



# tourism in figures 2010

the Indian market in Flanders



## TABLE OF CONTENT

<b>A. THE INDIAN MARKET IN FLANDERS</b>	<b>5</b>
1. Key figures	5
2. Distribution within Flanders	5
3. Trends	8
4. Motive of stay	12
5. Type of accommodation	13
6. Seasonality	14
7. Country benchmark	16
<b>B. CONCEPTS AND DEFINITIONS</b>	<b>17</b>
Figure 1: The Indian market in Flanders by region 2010 (arrivals (left) and overnights (right)).....	5
Figure 2: Indian overnights in Flanders 2010 .....	6
Figure 3: Indian overnights in the historic cities 2010 .....	7
Figure 4: Trend of Indian overnights in Flanders 2001-2010.....	8
Figure 5: Trend of Indian arrivals in Flanders 2001-2010.....	9
Figure 6: Trend of the average length of stay of Indians in Flanders 2001-2010.....	9
Figure 7: Trend of Indian overnights in Brussels and Antwerp 2006-2010.....	10
Figure 8: Trend of Indian overnights in Bruges, Ghent, Leuven, Mechelen 2006-2010 .....	11
Figure 9: The Indian market in Flanders by motive of stay 2010 (overnights).....	12
Figure 10: The Indian market in Flanders by type of accommodation 2010 (overnights).....	13
Figure 11: Indian overnights in Brussels and Antwerp– seasonality 2010.....	14
Figure 12: Indian overnights in Bruges, Ghent, Leuven, Mechelen – seasonality 2010.....	14
Figure 13: Trend Indian overnights in Flanders – seasonality 2006-2010 .....	15
Figure 14: Trend and forecast of the Indian market in Flanders, Western-Europe and competitive destinations (2006-2015, in arrivals) .....	16
Figure 15: Trend and forecast of the Indian market in Flanders and competitive destinations (2006-2015, in arrivals) .....	16
Table 1: Total foreign and Indian market in Flanders 2010 .....	5
Table 2: The Indian market in Flanders by region 2010.....	5
Table 3: The Indian market in Flanders by destination 2010 .....	6
Table 4: The Indian market in the historic cities 2010 .....	6
Table 5: Trend of Indian overnights, arrivals and average length of stay in Flanders 2001-2010 .....	8
Table 6: Trend of Indian overnights in Flanders 2006-2010.....	10
Table 7: The Indian market in Flanders by motive of stay 2010 (overnights).....	12
Table 8: The Indian market in Flanders by type of accommodation 2010 (overnights).....	13
Table 9: Trend and forecast of the Indian market in Flanders and competitive destinations (2006-2015, x1.000, in arrivals) .....	16



## A. The Indian market in Flanders

### 1. Key figures

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

	Overall total foreign travellers	Indian travellers	% Indian	Ranking Indian
arrivals	6.027.265	39.844	0,7%	19th
overnight stays	13.209.591	80.610	0,6%	19th
length of stay (nights)	2,2	2,0	-	-

Source: Tourism Flanders based on GDS

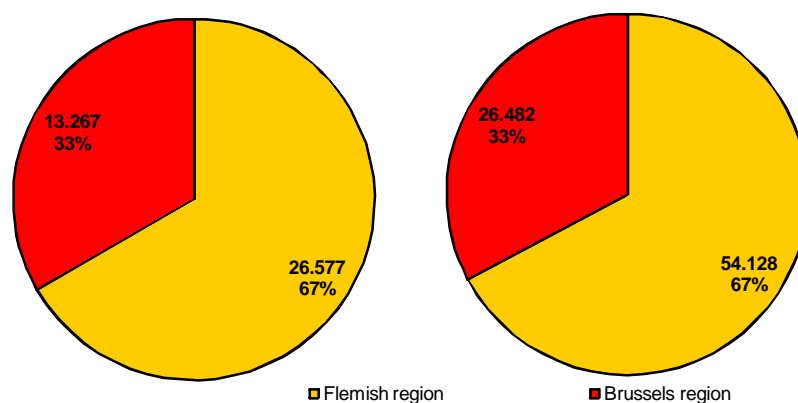
### 2. Distribution within Flanders

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

	arrivals	%	overnights	%
Flemish region	26.577	67%	54.128	67%
Brussels region	13.267	33%	26.482	33%
<b>Flanders</b>	<b>39.844</b>	<b>100%</b>	<b>80.610</b>	<b>100%</b>

