



# tourism in figures 2010

the Danish market in Flanders



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## A. The Danish market in Flanders

### 1. Key figures

Table 1: Total foreign and Danish market in Flanders 2010

	Overall total foreign travellers	Danish travellers	% Danish	Ranking Danish
arrivals	6.027.265	48.113	0,8%	16th
overnight stays	13.209.591	95.687	0,7%	16th
length of stay (nights)	2,2	2,0	-	-

Source: Tourism Flanders based on GDS

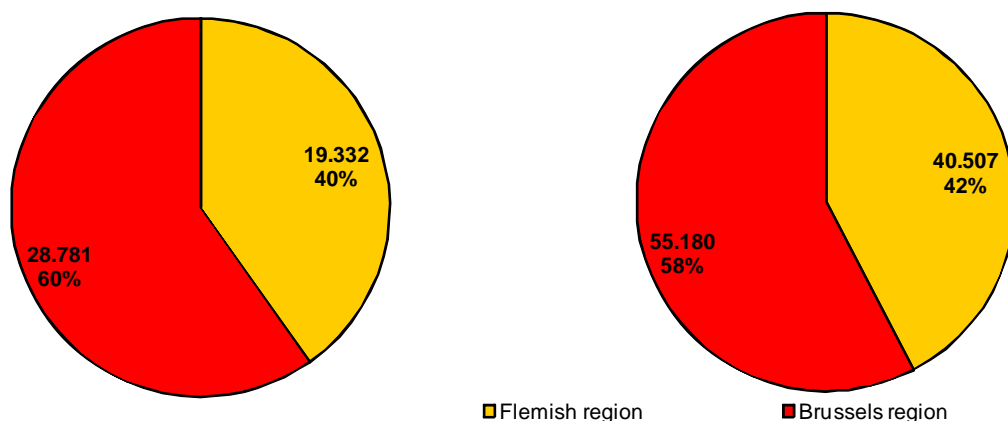
### 2. Distribution within Flanders

Table 2: The Danish market in Flanders by region 2010

	arrivals	%	overnights	%
Flemish region	19.332	40%	40.507	42%
Brussels region	28.781	60%	55.180	58%
<b>Flanders</b>	<b>48.113</b>	<b>100%</b>	<b>95.687</b>	<b>100%</b>

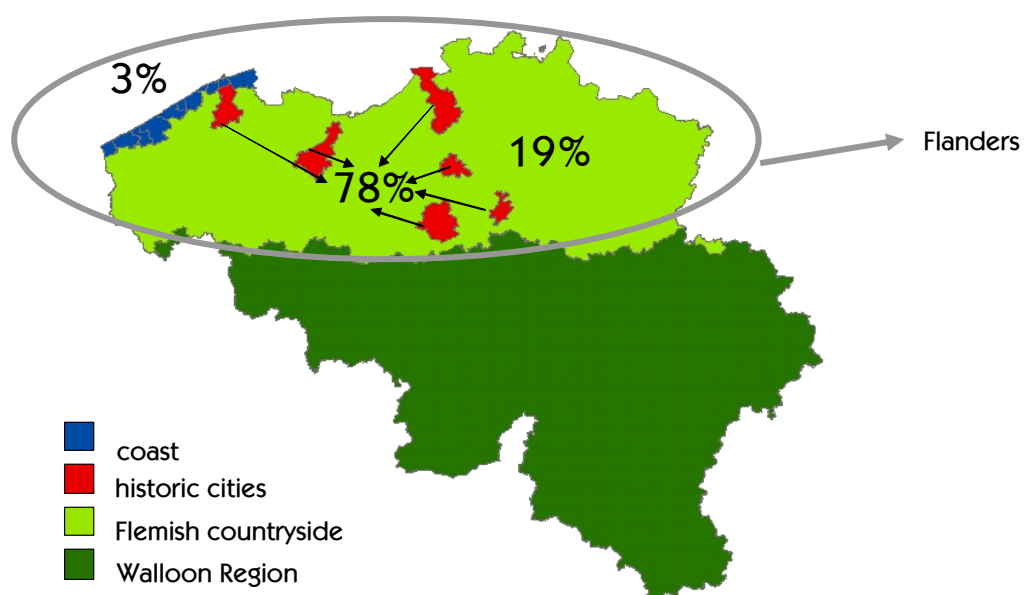
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

Figure 2: Danish overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Danish market in Flanders by destination 2010

	overnights	%
Coast	2.721	3%
Historic cities	74.825	78%
Flemish countryside	18.141	19%
<b>Flanders</b>	<b>95.687</b>	<b>100%</b>

