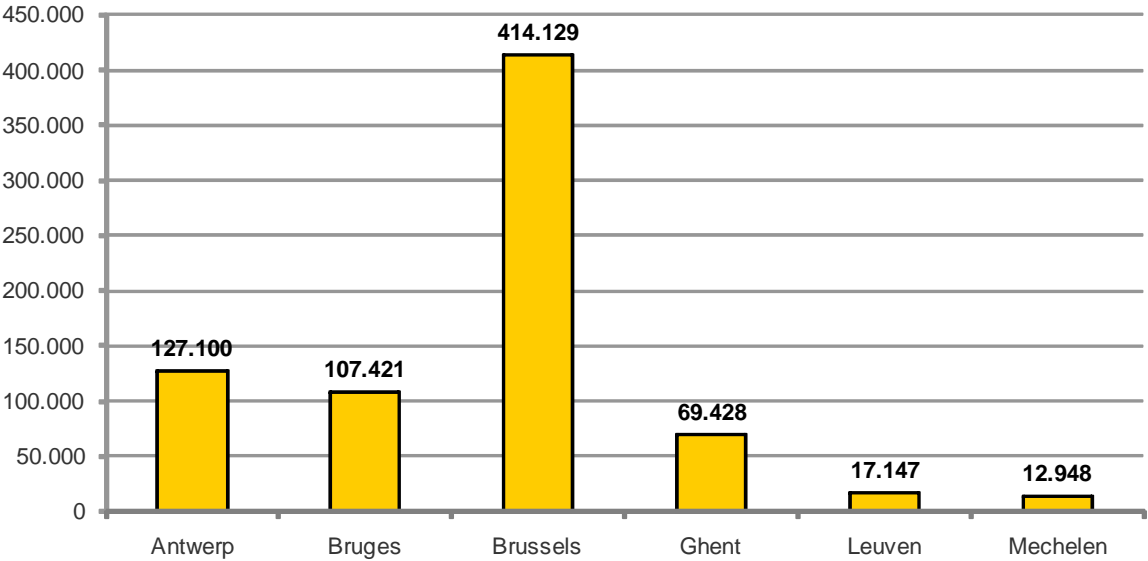
Source: Tourism Flanders based on GDS

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

	overnights	%
Antwerp	127.100	17%
Bruges	107.421	14%
Brussels	414.129	55%
Ghent	69.428	9%
Leuven	17.147	2%
Mechelen	12.948	2%
<b>Historic cities</b>	<b>748.173</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

