



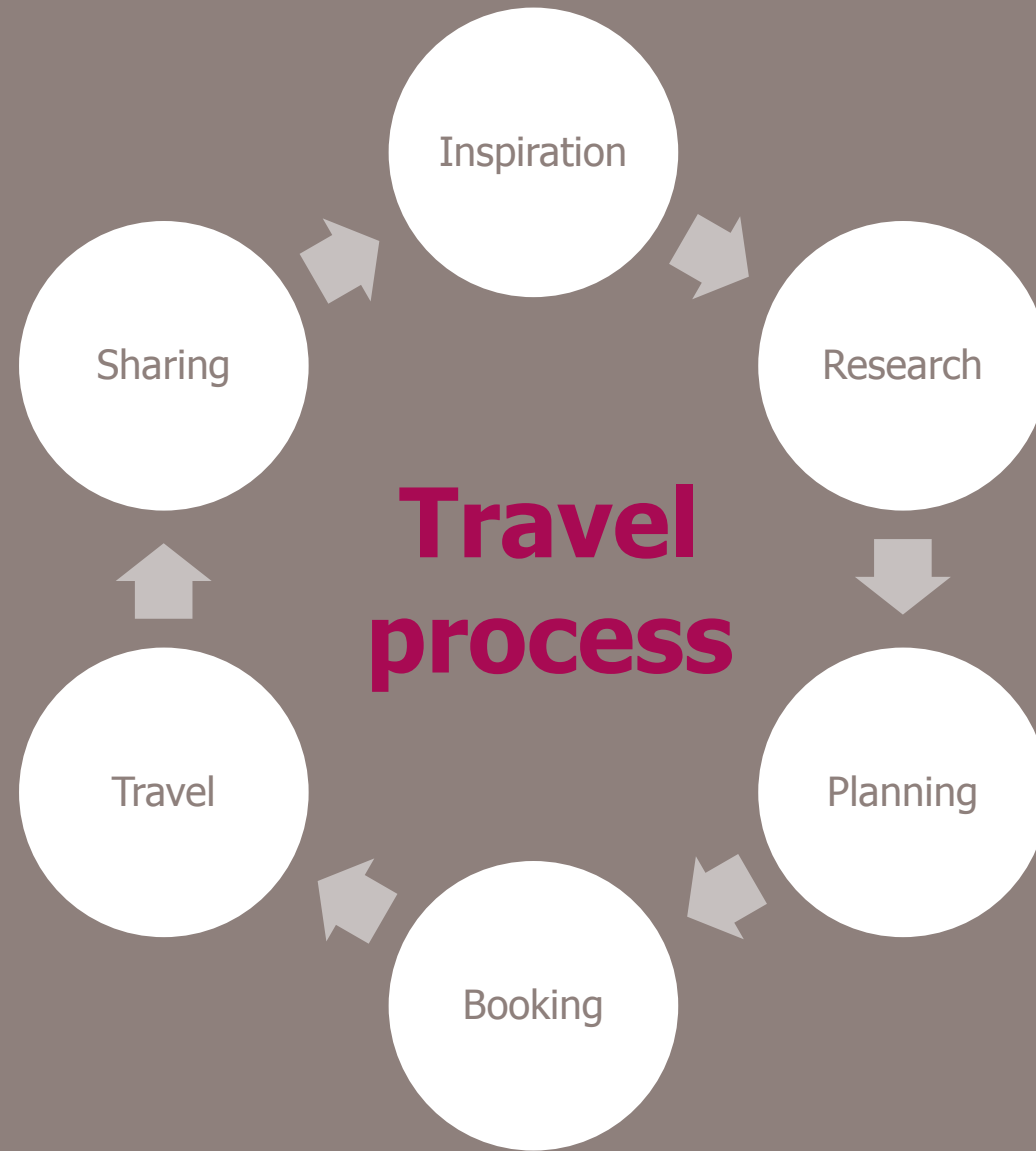
Toekomst van het toerisme

“De Belgische gast”

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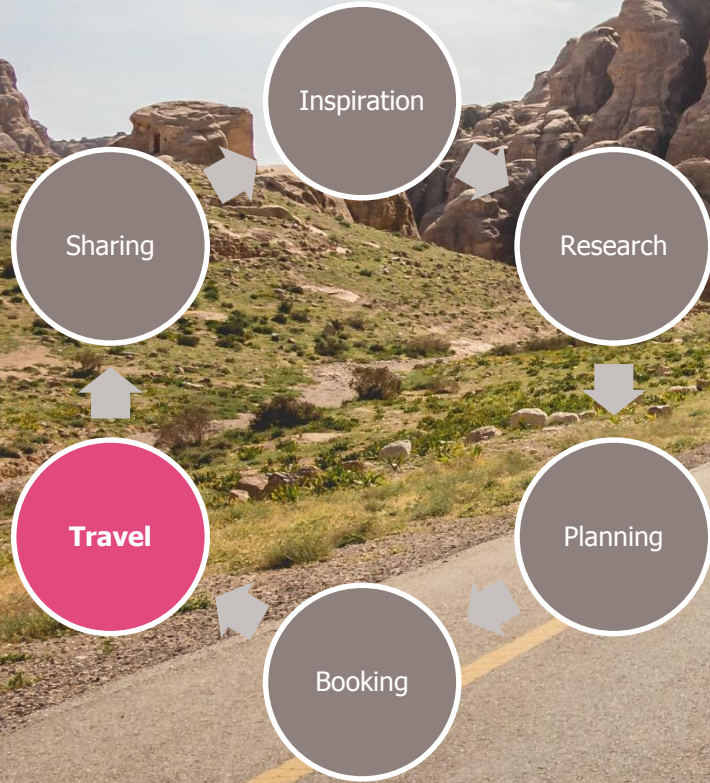




