



# tourism in figures 2010

the Swedish market in Flanders



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## A. The Swedish market in Flanders

### 1. Key figures

Table 1: Total foreign and Swedish market in Flanders 2010

	Overall total foreign travellers	Swedish travellers	% Swedish	Ranking Swedish
arrivals	6.027.265	64.571	1,1%	13th
overnight stays	13.209.591	125.561	1,0%	13th
length of stay (nights)	2,2	1,9	-	-

Source: Tourism Flanders based on GDS

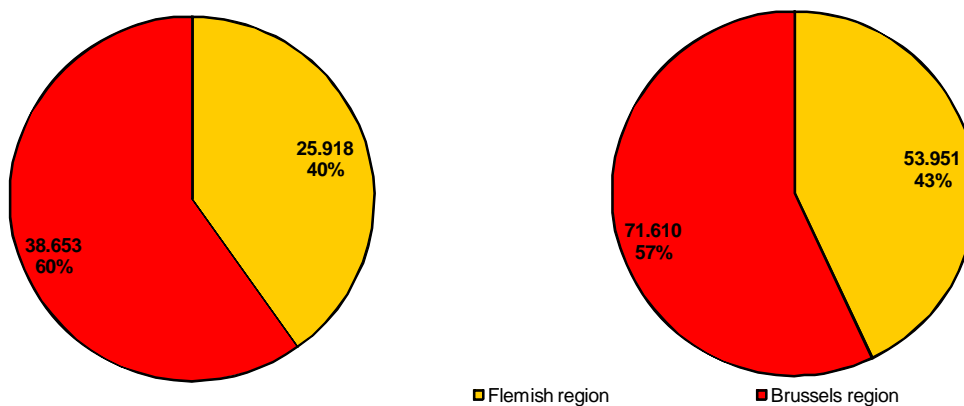
### 2. Distribution within Flanders

Table 2: The Swedish market in Flanders by region 2010

	arrivals	%	overnights	%
Flemish region	25.918	40%	53.951	43%
Brussels region	38.653	60%	71.610	57%
<b>Flanders</b>	<b>64.571</b>	<b>100%</b>	<b>125.561</b>	<b>100%</b>

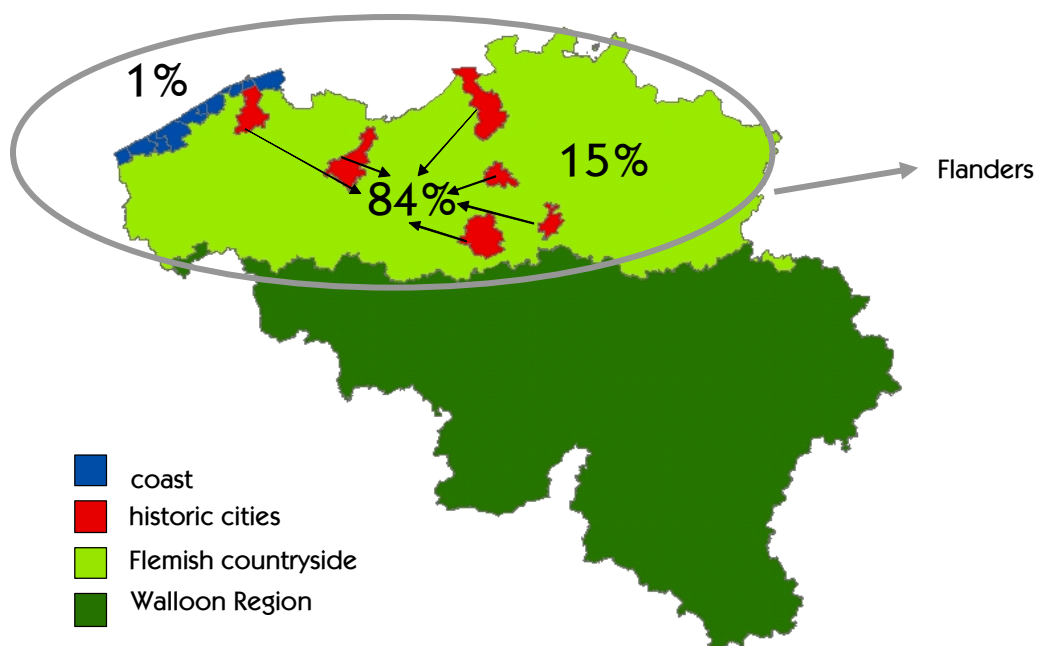
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

Figure 2: Swedish overnights in Flanders 2010



Source: Tourism Flanders based on GDS

Table 3: The Swedish market in Flanders by destination 2010

	overnights	%
Coast	1.796	1%
Historic cities	105.446	84%
Flemish countryside	18.319	15%
<b>Flanders</b>	<b>125.561</b>	<b>100%</b>