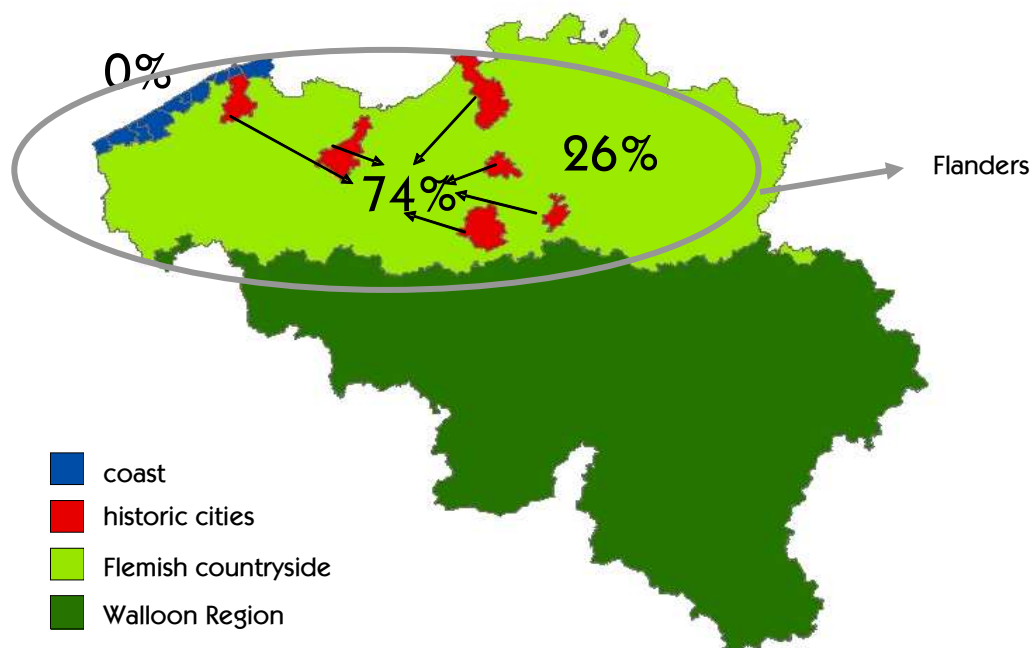
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

Figure 2: Indian overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Indian market in Flanders by destination 2010

	overnights	%
Coast	269	0%
Historic cities	59.470	74%
Flemish countryside	20.871	26%
<b>Flanders</b>	<b>80.610</b>	<b>100%</b>

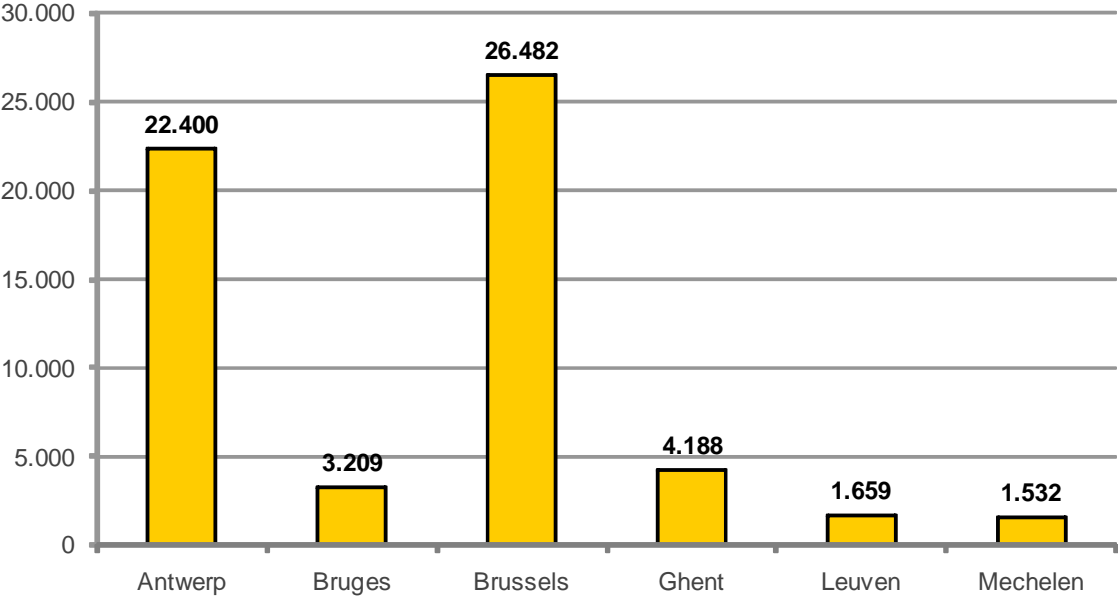
Source: Tourism Flanders based on GDS

Table 4: The Indian market in the historic cities 2010

	overnights	%
Antwerp	22.400	38%
Bruges	3.209	5%
Brussels	26.482	45%
Ghent	4.188	7%
Leuven	1.659	3%
Mechelen	1.532	3%
<b>Historic cities</b>	<b>59.470</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