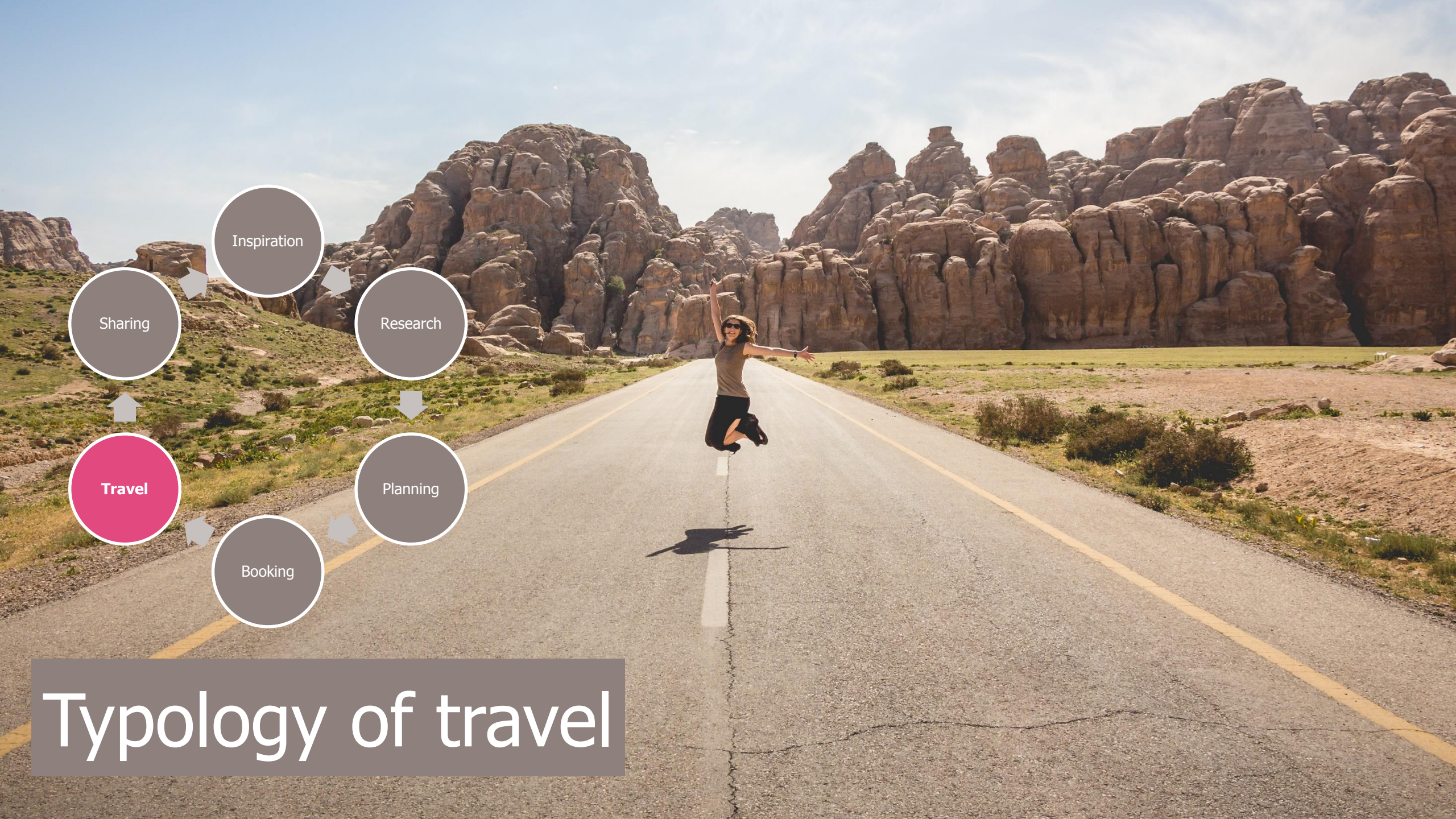
Belgian Travel Market

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Typology of travel





Family holidays
31,8%



Enjoying,
relaxing, ...
18,3%



Being together
with fiends,
grandparents, ...
12,3%



Culture,
sightseeing
9,9%



Entertainment,
going out, ...
5,7%



Walking or
cycling holidays
4,3%



Exploring,
discovering
something new
3,8%



Adventure
2,7%



Gastronomy
1,7%

These typologies can be reduced to 4 main types

SOCIAL
50,5%



DISCOVER
16,4%



ENJOY
21,1%



SPORT
5,8%





SOCIAL
50,5%

MAIN ACTIVITIES:

1. Resting, relaxing - 66,7%
2. Short walks - 30,7%
3. Playing, games (with children) - 22,8%
4. Visiting cities and villages - 22%
5. Long walks – 20%

ACTIVITIES, RELATIVELY IMPORTANT:

- Playing, games (with children) - 22,8%
- Amusement parks, theme parks – 8,3%
- Visiting friends & relatives – 7,2%



ENJOY
21,1%

MAIN ACTIVITIES

1. Resting, relaxing – 80,5%
2. Short walks – 35,9%
3. Shopping, visiting markets – 29,5%
4. Visiting cities and villages – 25,7%
5. Sunbathing – 20%