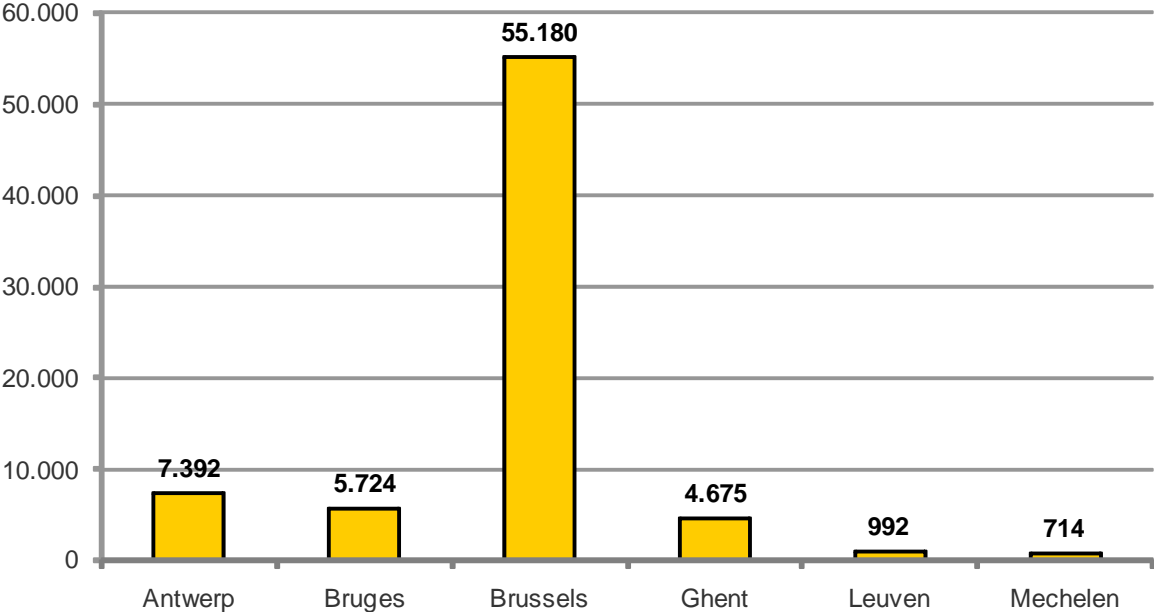
Source: Tourism Flanders based on GDS

Table 4: The Danish market in the historic cities 2010

	overnights	%
Antwerp	7.392	10%
Bruges	5.724	8%
Brussels	55.180	74%
Ghent	4.675	6%
Leuven	992	1%
Mechelen	714	1%
<b>Historic cities</b>	<b>74.825</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

### 3. Trends

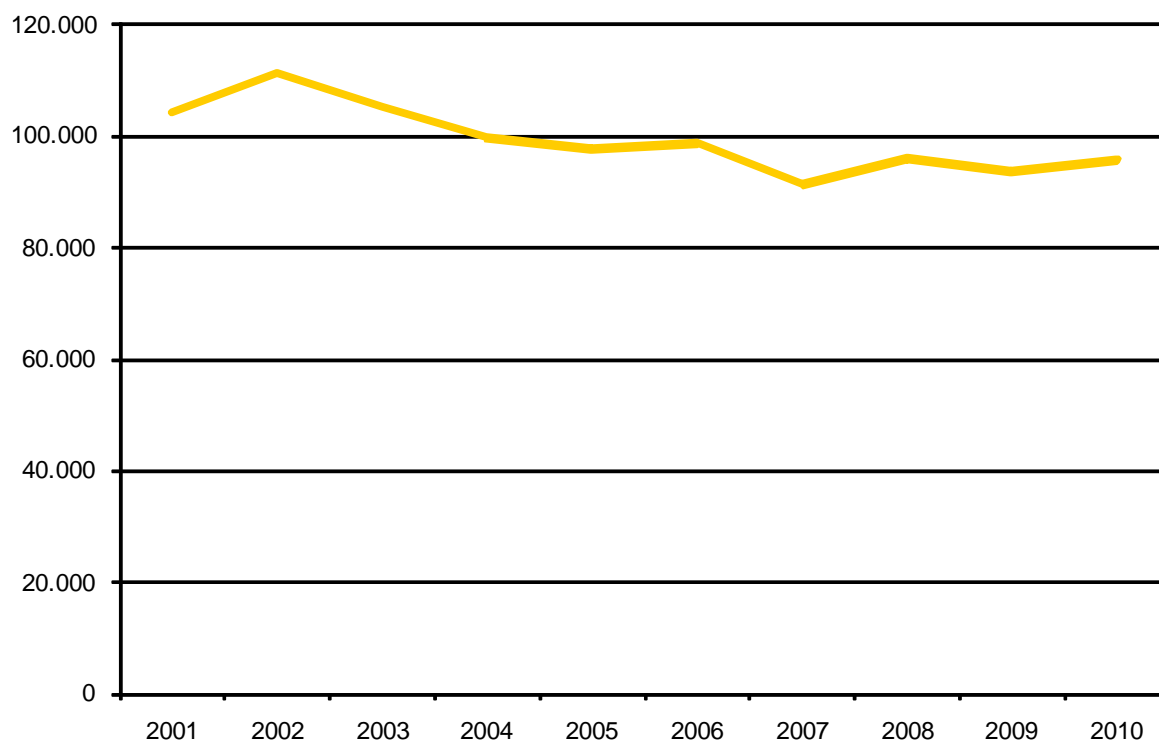
**Table 5: Trend of Danish overnights, arrivals and average length of stay in Flanders 2001-2010**