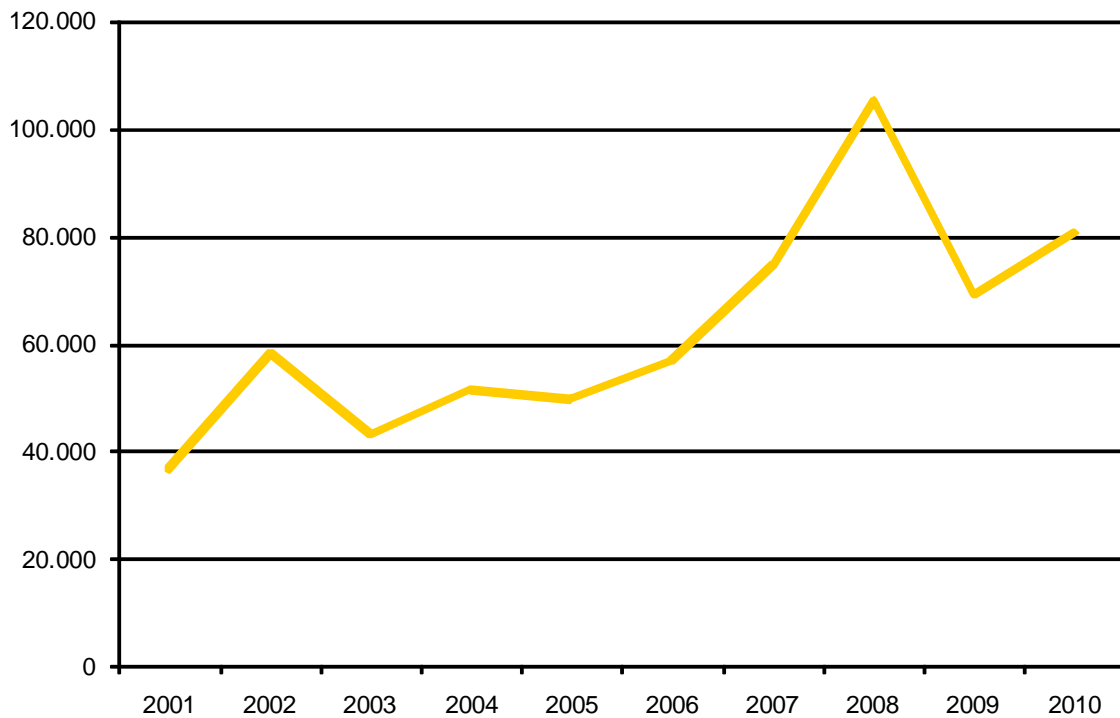
### 3. Trends

**Table 5: Trend of Indian 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)	37	58	43	52	50	57	75	105	69	81	+118,0%
Arrivals (x1.000)	15	25	19	21	20	22	33	54	35	40	+174,1%
Average length of stay*	2,54	2,33	2,23	2,48	2,52	2,63	2,26	1,96	2,00	2,02	-20,5%

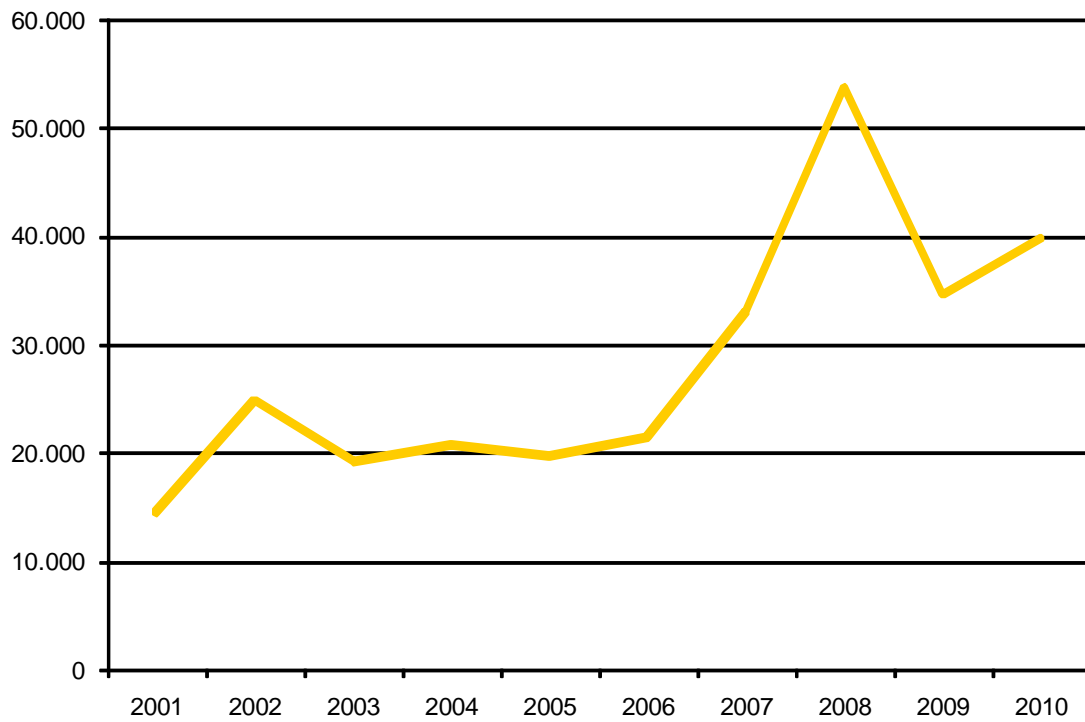
*Source: Tourism Flanders based on GDS* \*nights