ACTIVITIES, RELATIVELY IMPORTANT:

- Resting, relaxing – 80,5%
- Short walks – 35,9%
- Shopping, visiting markets – 29,5%
- Sunbathing – 20%
- Gastronomy, degustation – 15,4%
- Beauty, fitness, spa, wellness – 6,4%



DISCOVER
16,4%

MAIN ACTIVITIES

1. Visiting cities and villages – 45,1%
2. Resting, relaxing - 32,7%
3. Visiting monuments – 31,5%
4. Visiting museums – 24,7%
5. Long walks – 24,2%

ACTIVITIES, RELATIVELY IMPORTANT:

- Visiting cities and villages – 45,1%
- Visiting monuments – 31,5%
- Visiting museums – 24,7%
- Visiting natural sights – 17%
- Visiting exhibitions – 14,6%
- Gastronomy, degustations – 12,5%
- Visiting theatre, concerts, festivals, ... - 7,5%
- Flower/botanic garden – 5,1%



SPORT
5,8%

MAIN ACTIVITIES

1. Long walks – 44%
2. Resting, relaxing – 41,5%
3. Cycling – 25,1%
4. Short walks – 19,3%
5. Visiting cities and villages – 16,5%

ACTIVITIES, RELATIVELY IMPORTANT:

- Long walks – 44%
- Cycling – 25,1%
- Alpine ski, cross-country ski, snowboarding – 11,2%
- Hang-gliding, rafting, skydiving, ... - 2,9%
- Horse riding – 2,5%



Where do they travel to?



SOCIAL
50,5%



ENJOY
21,1%



DISCOVER
16,4%



SPORT
5,8%



42,0



42,0



21,9



37,9



18,9



13,4



17,8



19,3



8,2



9,7



11,1



9,8



6,5



8,3



7,0



7,6



5,2



5,6



6,8



4,7



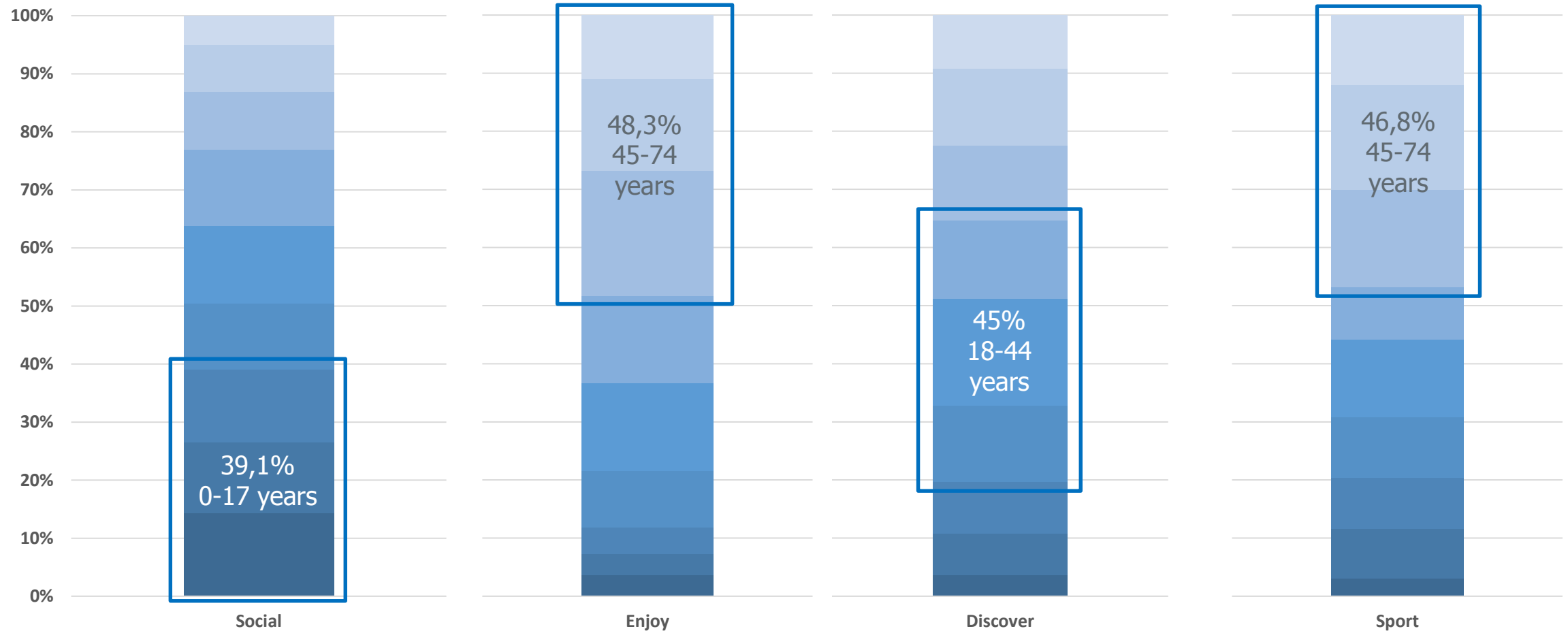
Where do they stay?