	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	01-10
Overnights (x1.000)	104	111	105	100	98	99	91	96	94	96	-8,0%
Arrivals (x1.000)	51	54	50	50	49	51	47	48	47	48	-5,5%
Average length of stay*	2,04	2,06	2,09	2,00	1,98	1,95	1,95	1,98	2,00	1,99	-2,7%

Source: Tourism Flanders based on GDS

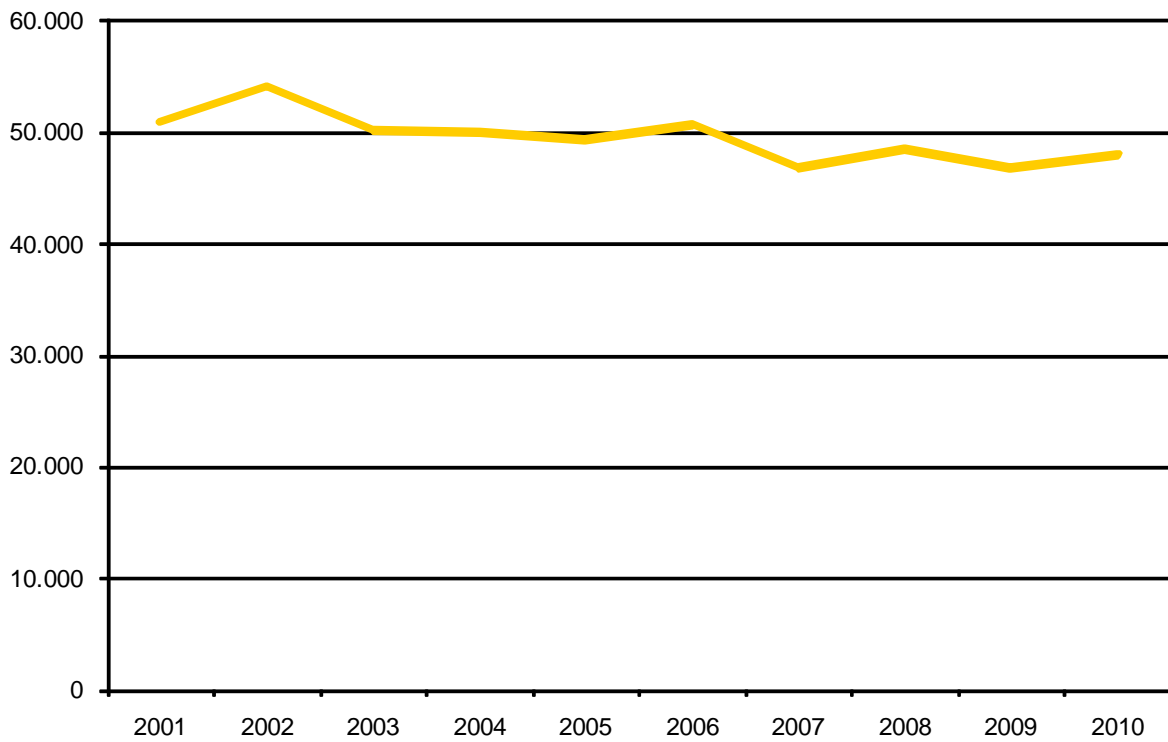
\*nights

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



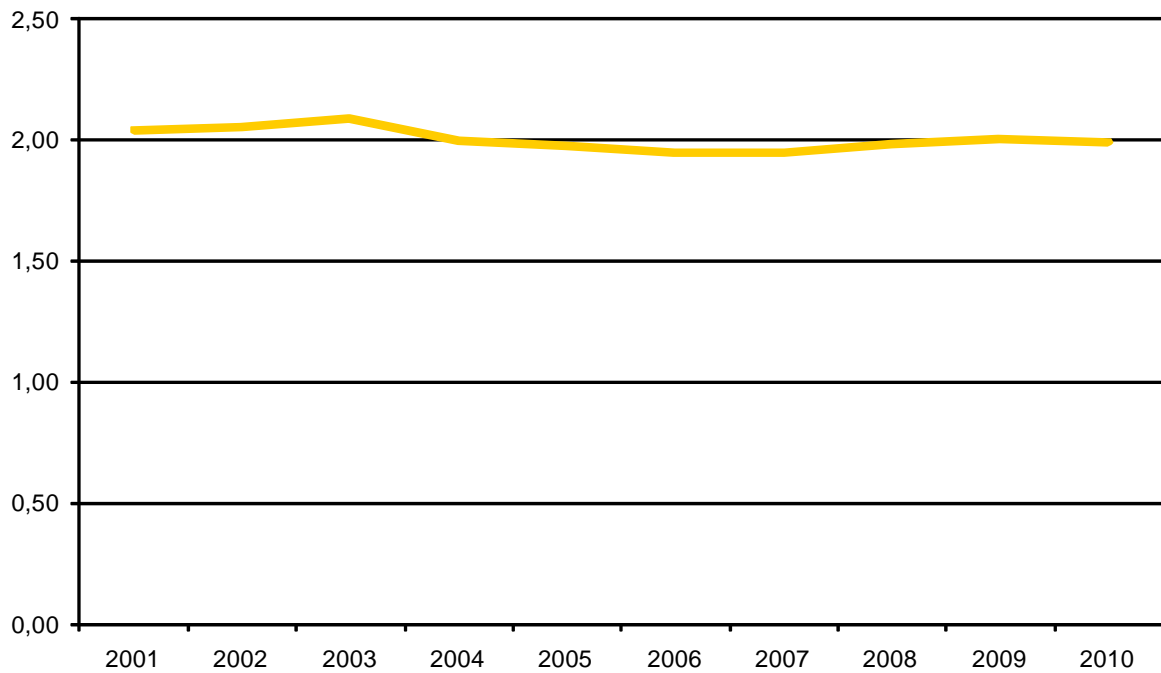
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