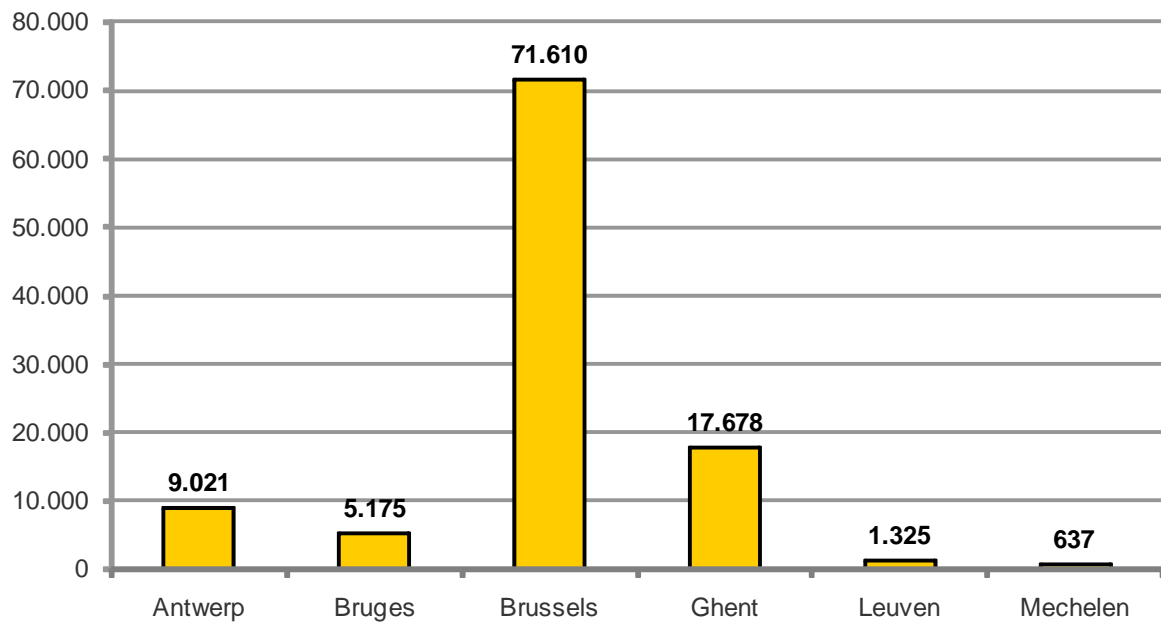
Source: Tourism Flanders based on GDS

Table 4: The Swedish market in the historic cities 2010

	overnights	%
Antwerp	9.021	9%
Bruges	5.175	5%
Brussels	71.610	68%
Ghent	17.678	17%
Leuven	1.325	1%
Mechelen	637	1%
<b>Historic cities</b>	<b>105.446</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



*Source: Tourism Flanders based on GDS*

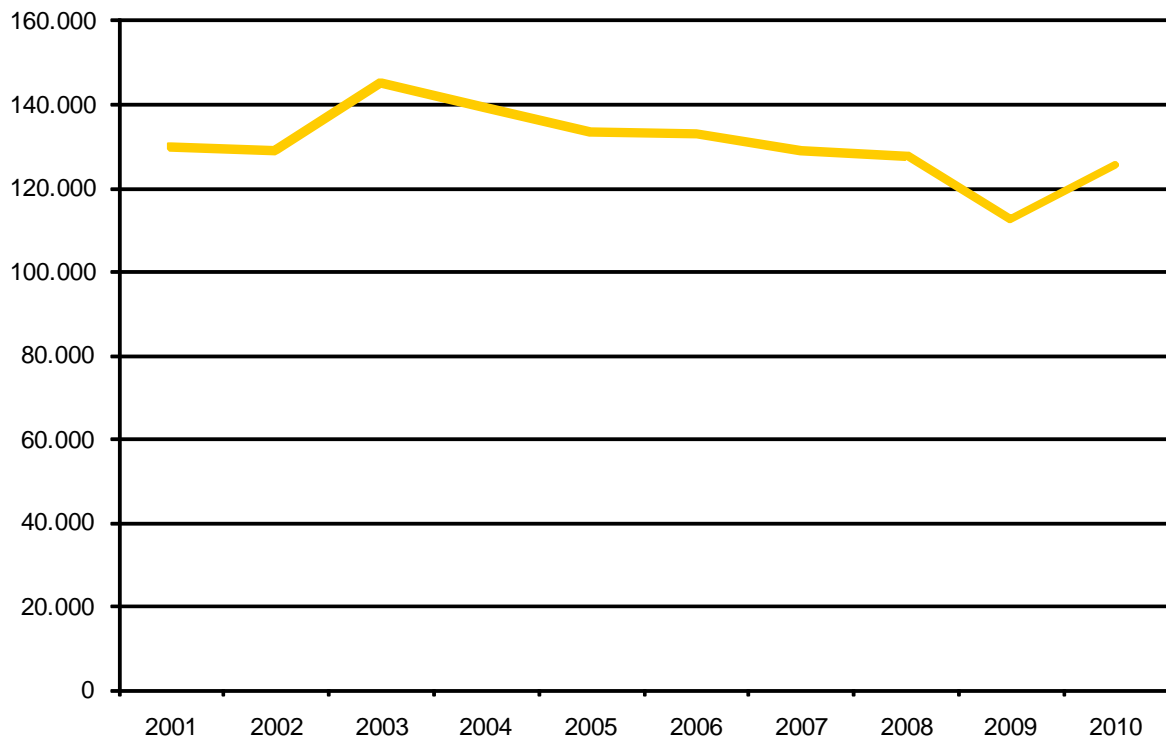
### 3. Trends

**Table 5: Trend of Swedish 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)	130	129	145	139	134	133	129	128	112	126	-3,3%
Arrivals (x1.000)	70	68	73	73	71	72	68	67	60	65	-8,3%
Average length of stay*	1,84	1,90	1,99	1,90	1,87	1,84	1,91	1,90	1,86	1,94	+5,5%