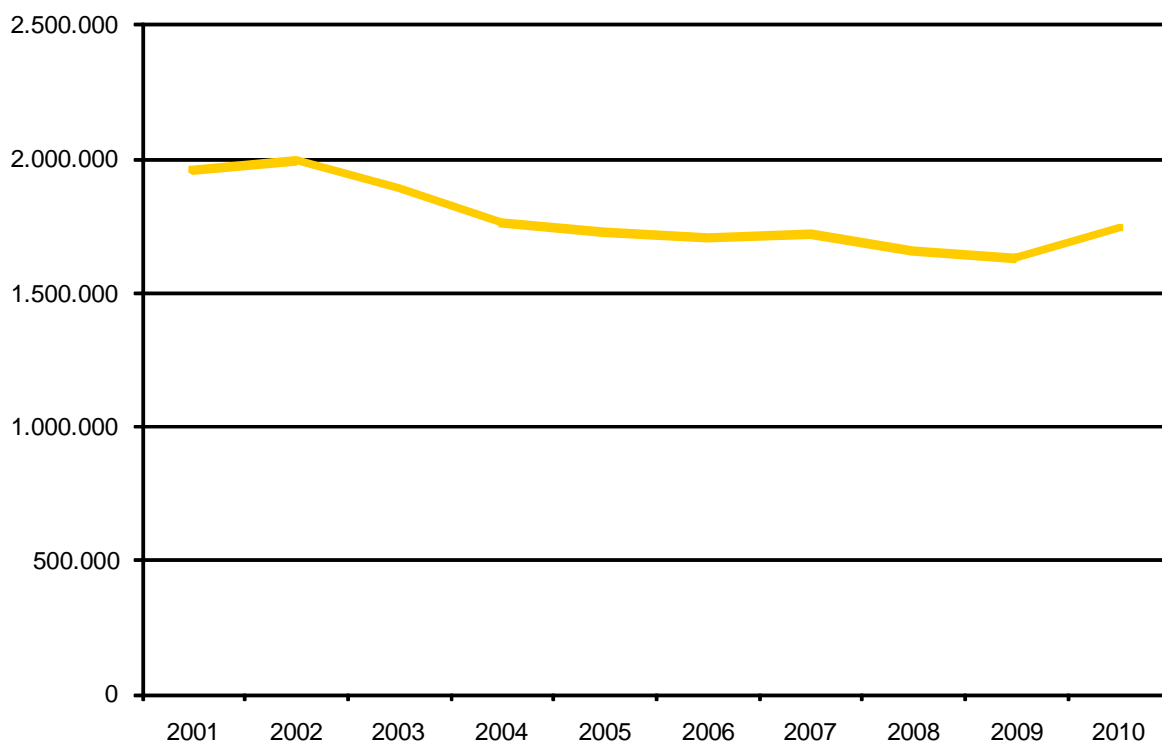
### 3. Trends

**Table 5: Trend of German 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)	1.960	1.994	1.892	1.761	1.727	1.705	1.722	1.655	1.626	1.739	-11,3%
Arrivals (x1.000)	684	713	680	658	652	654	669	666	659	701	+2,4%
Average length of stay*	2,87	2,80	2,78	2,68	2,65	2,61	2,57	2,49	2,47	2,48	-13,4%

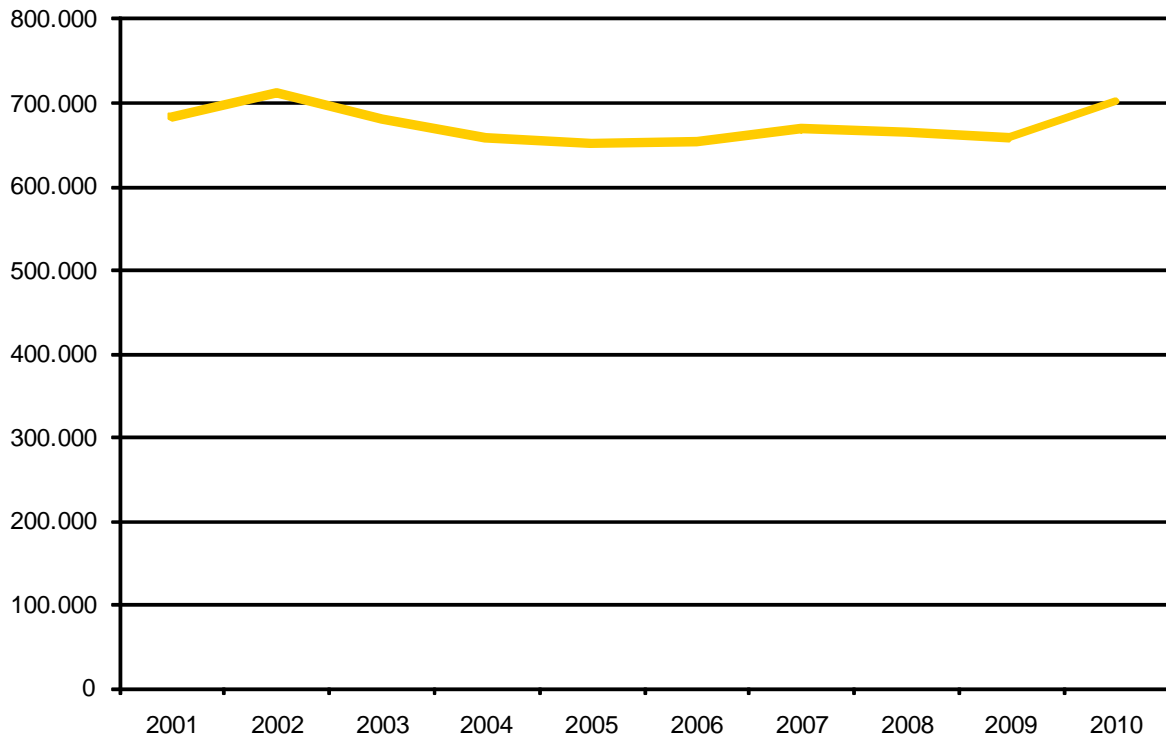
*Source: Tourism Flanders based on GDS* *\*nights*