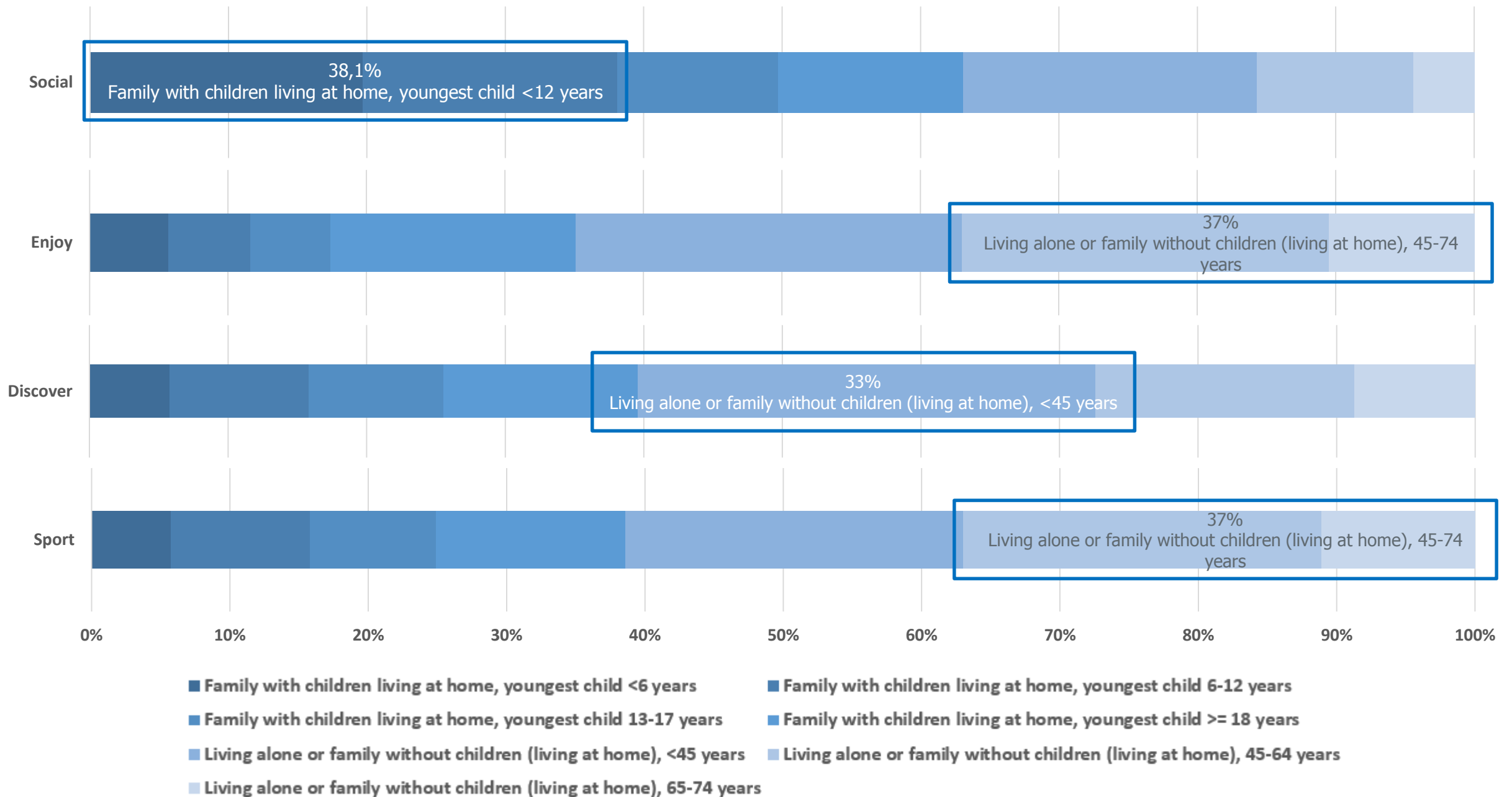


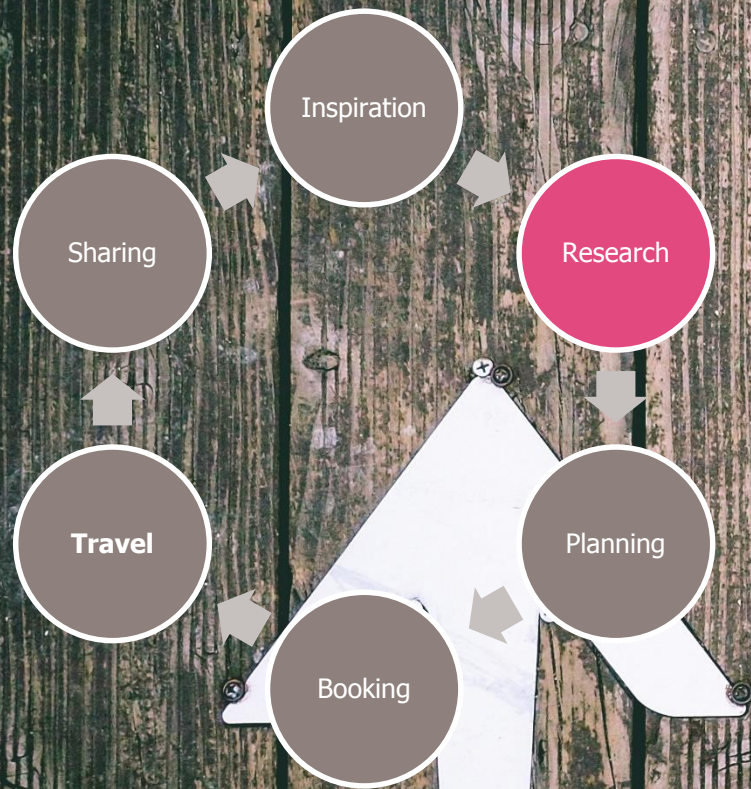
	Social	Enjoy	Discover	Sport
Hotel	43,9	59,1	62,8	43,1
Rented accommodation	42,2	31,4	22,6	37,6
Camping	9,2	7,4	5,0	10,7
Social accommodation	3,6	1,4	7,0	6,8

A close-up, profile shot of a woman with long, wavy blonde hair. She is holding a black DSLR camera with a flash up to her eye, framing a bright sunset. The sun is a glowing orb directly behind the camera lens, creating a lens flare and illuminating the scene with a warm, golden light. The woman's hair is blowing in the wind. She is wearing a light blue top with a floral pattern and a thin gold chain necklace. The background is a soft, out-of-focus landscape under the sunset sky.