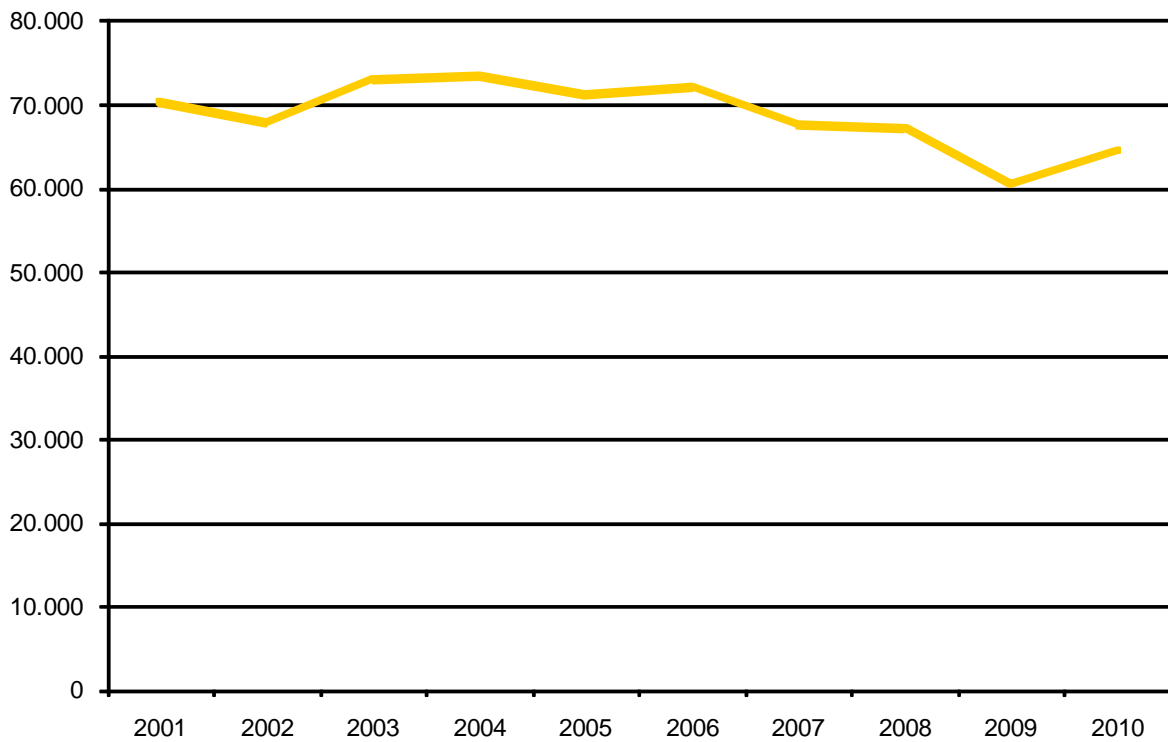
*Source: Tourism Flanders based on GDS* *\*nights*