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



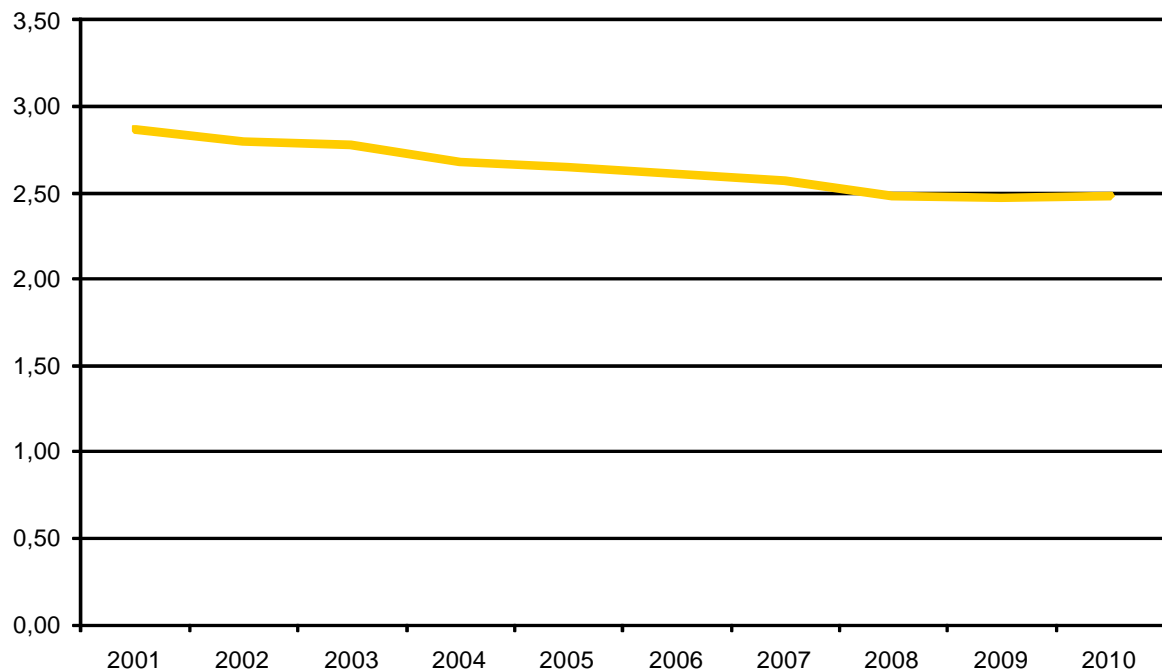
*Source: Tourism Flanders based on GDS*

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	377.871	351.492	314.930	326.590	344.252	-8,9%
Historic cities	682.816	742.750	742.193	741.191	748.173	+9,6%
Antwerp	143.111	145.800	131.063	115.917	127.100	-11,2%
Bruges	76.846	79.116	84.962	107.197	107.421	+39,8%
Brussels	365.805	408.663	421.314	415.323	414.129	+13,2%
Ghent	63.835	72.068	68.387	72.583	69.428	+8,8%
Leuven	20.804	21.310	20.521	18.263	17.147	-17,6%
Mechelen	12.415	15.793	15.946	11.908	12.948	+4,3%
Flemish countryside	644.357	628.150	597.851	558.698	646.212	+0,3%
<b>Flanders</b>	<b>1.705.044</b>	<b>1.792.392</b>	<b>1.654.974</b>	<b>1.626.479</b>	<b>1.738.637</b>	<b>+2,0%</b>