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



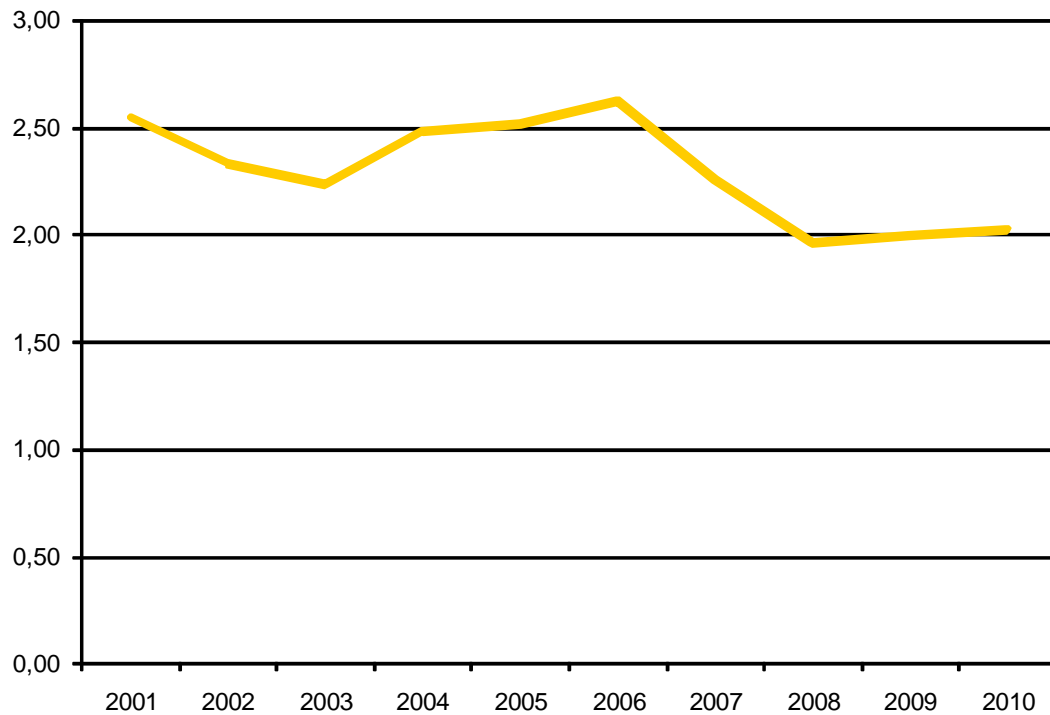
*Source: Tourism Flanders based on GDS*

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



Source: Tourism Flanders based on GDS

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



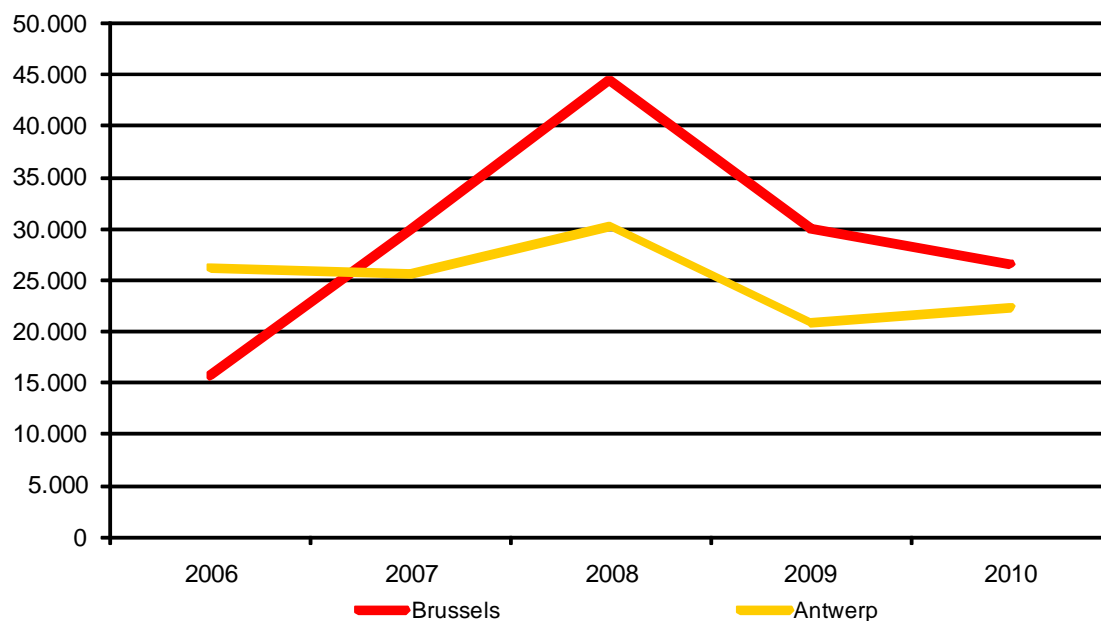
Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	328	269	394	354	269	-18,0%
Historic cities	47.612	61.974	83.790	57.996	59.470	+24,9%
Antwerp	26.192	25.611	30.211	20.934	22.400	-14,5%
Bruges	1.069	1.660	1.826	2.524	3.209	+200,2%
Brussels	15.750	29.787	44.430	29.999	26.482	+68,1%
Ghent	2.174	2.164	3.756	2.630	4.188	+92,6%
Leuven	947	1.043	2.159	1.006	1.659	+75,2%
Mechelen	1.480	1.709	1.408	903	1.532	+3,5%
Flemish countryside	8.792	12.395	21.239	10.826	20.871	+137,4%
<b>Flanders</b>	<b>56.732</b>	<b>74.638</b>	<b>105.423</b>	<b>69.176</b>	<b>80.610</b>	<b>+42,1%</b>