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



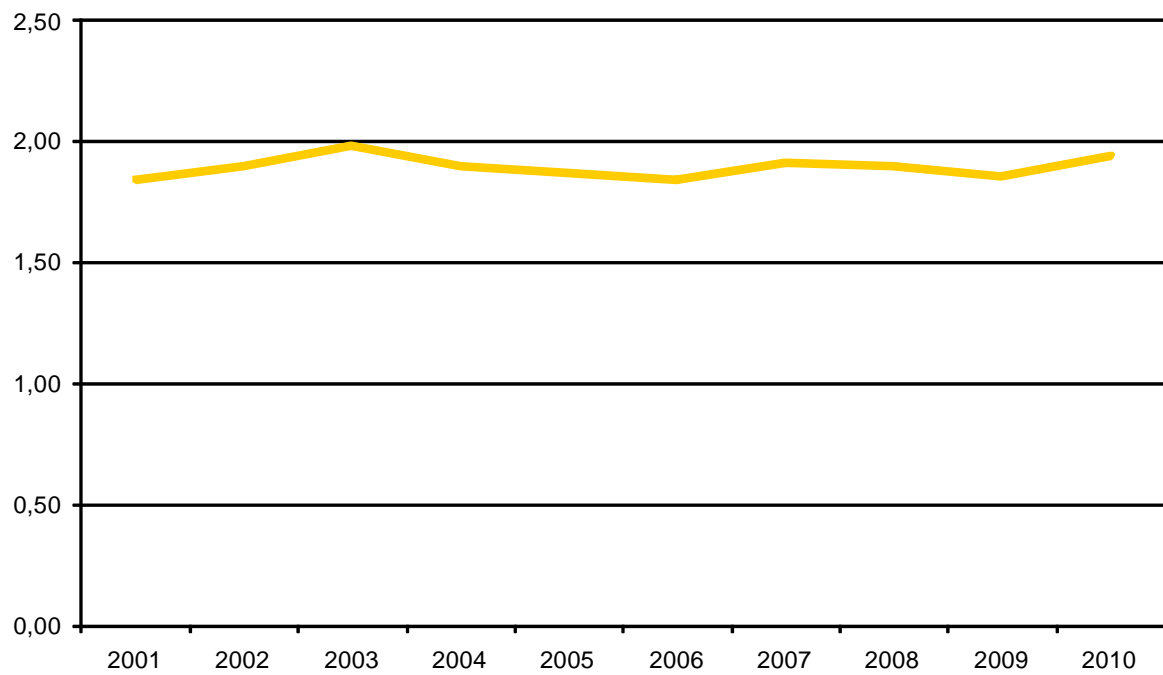
*Source: Tourism Flanders based on GDS*

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



Source: Tourism Flanders based on GDS

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



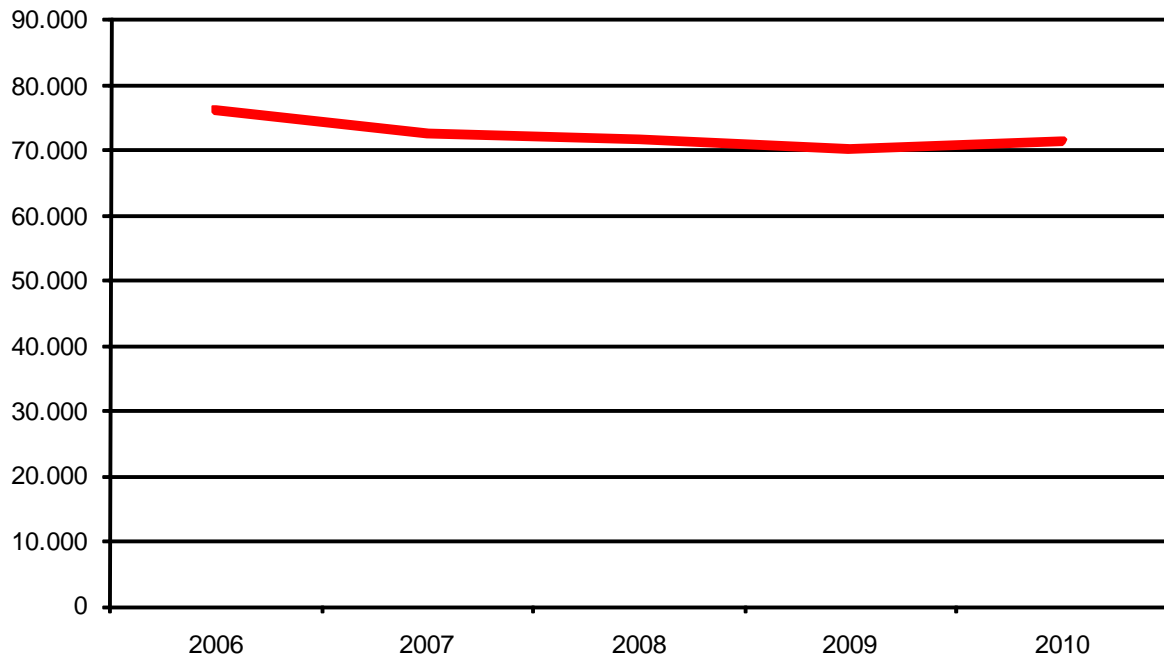
Source: Tourism Flanders based on GDS

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

	2006	2007	2008	2009	2010	06-10
Coast	1.417	1.648	1.367	1.093	1.796	+26,7%
Historic cities	111.247	104.551	108.404	95.173	105.446	-5,2%
Antwerp	7.942	9.895	9.182	7.332	9.021	+13,6%
Bruges	5.510	5.225	5.373	5.275	5.175	-6,1%
Brussels	76.326	72.651	71.786	70.157	71.610	-6,2%
Ghent	17.830	14.057	19.370	10.373	17.678	-0,9%
Leuven	1.841	1.526	1.536	1.211	1.325	-28,0%
Mechelen	1.798	1.197	1.157	825	637	-64,6%
Flemish countryside	20.191	22.891	17.979	16.062	18.319	-9,3%
<b>Flanders</b>	<b>132.855</b>	<b>129.090</b>	<b>127.750</b>	<b>112.328</b>	<b>125.561</b>	<b>-5,5%</b>