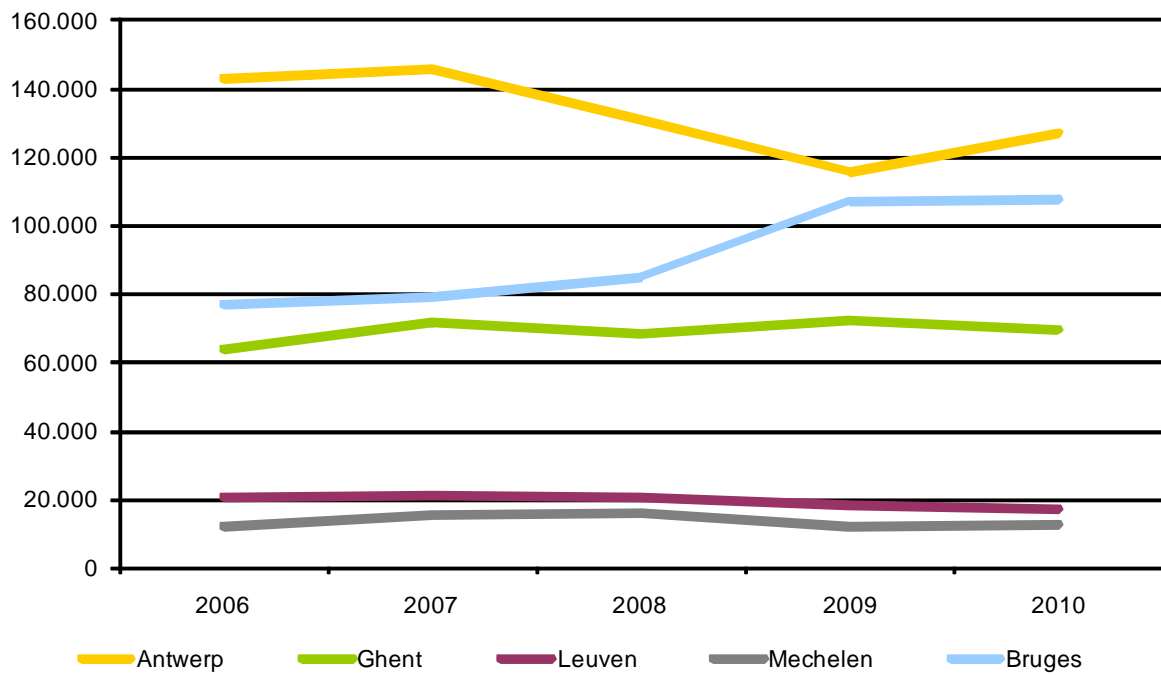
Source: Tourism Flanders based on GDS

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



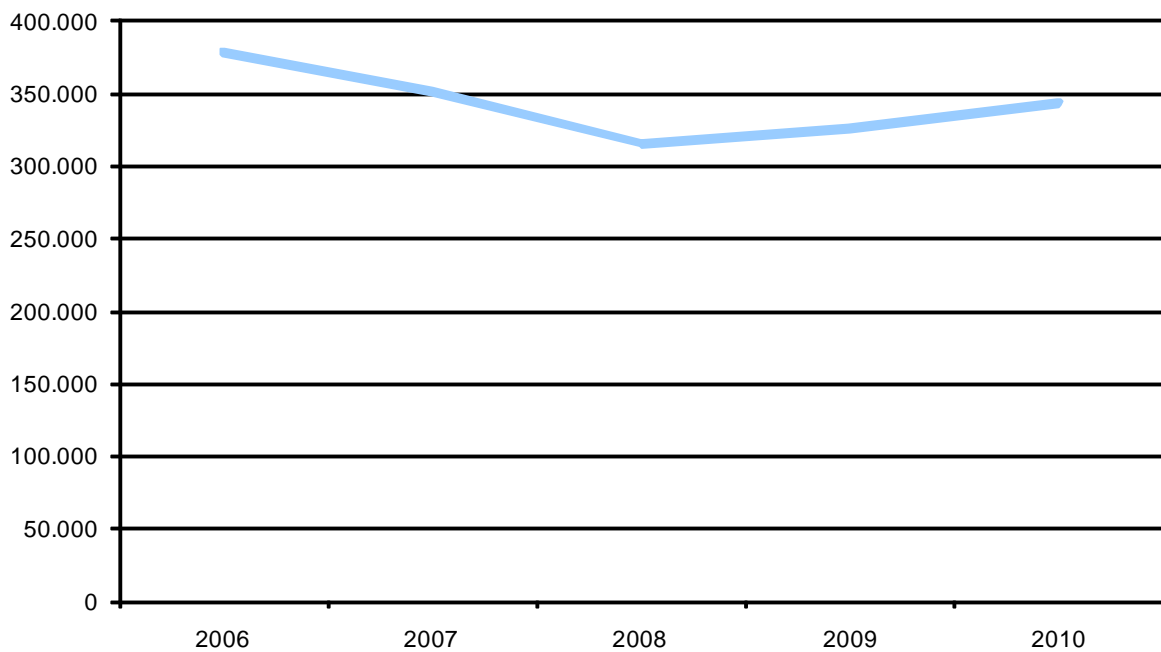
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



*Source: Tourism Flanders based on GDS*

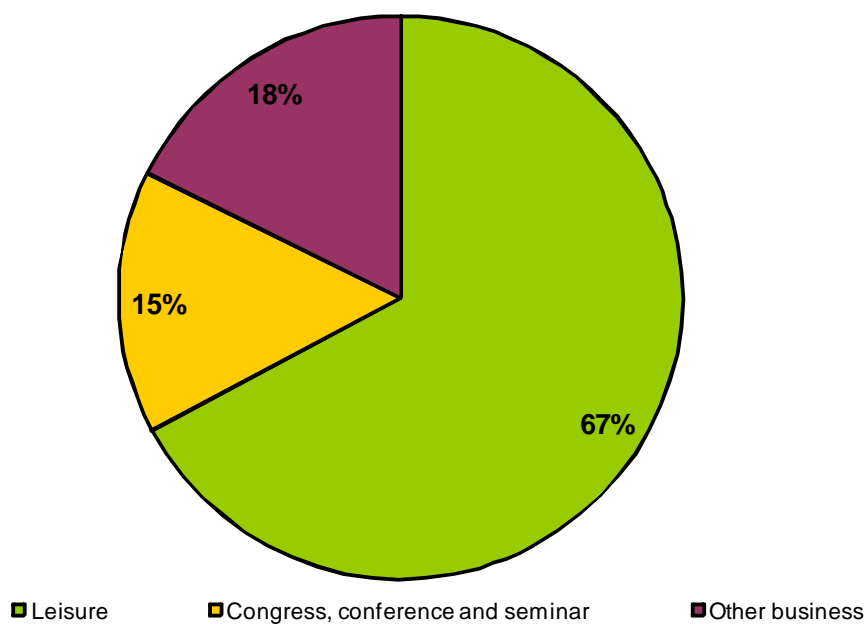
## 4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	332.908	97%	2.541	1%	8.803	3%	344.252	100%
Historic cities	429.721	57%	192.921	26%	125.531	17%	748.173	100%
Antwerp	66.531	52%	22.077	17%	38.492	30%	127.100	100%
Bruges	96.599	90%	8.005	7%	2.817	3%	107.421	100%
Brussels	207.478	50%	146.549	35%	60.102	15%	414.129	100%
Ghent	45.760	66%	12.738	18%	10.930	16%	69.428	100%
Leuven	7.664	45%	2.302	13%	7.181	42%	17.147	100%
Mechelen	5.689	44%	1.250	10%	6.009	46%	12.948	100%
Flemish countryside	405.911	63%	66.905	10%	173.396	27%	646.212	100%
<b>Flanders</b>	<b>1.168.540</b>	<b>67%</b>	<b>262.367</b>	<b>15%</b>	<b>307.730</b>	<b>18%</b>	<b>1.738.637</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