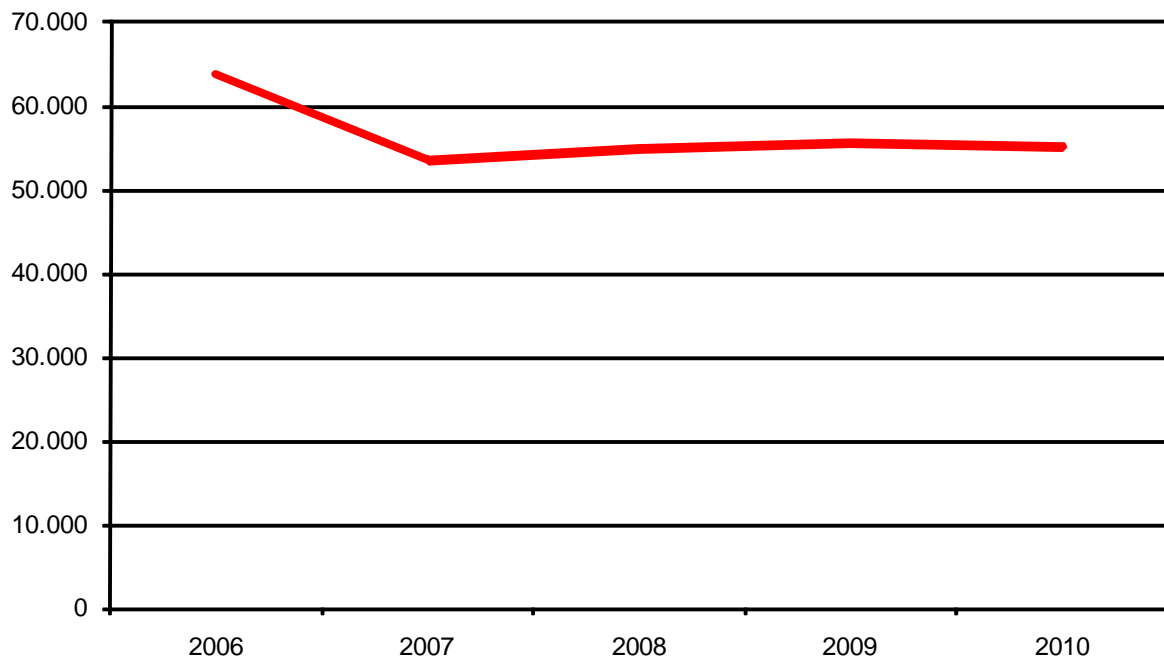
Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	1.617	1.535	1.611	2.113	2.721	+68,3%
Historic cities	79.510	71.204	74.080	72.328	74.825	-5,9%
Antwerp	6.674	6.800	7.520	6.453	7.392	+10,8%
Bruges	4.464	5.667	5.771	5.516	5.724	+28,2%
Brussels	63.703	53.527	54.821	55.660	55.180	-13,4%
Ghent	2.627	3.298	3.921	3.092	4.675	+78,0%
Leuven	1.242	1.190	1.327	893	992	-20,1%
Mechelen	800	722	720	714	862	+7,7%
Flemish countryside	17.527	18.713	20.526	19.318	18.141	+3,5%
<b>Flanders</b>	<b>98.654</b>	<b>91.452</b>	<b>96.217</b>	<b>93.759</b>	<b>95.687</b>	<b>-3,0%</b>