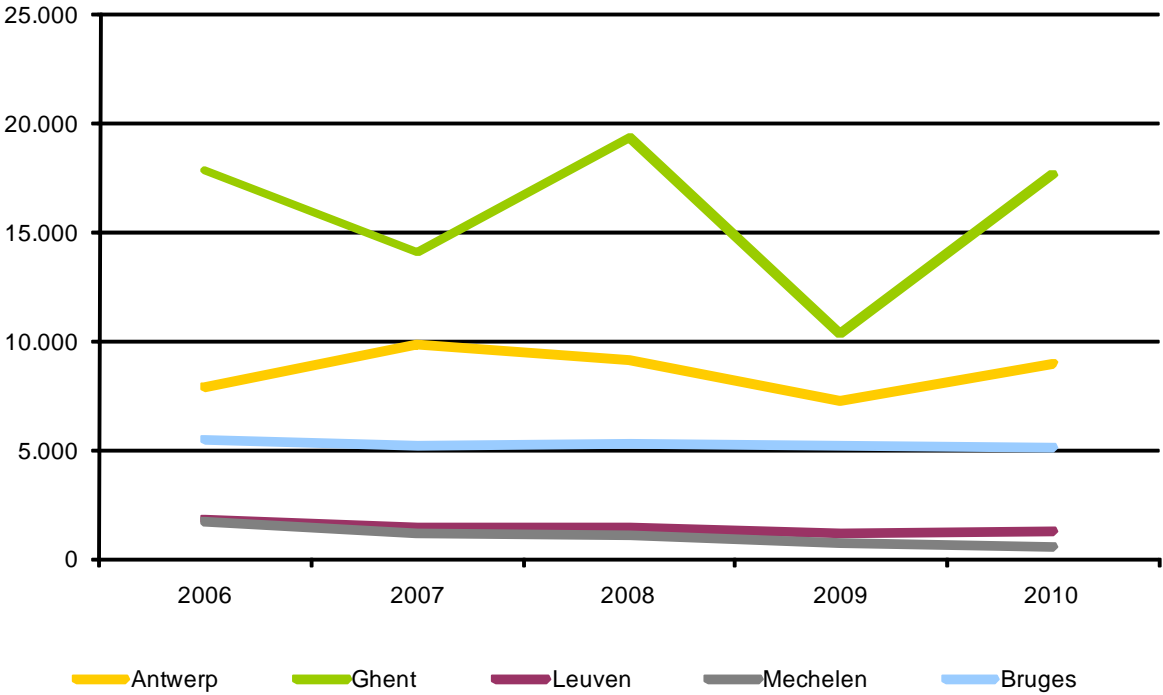
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

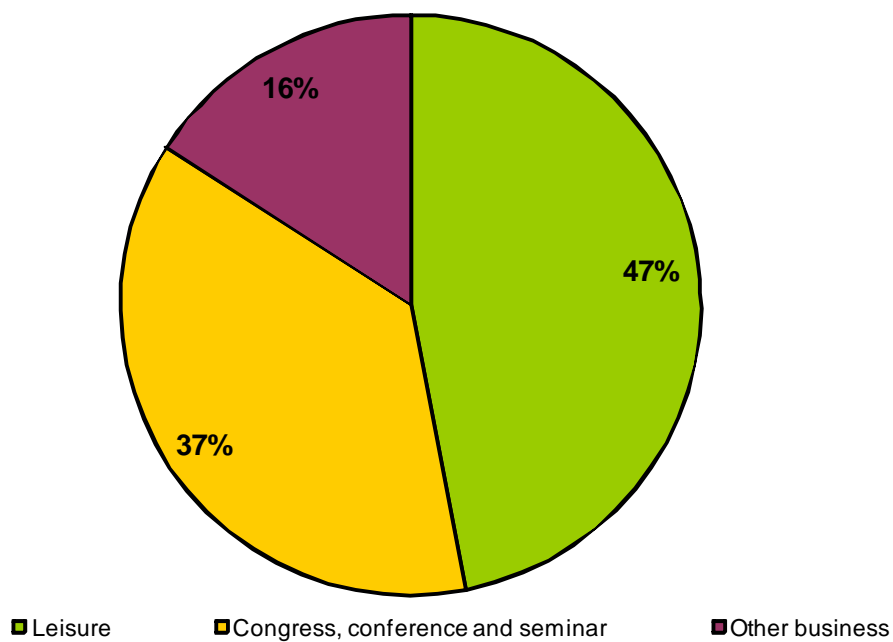
#### 4. Motive of stay

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

	Leisure		Congress, conference and seminar		Other business		Total	
Coast	1.626	91%	25	1%	145	8%	1.796	100%
Historic cities	50.818	48%	39.853	38%	14.775	14%	105.446	100%
Antwerp	4.878	54%	1.911	21%	2.232	25%	9.021	100%
Bruges	4.432	86%	564	11%	179	3%	5.175	100%
Brussels	29.456	41%	32.922	46%	9.232	13%	71.610	100%
Ghent	11.481	65%	4.100	23%	2.097	12%	17.678	100%
Leuven	413	31%	305	23%	607	46%	1.325	100%
Mechelen	158	25%	51	8%	428	67%	637	100%
Flemish countryside	6.474	35%	6.840	37%	5.005	27%	18.319	100%
<b>Flanders</b>	<b>58.918</b>	<b>47%</b>	<b>46.718</b>	<b>37%</b>	<b>19.925</b>	<b>16%</b>	<b>125.561</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