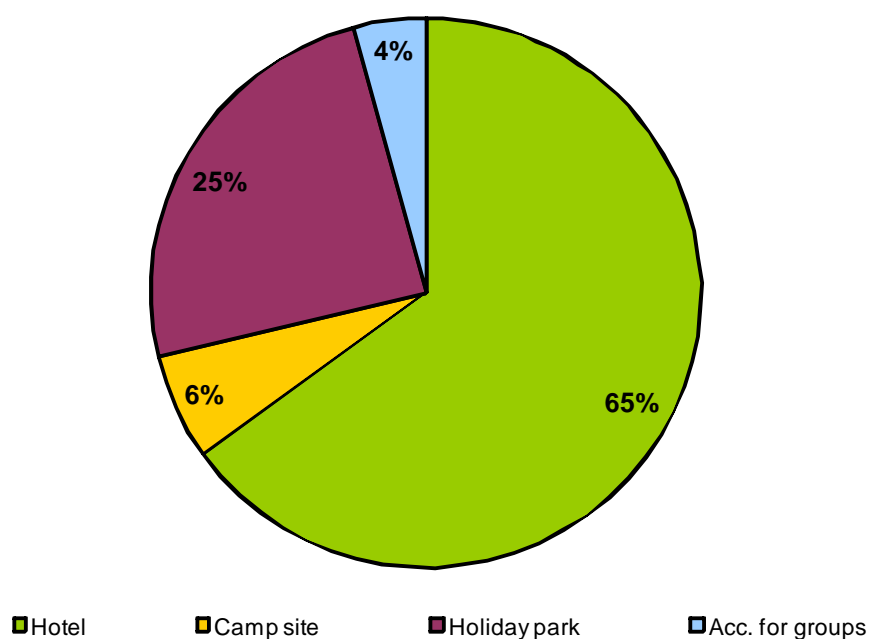
## 5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	137.406	40%	695.242	93%	297.958	46%	1.130.606	65%
Camp site	49.650	14%	13.061	2%	44.587	7%	107.298	6%
Holiday park	146.694	43%	0	0%	280.525	43%	427.219	25%
Acc. for groups	10.502	3%	39.870	5%	23.142	4%	73.514	4%
<b>Total</b>	<b>344.252</b>	<b>100%</b>	<b>748.173</b>	<b>100%</b>	<b>646.212</b>	<b>100%</b>	<b>1.738.637</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