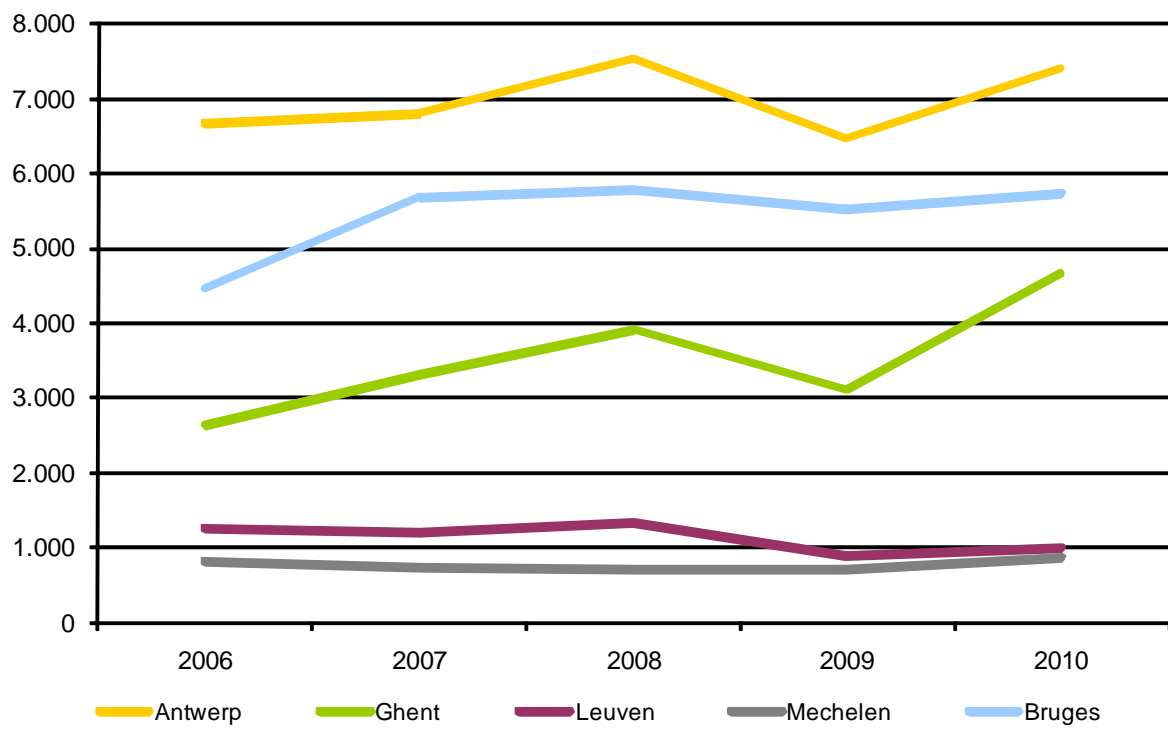
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

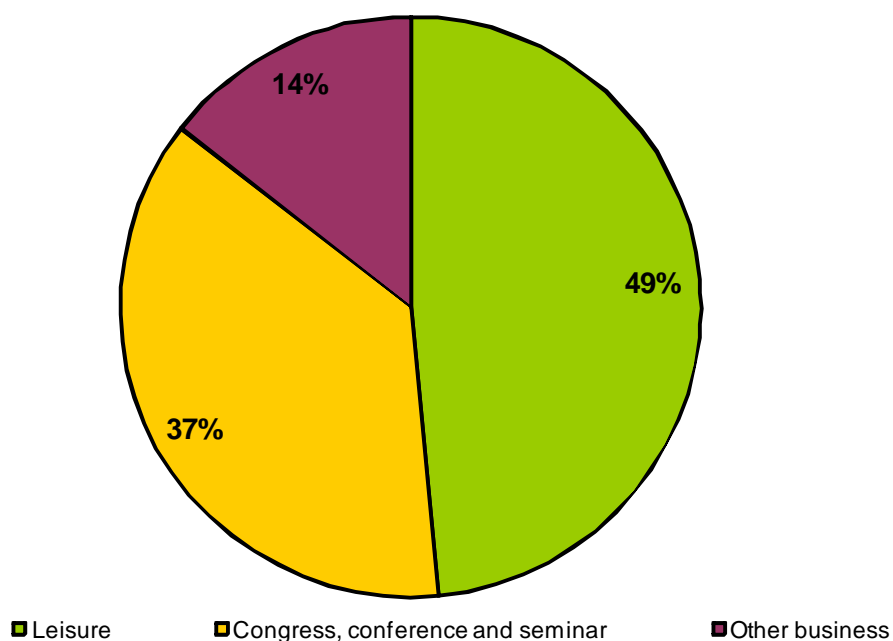
#### 4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	1.412	52%	193	7%	1.116	41%	2.721	100%
Historic cities	35.154	47%	30.932	41%	8.739	12%	74.825	100%
Antwerp	3.991	54%	1.592	22%	1.809	24%	7.392	100%
Bruges	5.127	90%	390	7%	207	4%	5.724	100%
Brussels	22.361	41%	27.244	49%	5.575	10%	55.180	100%
Ghent	2.756	59%	1.529	33%	390	8%	4.675	100%
Leuven	417	42%	136	14%	439	44%	992	100%
Mechelen	502	58%	41	5%	319	37%	862	100%
Flemish countryside	9.817	54%	4.339	24%	3.985	22%	18.141	100%
<b>Flanders</b>	<b>46.383</b>	<b>48%</b>	<b>35.464</b>	<b>37%</b>	<b>13.840</b>	<b>14%</b>	<b>95.687</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