Who are these travellers?







Looking for information



SOCIAL
16,7%



ENJOY
16%



DISCOVER
23,5%



SPORT
15,7%



SOCIAL
13,6%



ENJOY
12,2%



DISCOVER
17,9%



SPORT
14,8%



SOCIAL
60%



ENJOY
61,3%



DISCOVER
71%



SPORT
56,3%



Booking





SOCIAL
68% booked
online

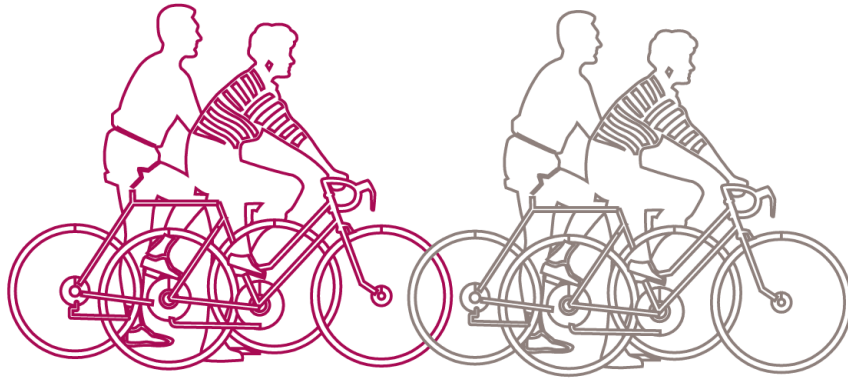
- 10,6% not prebooked
- 39% directly booked with owner
- 18,6% online booking organisation
- 6,4% local travel agency
- 11,4% directly with travel organiser