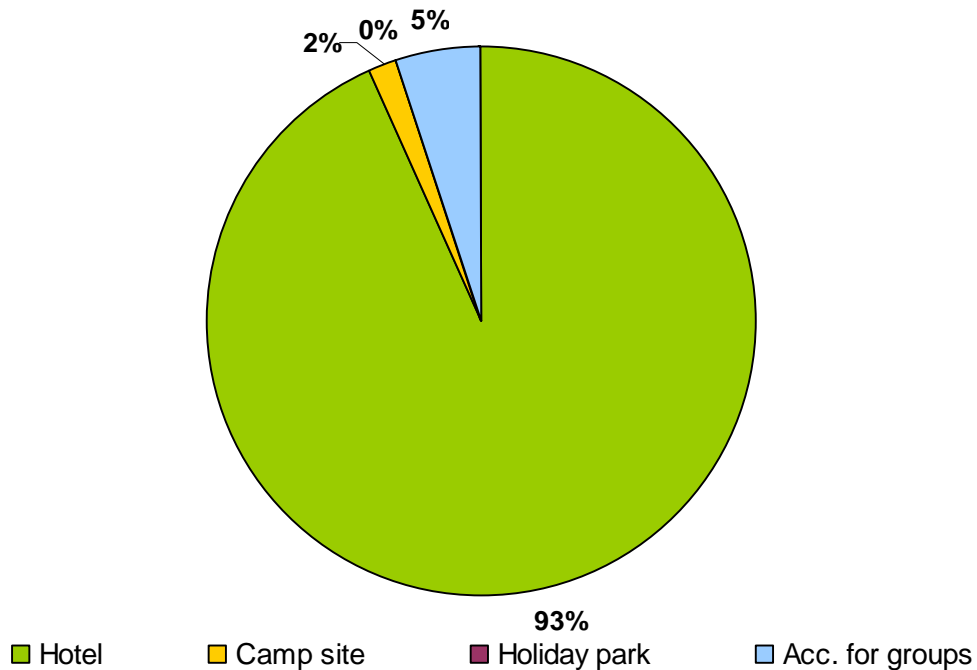
## 5. Type of accommodation

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

	Coast	%	Historic cities	%	Flemish countryside	%	Flanders	%
Hotel	1.428	80%	100.236	95%	14.863	81%	116.527	93%
Camp site	282	16%	454	0%	2.022	11%	2.758	2%
Holiday park	14	1%	0	0%	259	1%	273	0%
Acc. for groups	72	4%	4.756	5%	1.175	6%	6.003	5%
<b>Total</b>	<b>1.796</b>	<b>100%</b>	<b>105.446</b>	<b>100%</b>	<b>18.319</b>	<b>100%</b>	<b>125.561</b>	<b>100%</b>

Source: Tourism Flanders based on GDS

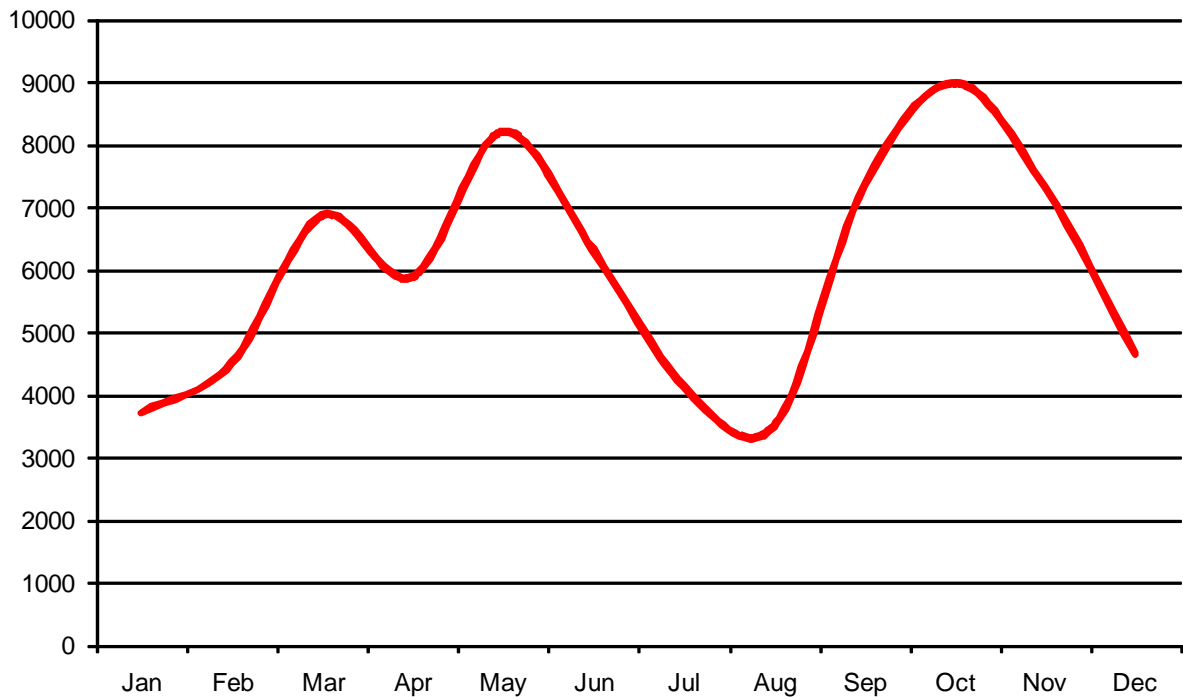
**Figure 10: The Swedish market in Flanders by type of accommodation stay 2010 (overnights)**