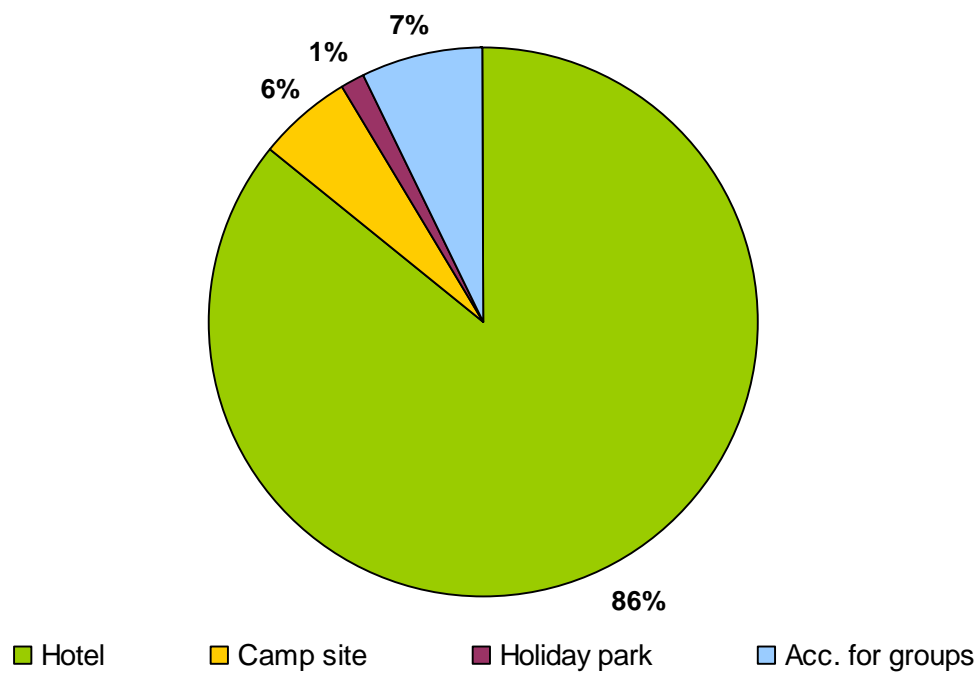
## 5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	2.181	80%	68.079	91%	12.433	69%	82.693	86%
Camp site	389	14%	1.647	2%	3.565	20%	5.601	6%
Holiday park	67	2%	0	0%	1.014	6%	1.081	1%
Acc. for groups	84	3%	5.099	7%	1.129	6%	6.312	7%
<b>Total</b>	<b>2.721</b>	<b>100%</b>	<b>74.825</b>	<b>100%</b>	<b>18.141</b>	<b>100%</b>	<b>95.687</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

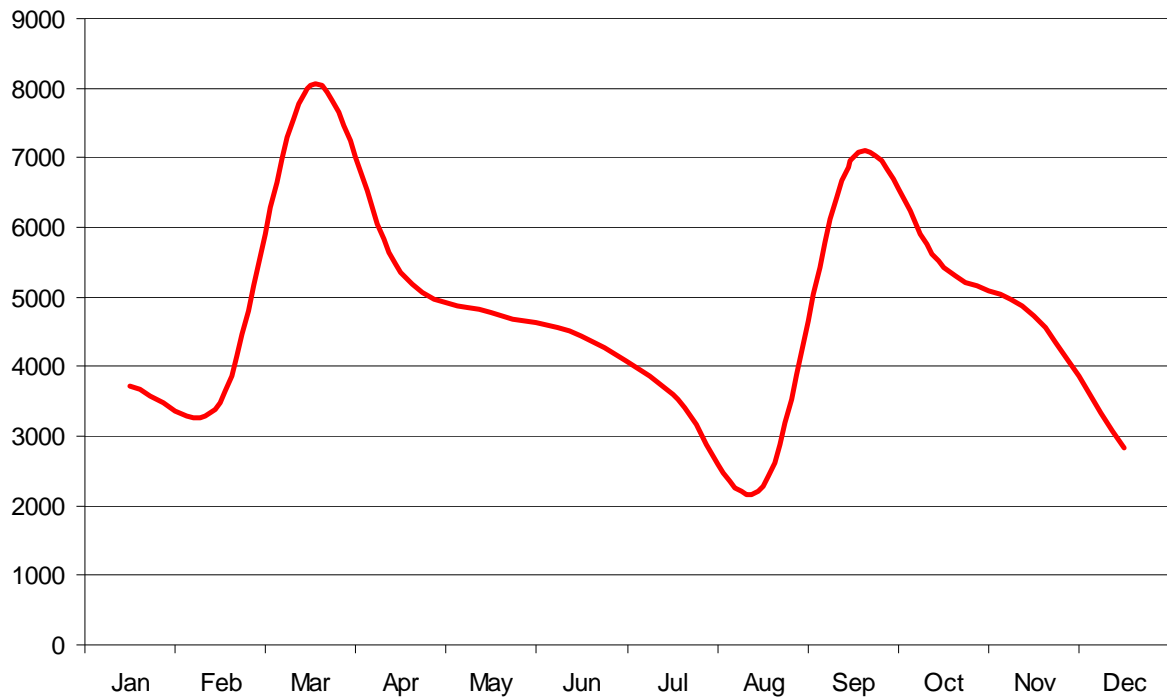
**Figure 10: The Danish market in Flanders by type of accommodation 2010 (overnights)**