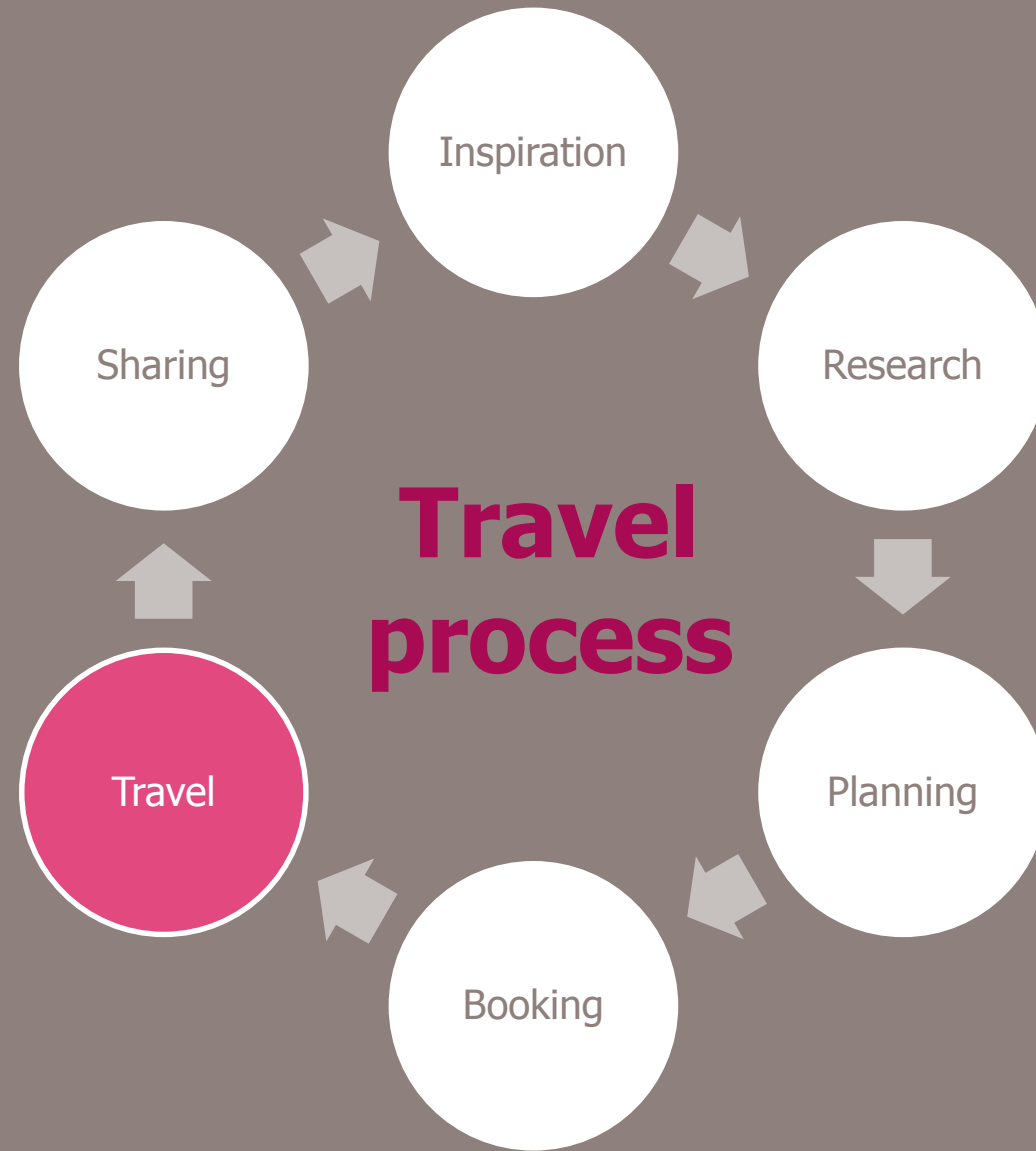
DISCOVER
71% booked
online

- 10,8% not prebooked
- 19,1% directly booked with owner
- 25,4% online booking organisation
- 10,8% local travel agency
- 11,7% directly with travel organiser
- 2,4% gift voucher
- 5% discount website
- 3,3% social travel organisation

Day Recreation Monitor



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Recreation in open
air
35,4%