Source: Tourism Flanders based on GDS

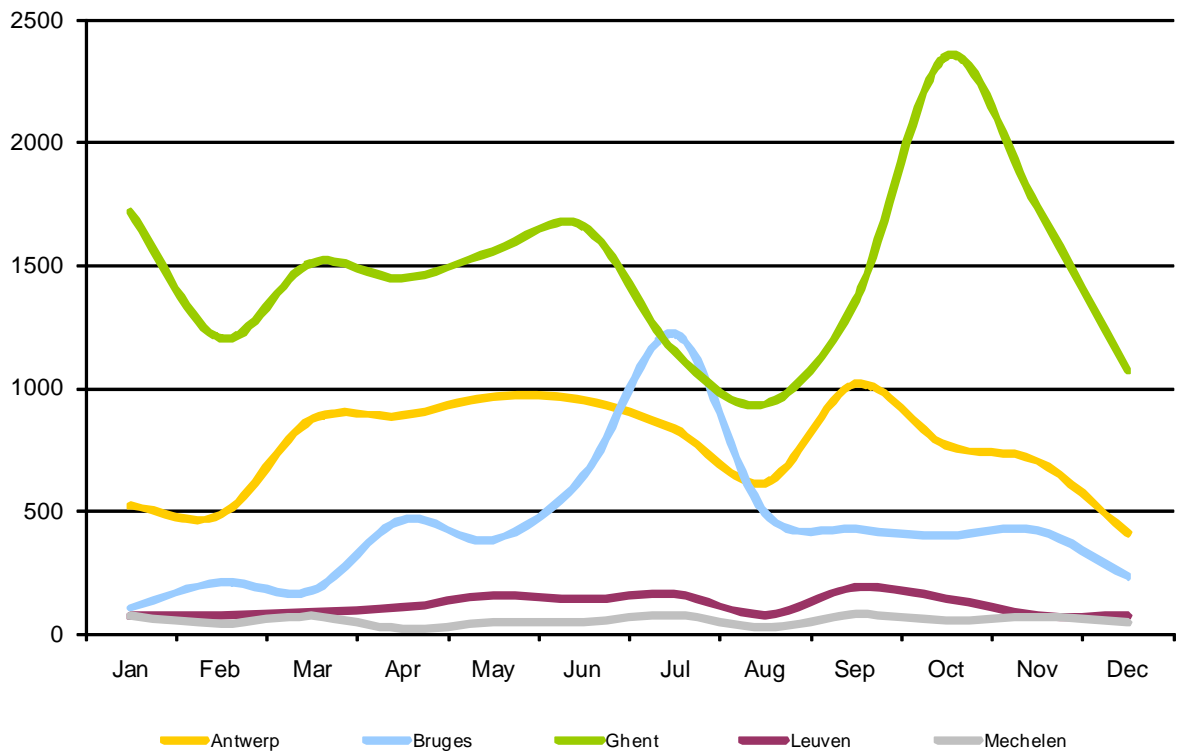
## 6. Seasonality

Figure 11: Swedish overnights in Brussels – seasonality 2010



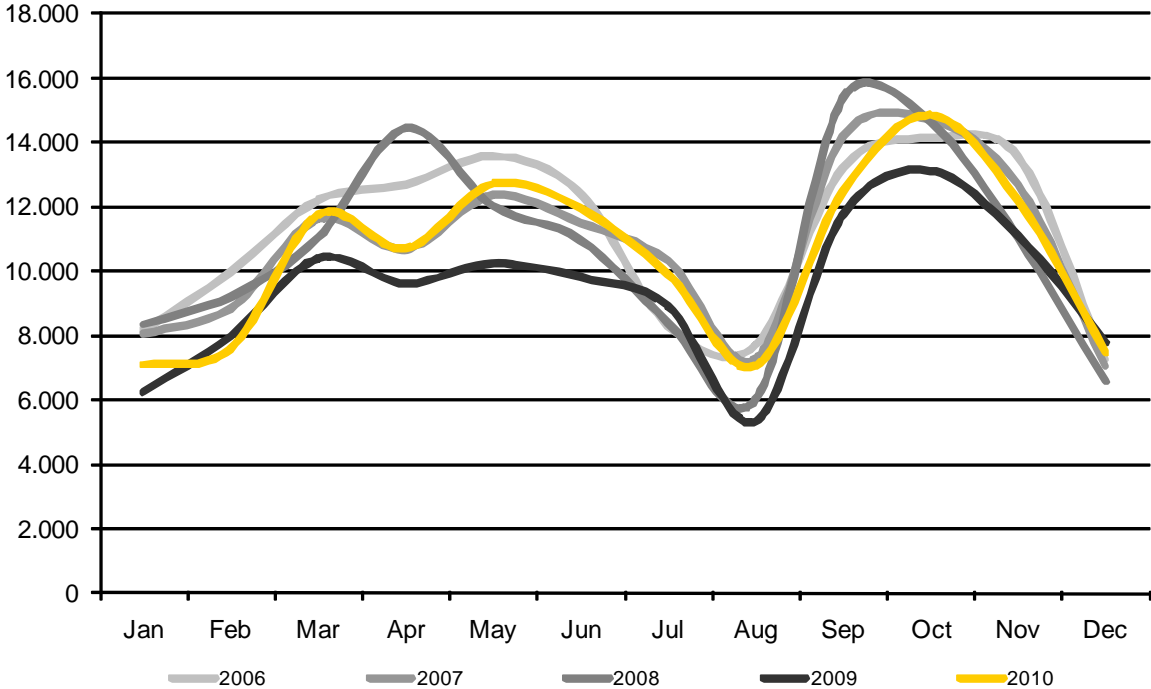
Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