Source: Tourism Flanders based on GDS

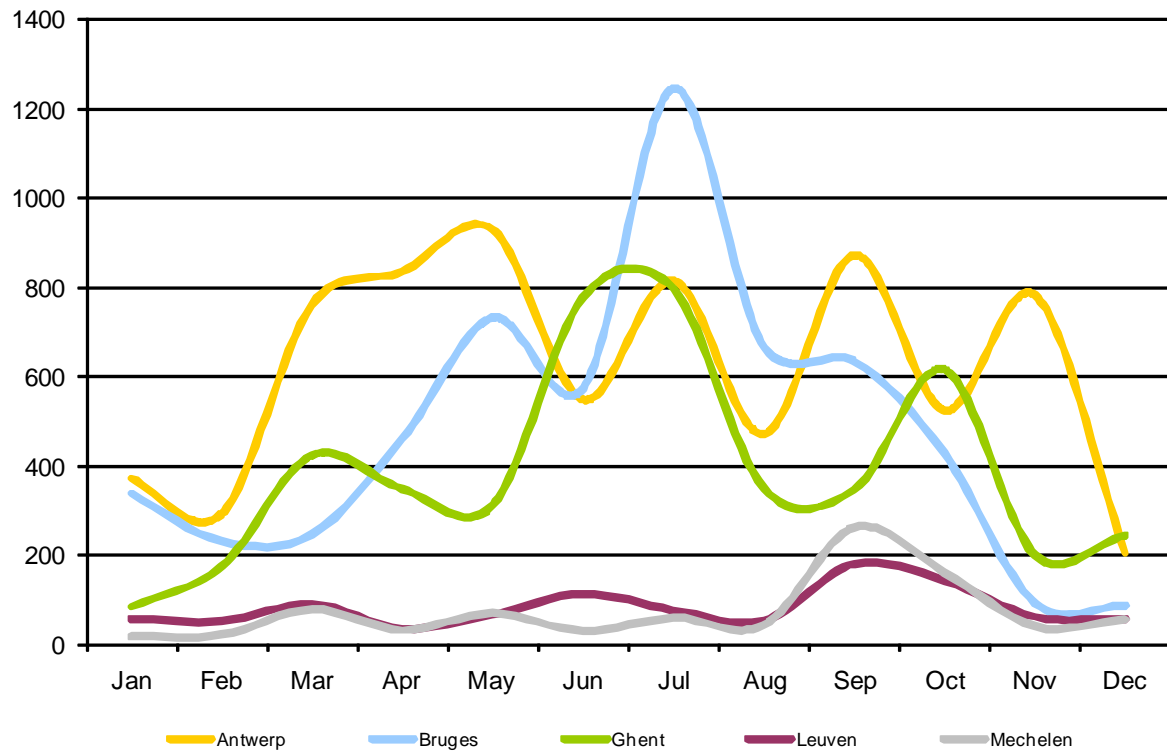
## 6. Seasonality

Figure 11: Danish overnights in Brussels – seasonality 2010



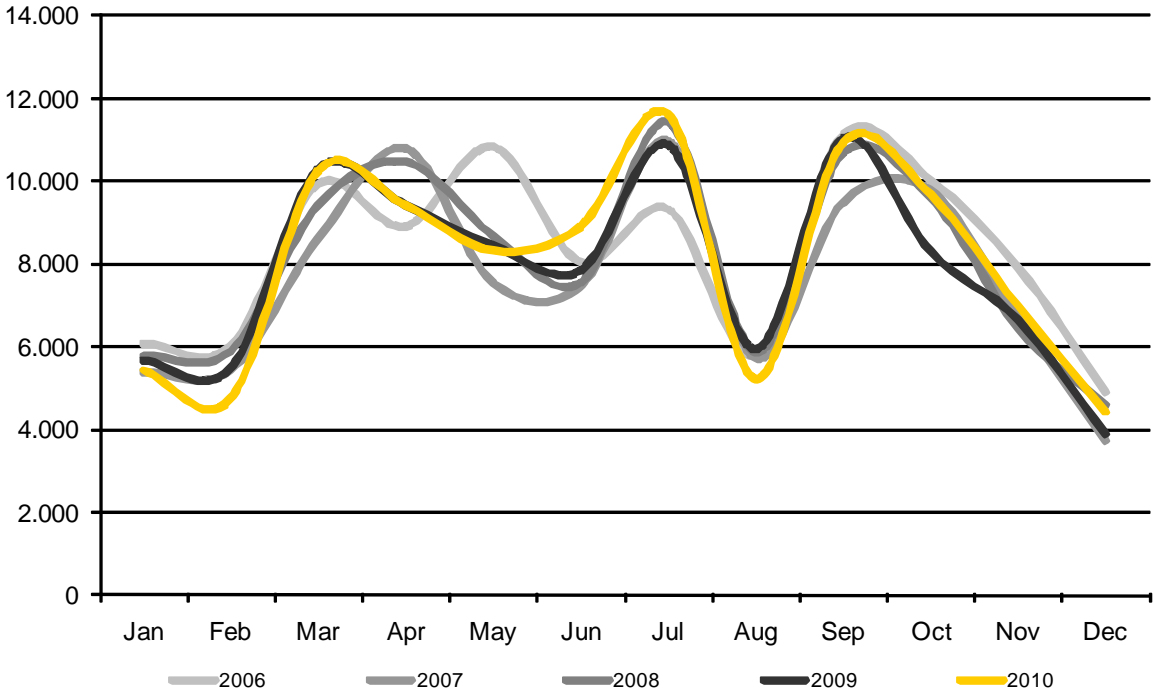
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