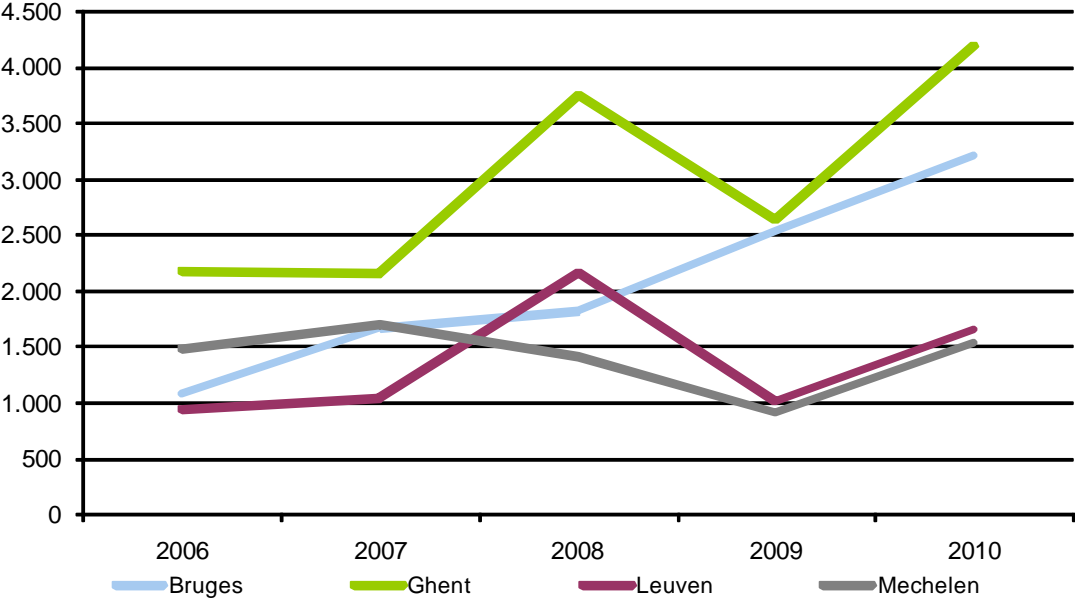
Source: Tourism Flanders based on GDS

**Figure 7: Trend of Indian overnights in Brussels and Antwerp 2006-2010**



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

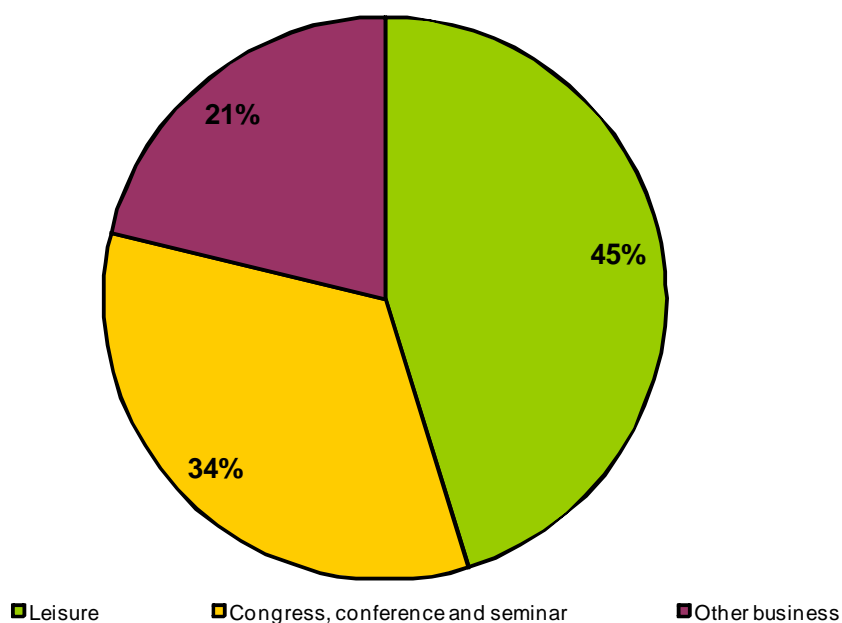
#### 4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	70	26%	30	11%	169	63%	269	100%
Historic cities	29.292	49%	17.422	29%	12.756	21%	59.470	100%
Antwerp	13.445	60%	4.199	19%	4.756	21%	22.400	100%
Bruges	1.882	59%	1.255	39%	72	2%	3.209	100%
Brussels	11.836	45%	11.052	42%	3.594	14%	26.482	100%
Ghent	1.232	29%	577	14%	2.379	57%	4.188	100%
Leuven	557	34%	127	8%	975	59%	1.659	100%
Mechelen	340	22%	212	14%	980	64%	1.532	100%
Flemish countryside	7.088	34%	9.545	46%	4.238	20%	20.871	100%
<b>Flanders</b>	<b>36.450</b>	<b>45%</b>	<b>26.997</b>	<b>33%</b>	<b>17.163</b>	<b>21%</b>	<b>80.610</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