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



Source: Tourism Flanders based on GDS

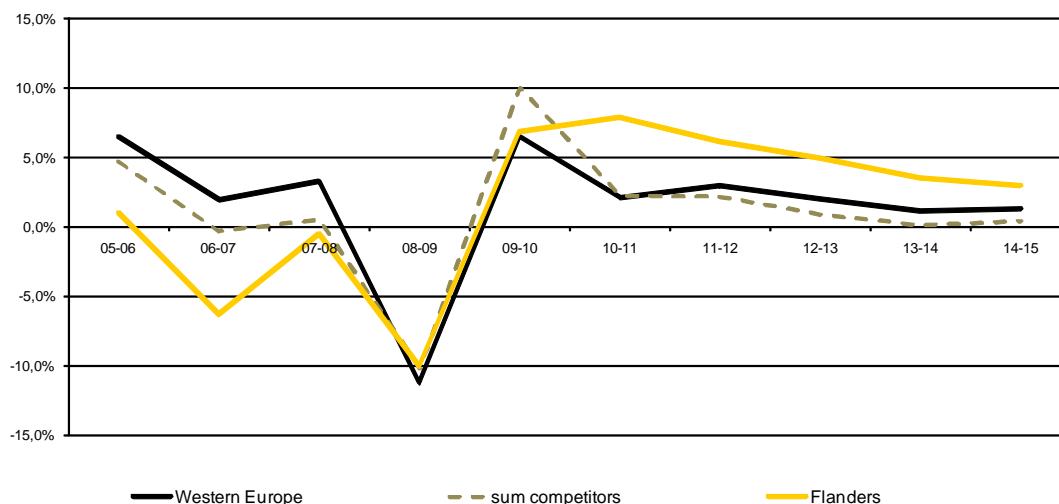
## 7. Country benchmark

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

destination	2006	2007	2008	2009	2010	2015	2010-2015
Flanders	72	68	67	60	65	83	+28,2%
Western Europe	7.375	7.517	7.763	6.896	7.344	8.074	+9,9%
sum competitors	2.813	2.805	2.817	2.531	2.784	2.950	+5,9%
Denmark	878	858	801	719	840	850	+1,2%
Netherlands	114	116	112	101	118	133	+12,0%
Germany	877	871	854	763	858	889	+3,6%
France	621	649	732	664	668	694	+3,9%
Czech Republic	82	76	84	83	84	99	+17,5%
Hungary	60	62	62	58	58	64	+10,2%
Baltic countries	181	172	171	144	157	220	+40,0%

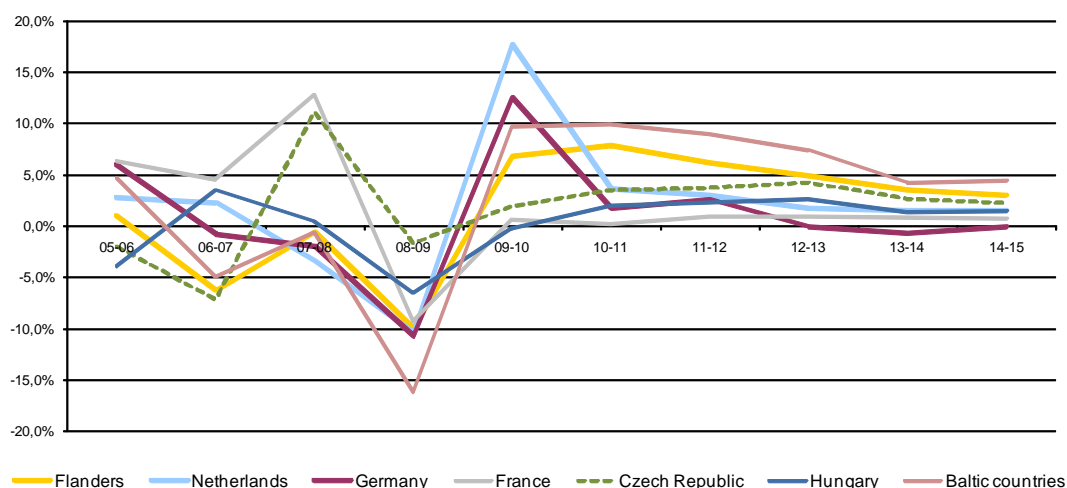
Source: Tourism Flanders based on TDM and GDS \* Finland+Denmark (SE not available)

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