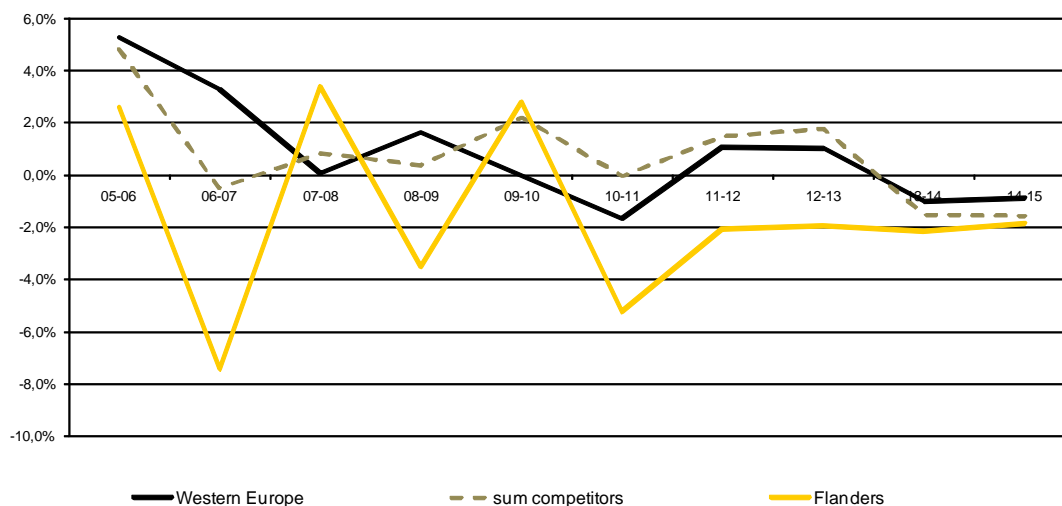
## 7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	51	47	48	47	48	42	-12,5%
Western Europe	6.832	7.055	7.059	7.173	7.172	7.067	-1,5%
sum competitors	3.790	3.770	3.801	3.815	3.899	3.900	+0,0%
Sweden	1.710	1.671	1.685	1.747	1.677	1.801	+7,4%
Netherlands	171	163	148	135	157	152	-3,2%
Germany	960	1.039	1.110	1.139	1.239	1.128	-9,0%
France	740	698	658	620	642	631	-1,6%
Czech Republic	115	110	109	98	103	104	+0,7%
Hungary	47	44	44	39	41	36	-12,2%
Baltic countries	47	45	47	37	40	48	+18,4%

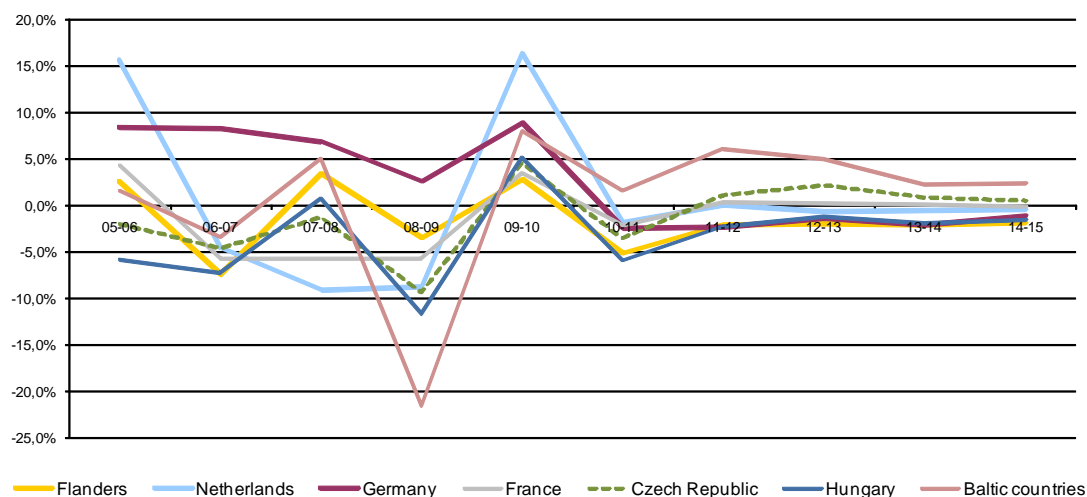
Source: Tourism Flanders based on TDM and GDS \* Finland+Denmark (SE not available)

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