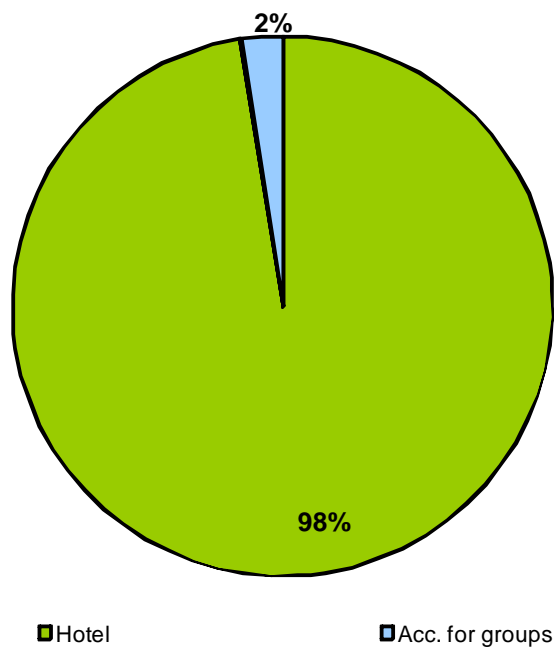
## 5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	249	93%	57.630	97%	20.704	99%	78.583	97%
Camp site	0	0%	3	0%	10	0%	13	0%
Holiday park	0	0%	0	0%	28	0%	28	0%
Acc. for groups	20	7%	1.837	3%	129	1%	1.986	2%
<b>Total</b>	<b>269</b>	<b>100%</b>	<b>59.470</b>	<b>100%</b>	<b>20.871</b>	<b>100%</b>	<b>80.610</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

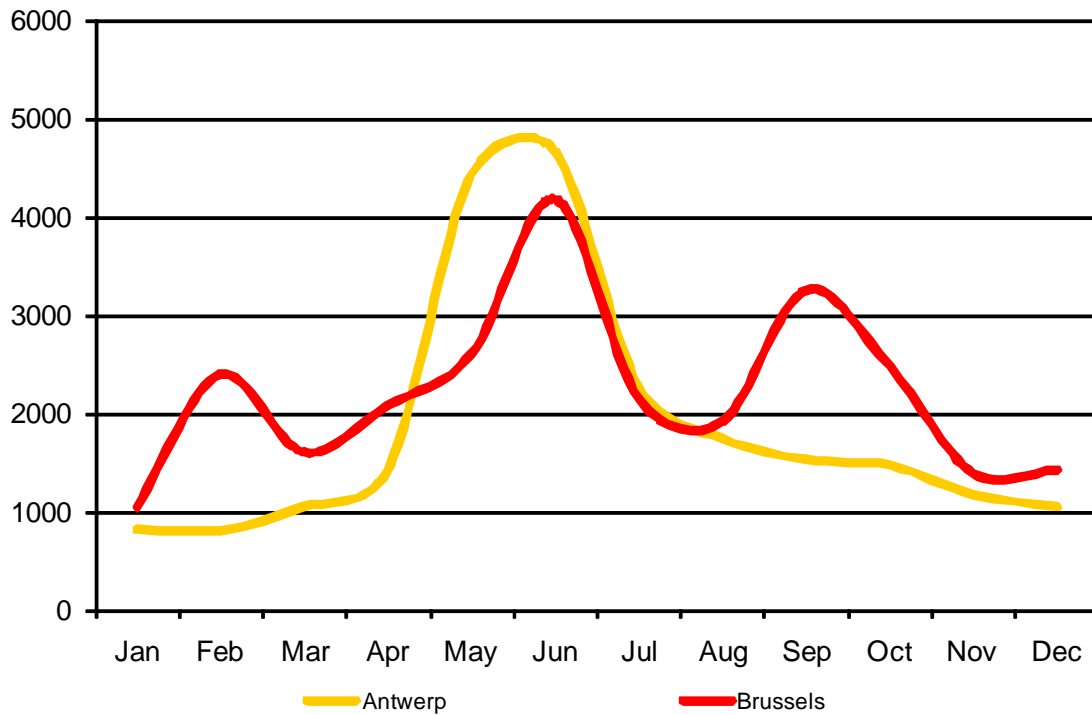
**Figure 10: The Indian market in Flanders by type of accommodation 2010 (overnights)**