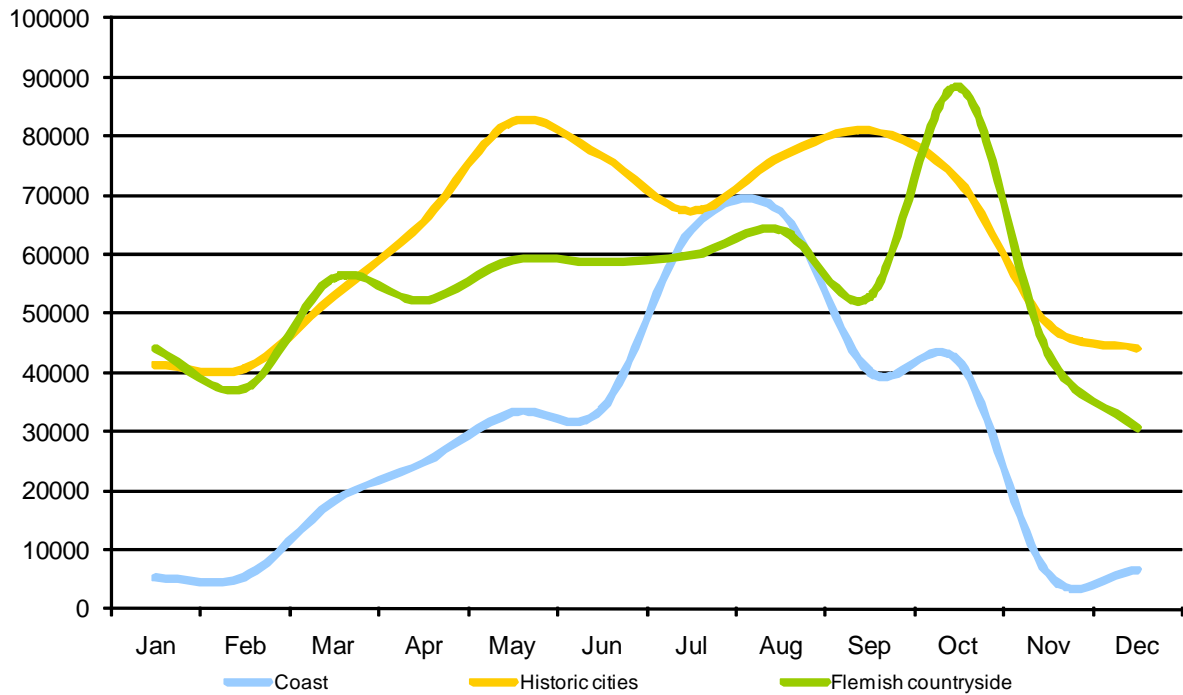
**Figure 12: The German market in Flanders by type of accommodation stay 2010 (overnights)**