Visit of an
attraction (theme
park, zoo, ...)
11,7%



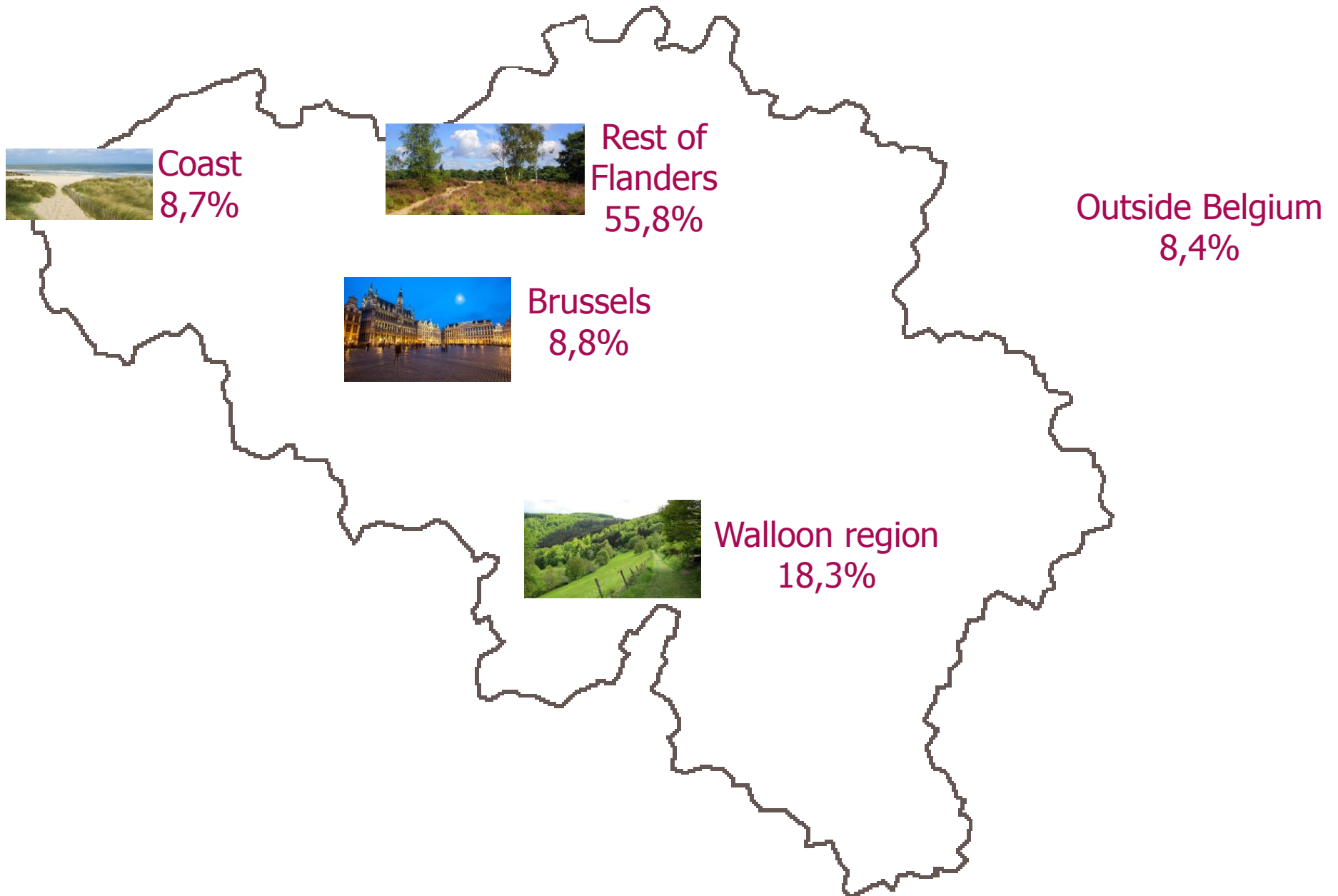
Visit of a city,
museum,
monument
13,3%

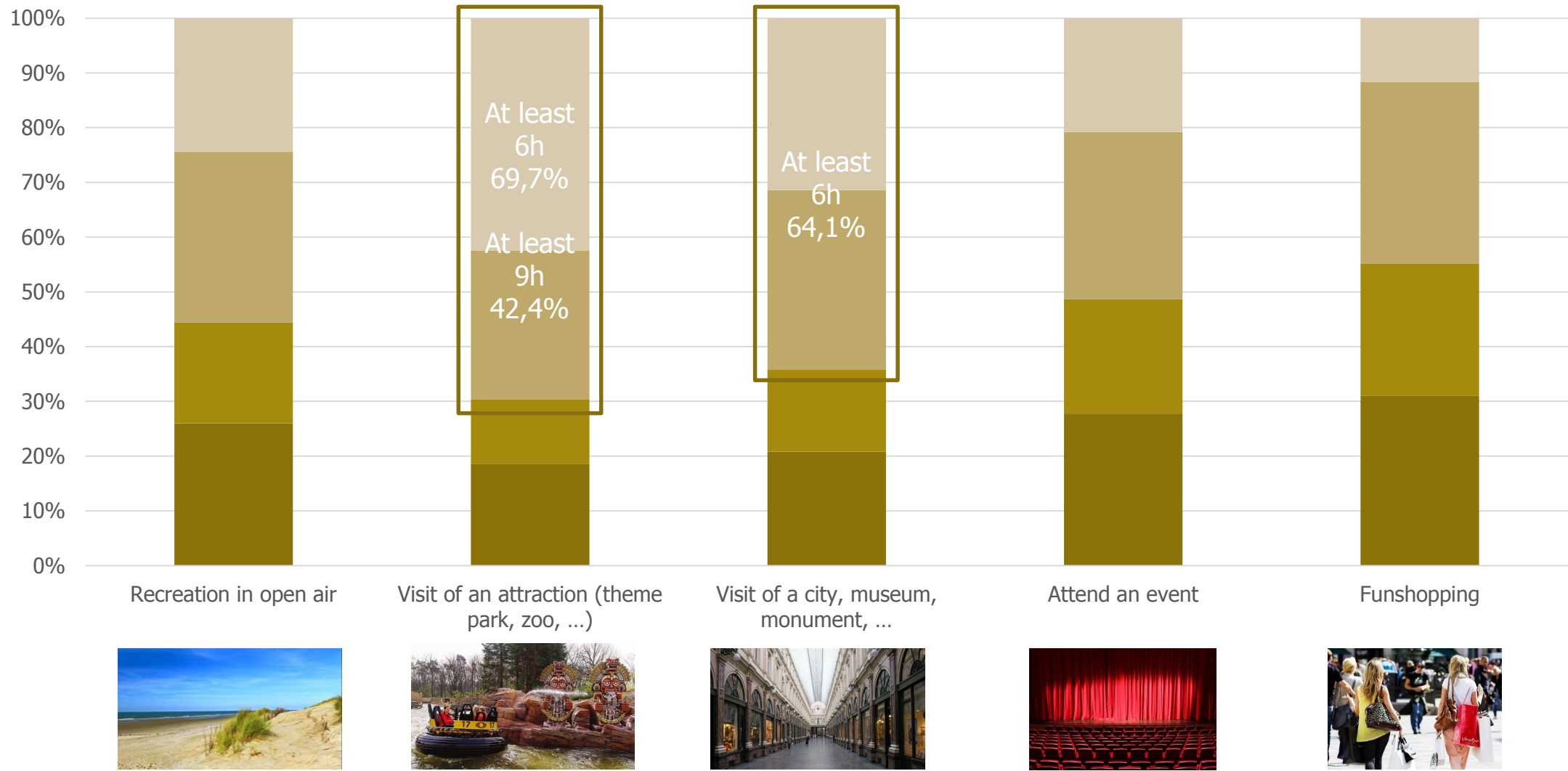


Attend an event
14,2%

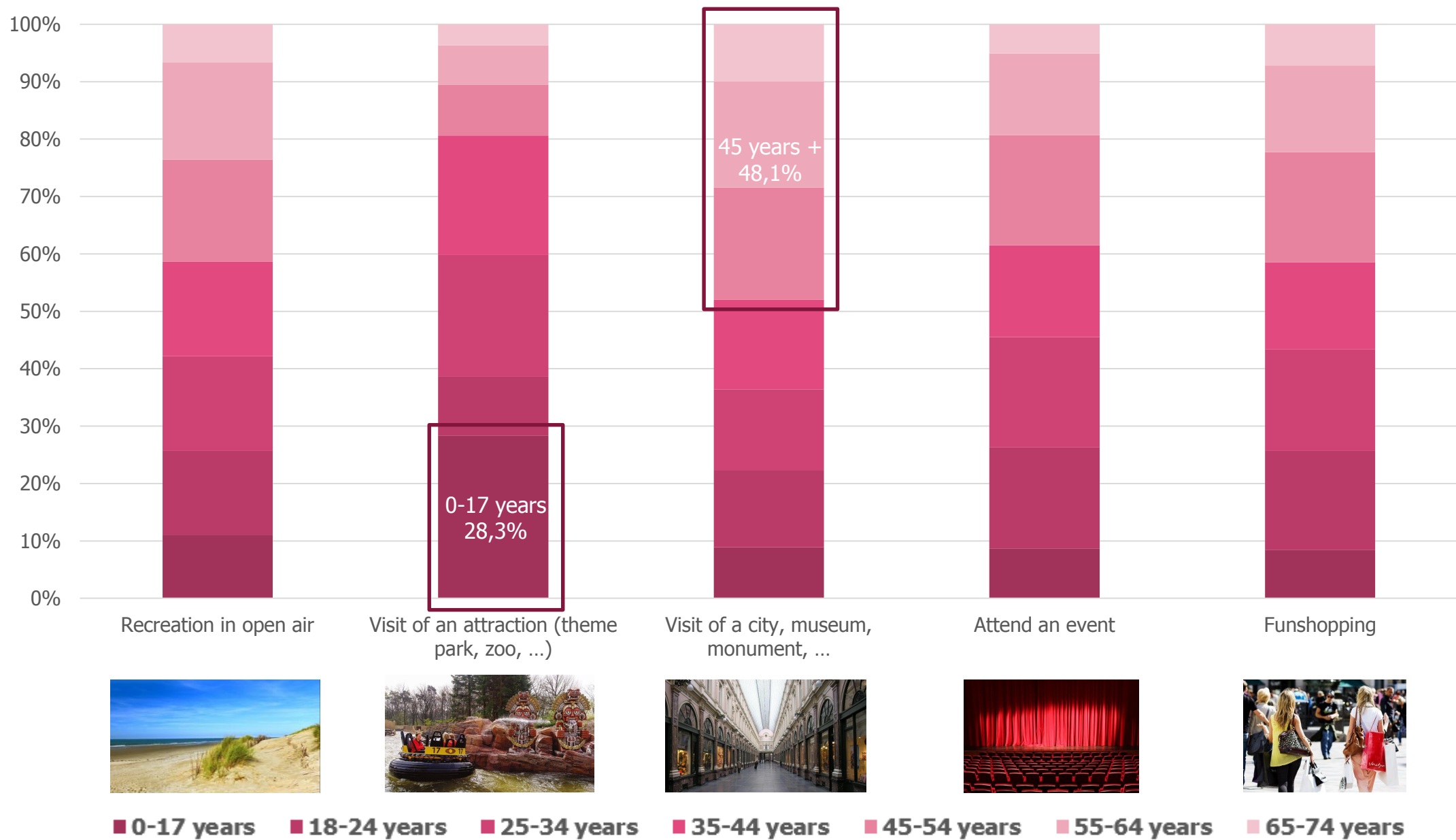


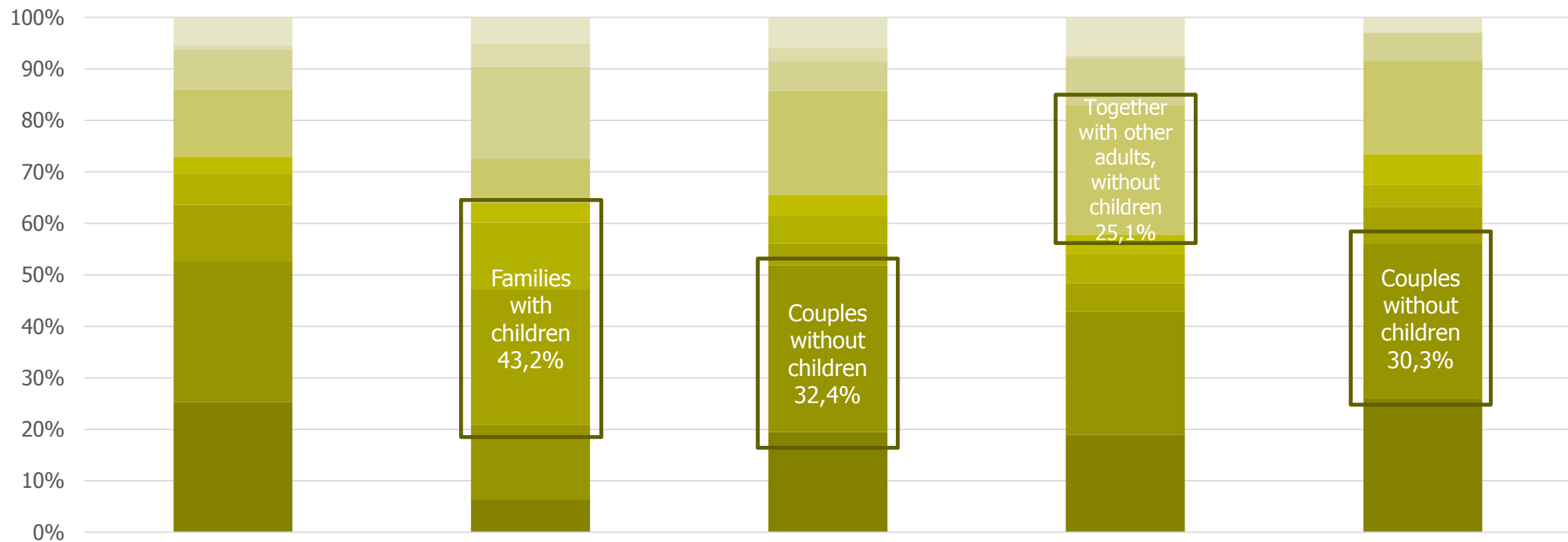
Funshopping
23,6%





■ At least 4h, but less than 5h
 ■ At least 5h, but less than 6h
 ■ At least 6h, but less than 9h
 ■ At least 9h, but less than 18h





Recreation in open air



Visit of an attraction (theme park, zoo, ...)



Visit of a city, museum, monument, ...



Attend an event



Funshopping



■ Other kind of group

■ Together with other adults, with children

■ Adults with children, youngest child ≥ 13 years

■ Adults with children, youngest child < 6 years

■ One single person

■ Day trip with school, youth movement, ...

■ Together with other adults, without children

■ Adults with children, youngest child 6-12 years

■ Couple without children



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