Source: Tourism Flanders based on GDS

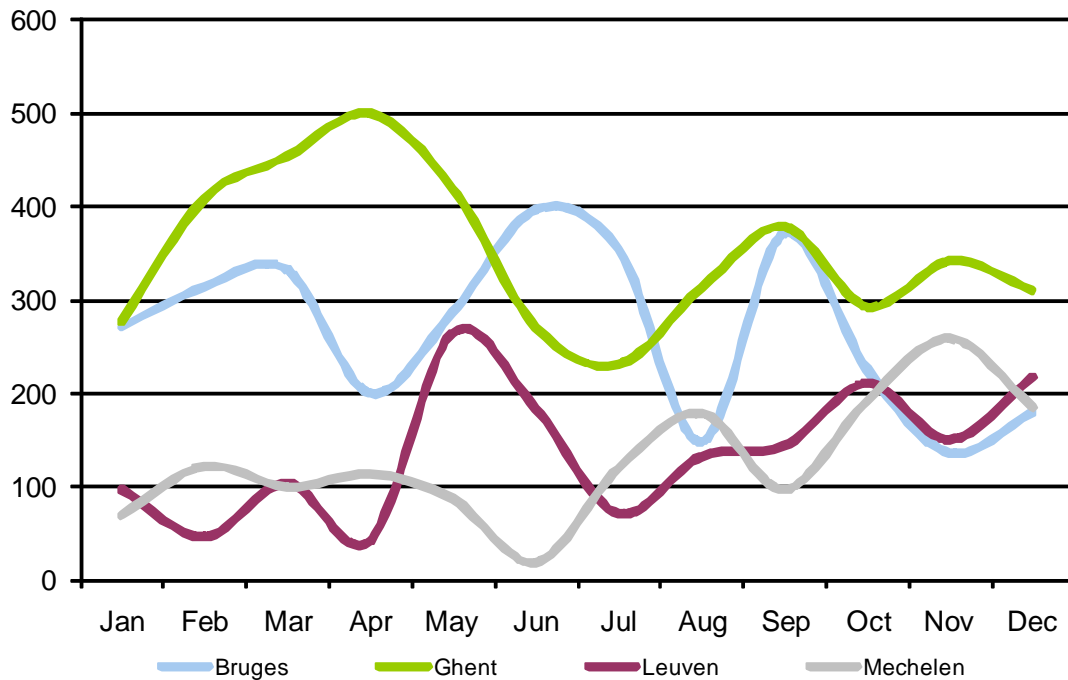
## 6. Seasonality

Figure 11: Indian overnights in Brussels and Antwerp – seasonality 2010



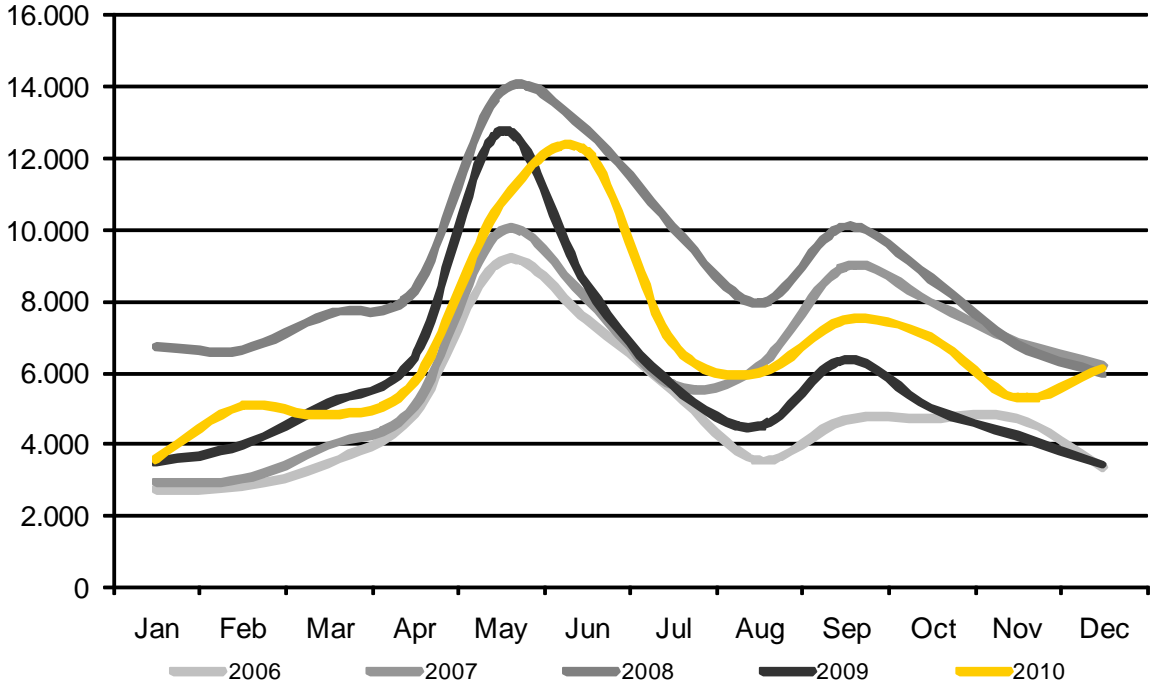
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