Source: Tourism Flanders based on GDS

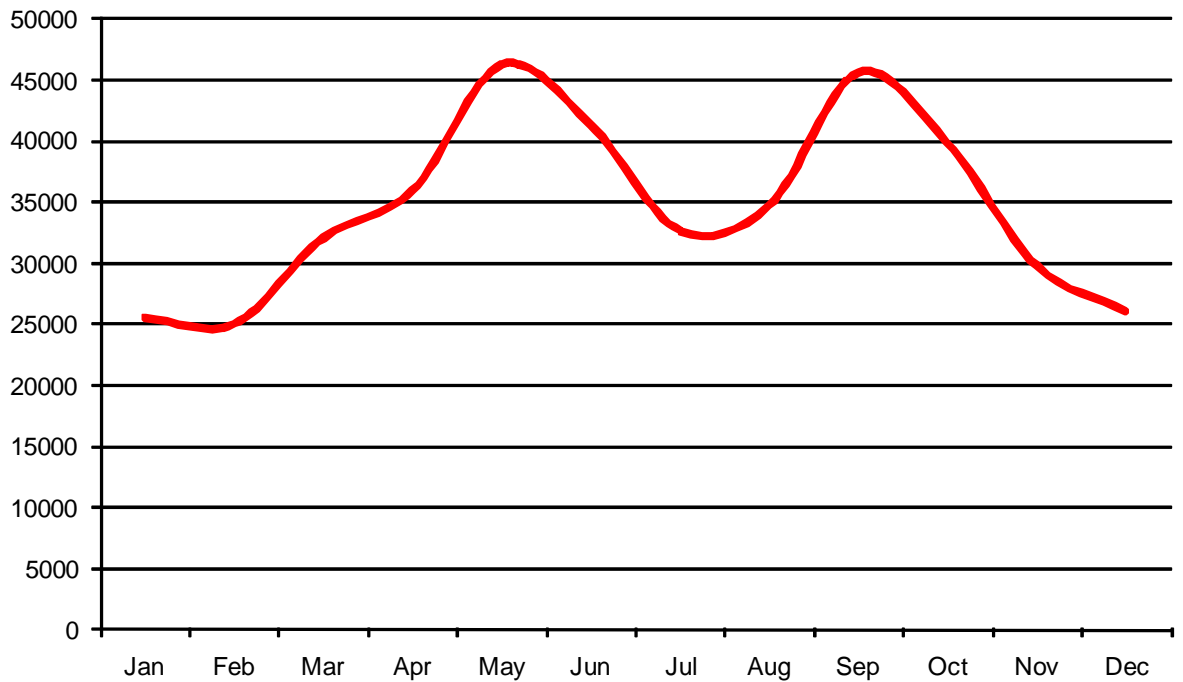
## 6. Seasonality

Figure 13: German overnights in Flanders – seasonality 2010



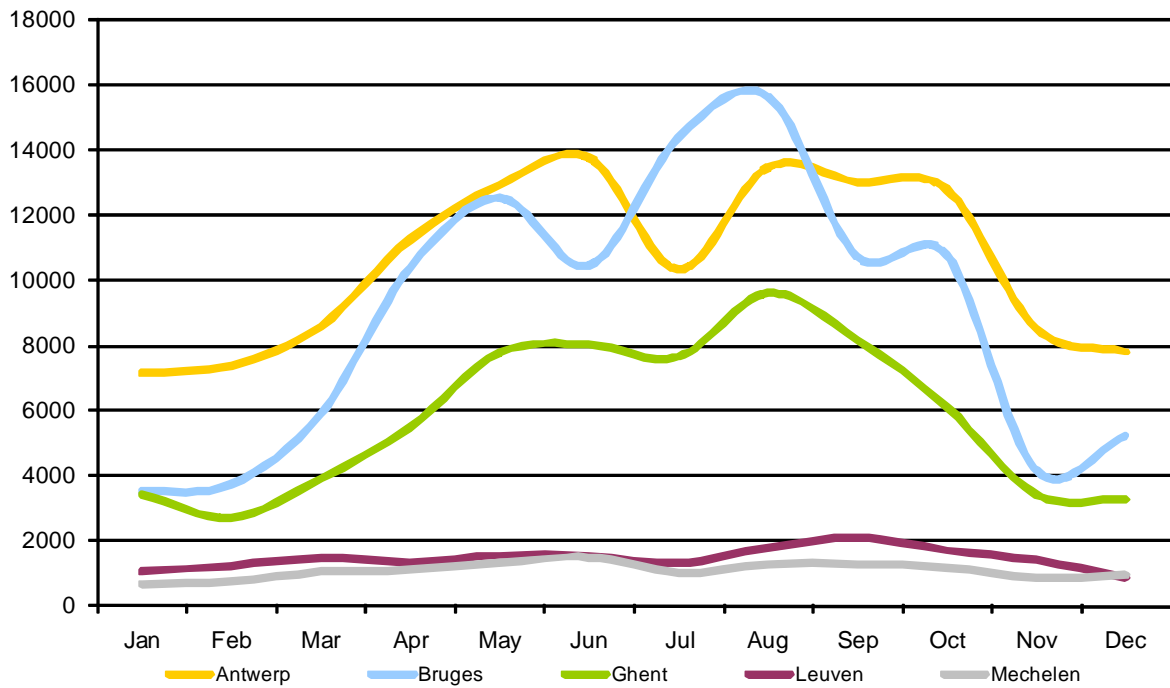
Source: Tourism Flanders based on GDS

Figure 14: German overnights in Brussels – seasonality 2010



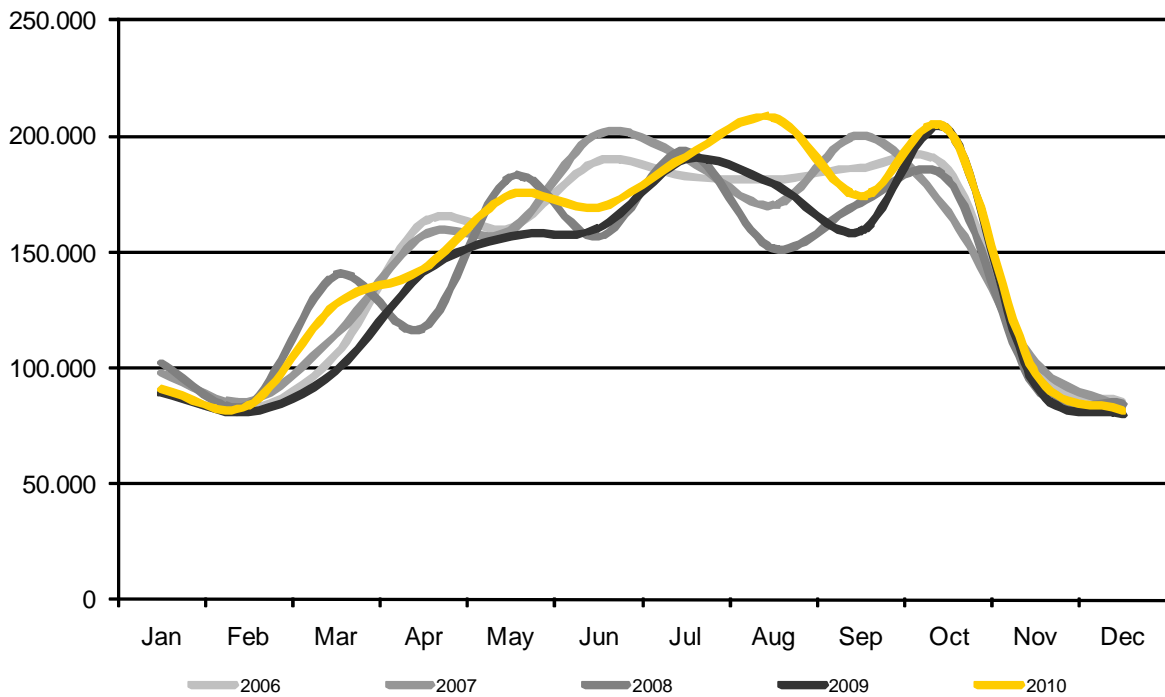
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

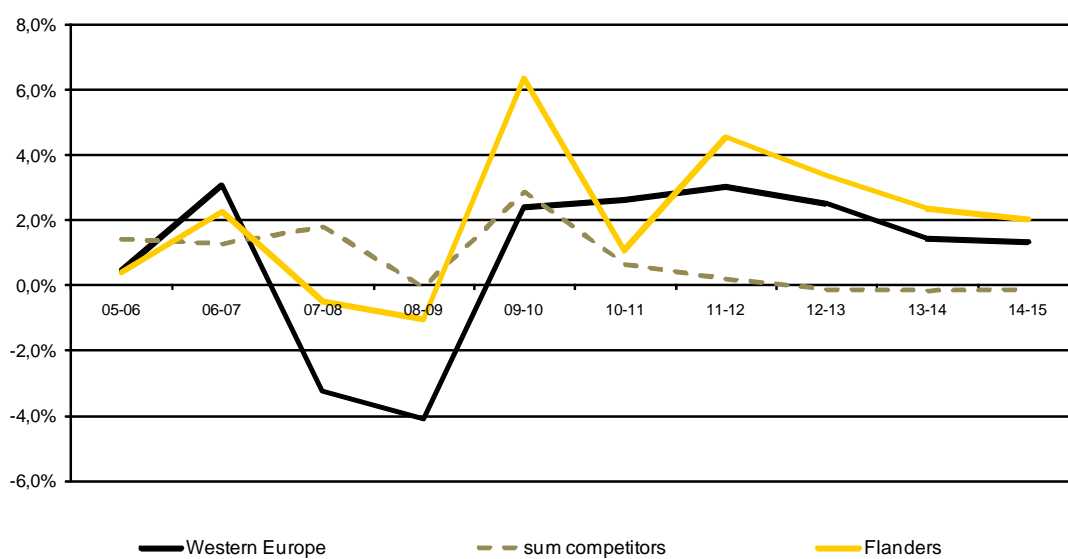
## 7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	654	669	666	659	701	799	+14,0%
Western Europe	56.885	58.633	56.724	54.384	55.679	62.006	+11,4%
sum competitors	9.711	9.834	10.010	10.003	10.289	10.327	+0,4%
Austria	6.899	7.001	7.341	7.259	7.353	7.269	-1,1%
Netherlands	2.812	2.833	2.669	2.744	2.936	3.058	+4,2%

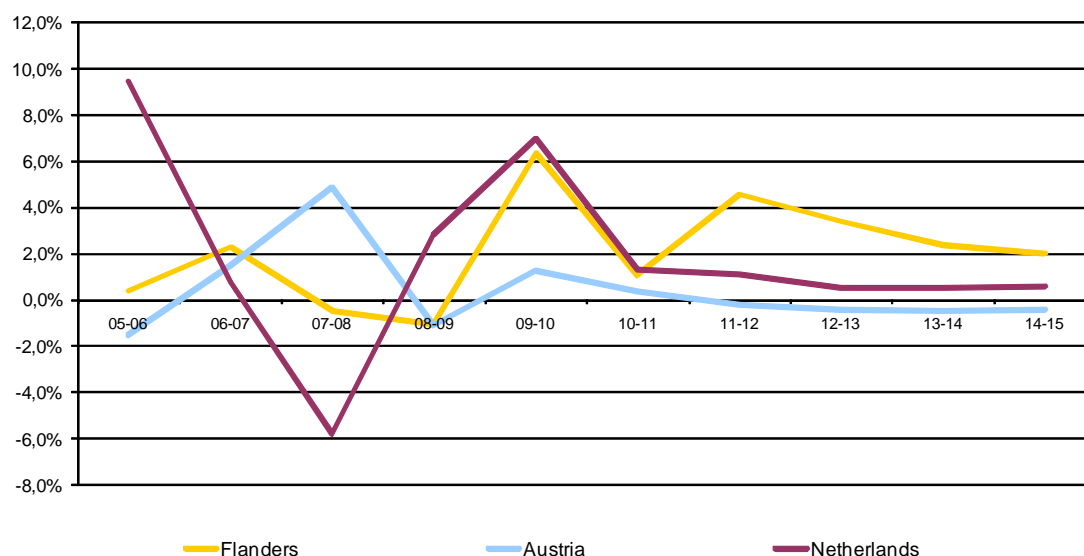
Source: Tourism Flanders based on TDM and GDS

**Figure 17: Trend and forecast of the German 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 German 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).