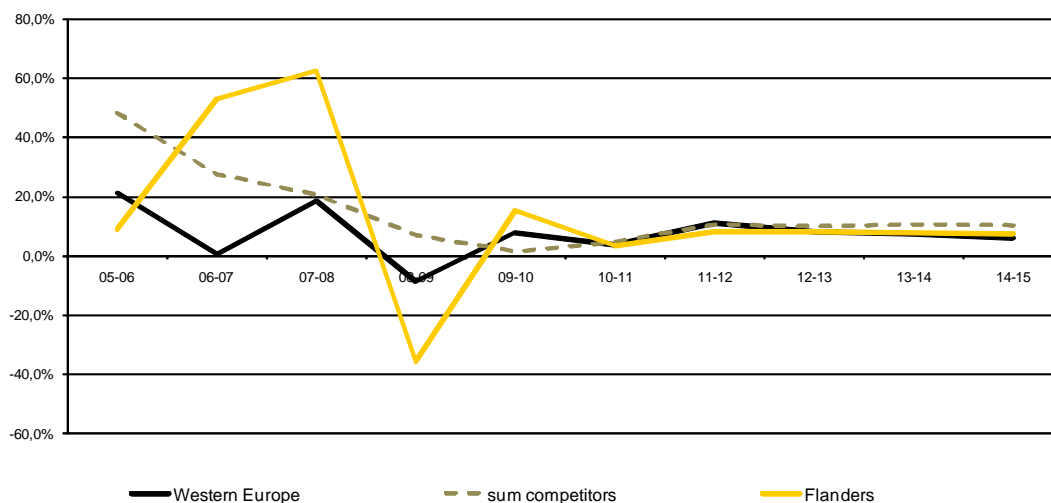
## 7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	22	33	54	35	40	56	+40,2%
Western Europe	1.348	1.353	1.605	1.464	1.579	2.245	+42,1%
sum competitors	34	43	52	56	57	88	+55,2%
France	726	723	910	870	851	1.194	+40,3%
Italy	117	109	136	139	165	200	+20,7%
Switzerland	115	132	132	136	166	207	+24,6%
Turkey	34	43	52	56	57	88	+55,2%
Austria	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.	n.a.
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.

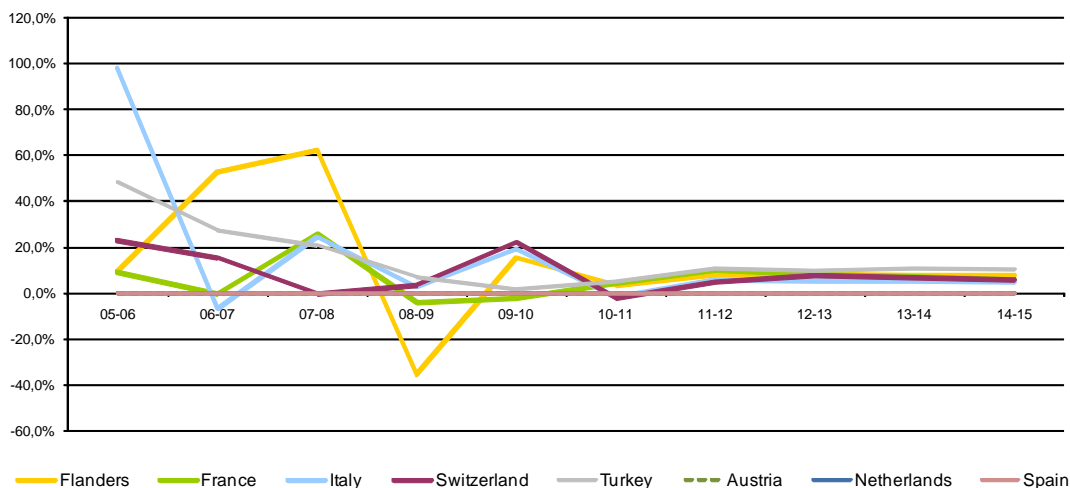
Source: Tourism Flanders based on TDM and GDS

**Figure 14: Trend and forecast of the Indian 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 Indian 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).