



Avec le soutien de la Région de Bruxelles-Capitale  
Met de steun van het Brussels Hoofdstedelijk Gewest



# Market Report - China

Observatory of Tourism in Brussels - 07/01/2015

For questions, please contact :

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## Tourism Overview 2013

Length of Stay (days)

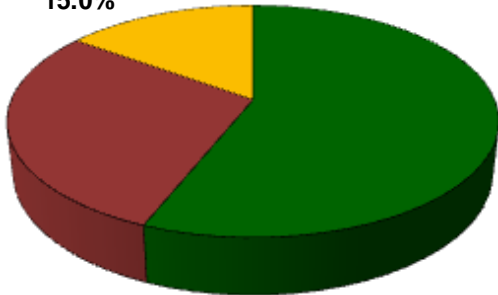


1.50

Reasons

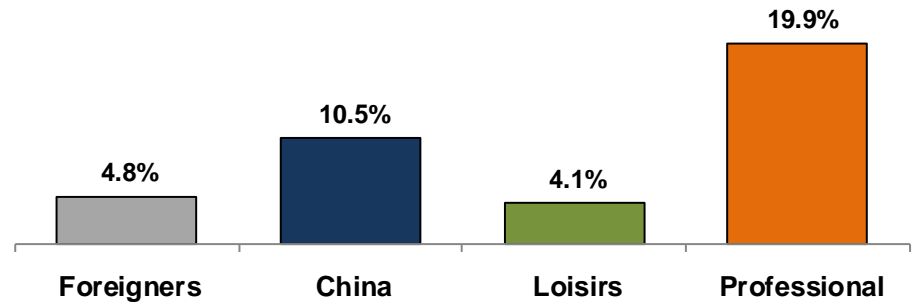
Other Prof. Reasons  
15.0%

Meetings  
28.9%

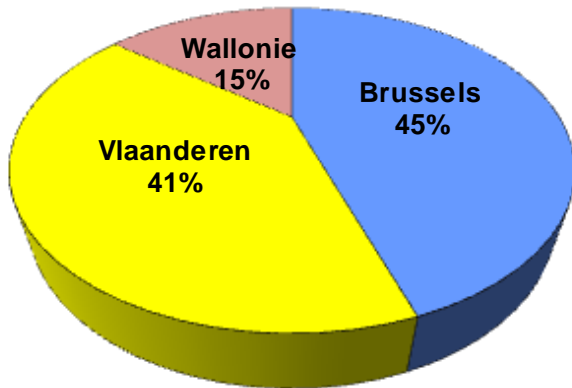


Leisure  
56.1%

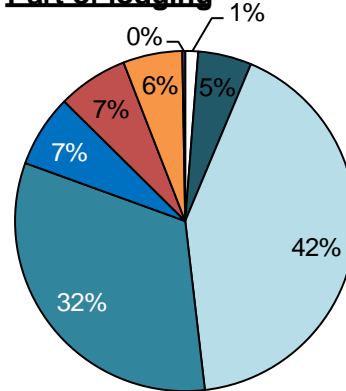
Bednights evolution vs. year before



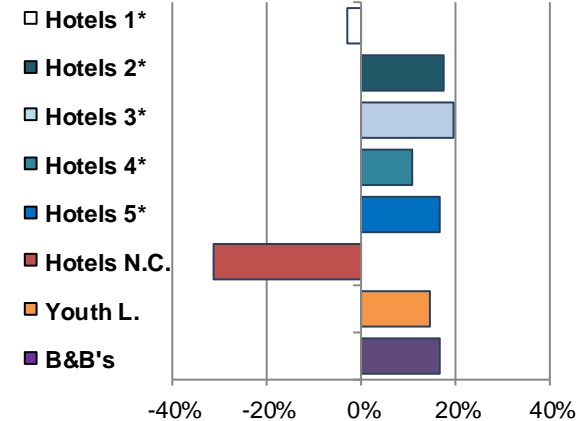
Bednights in Belgium



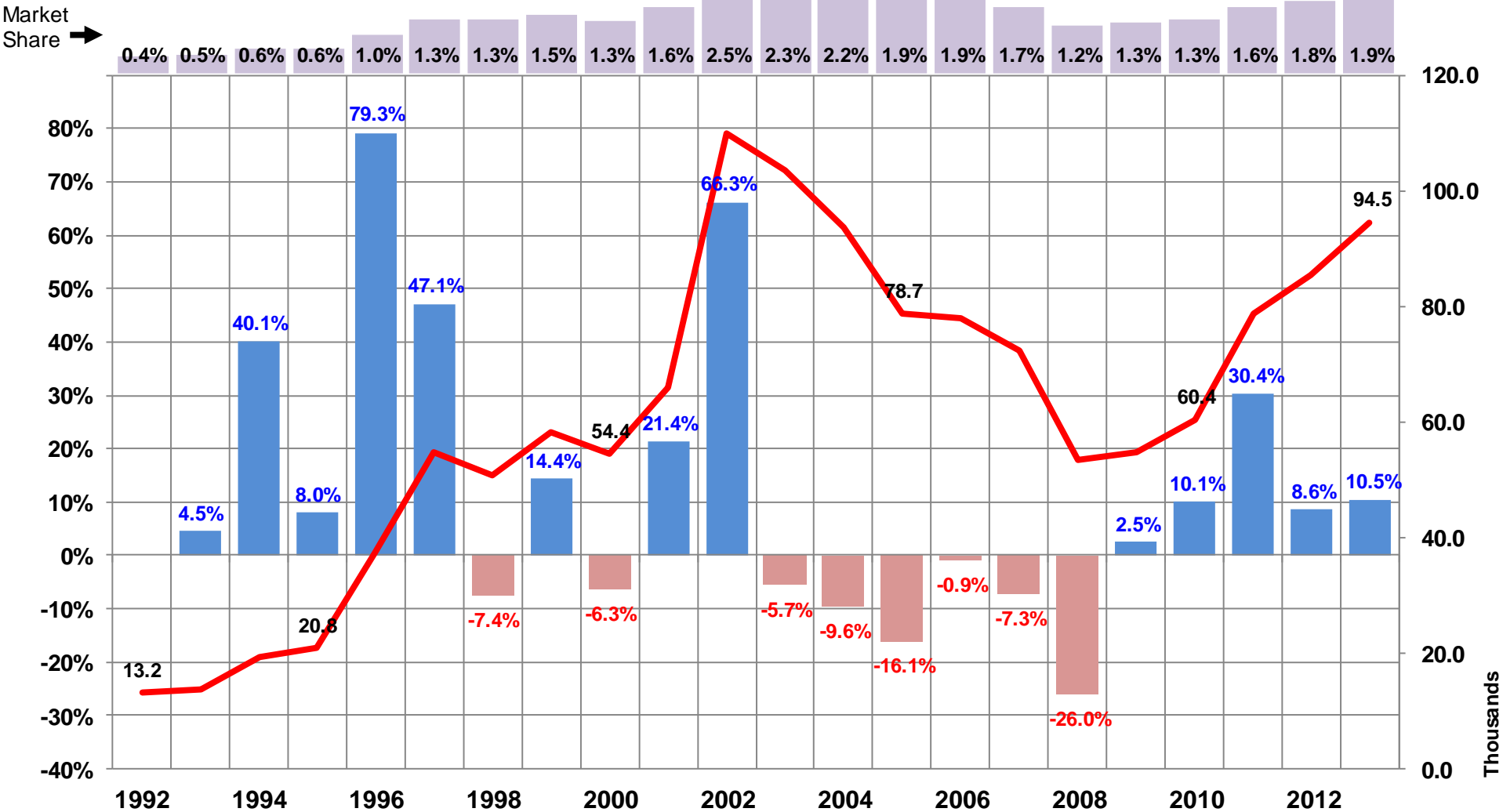
Part of lodging



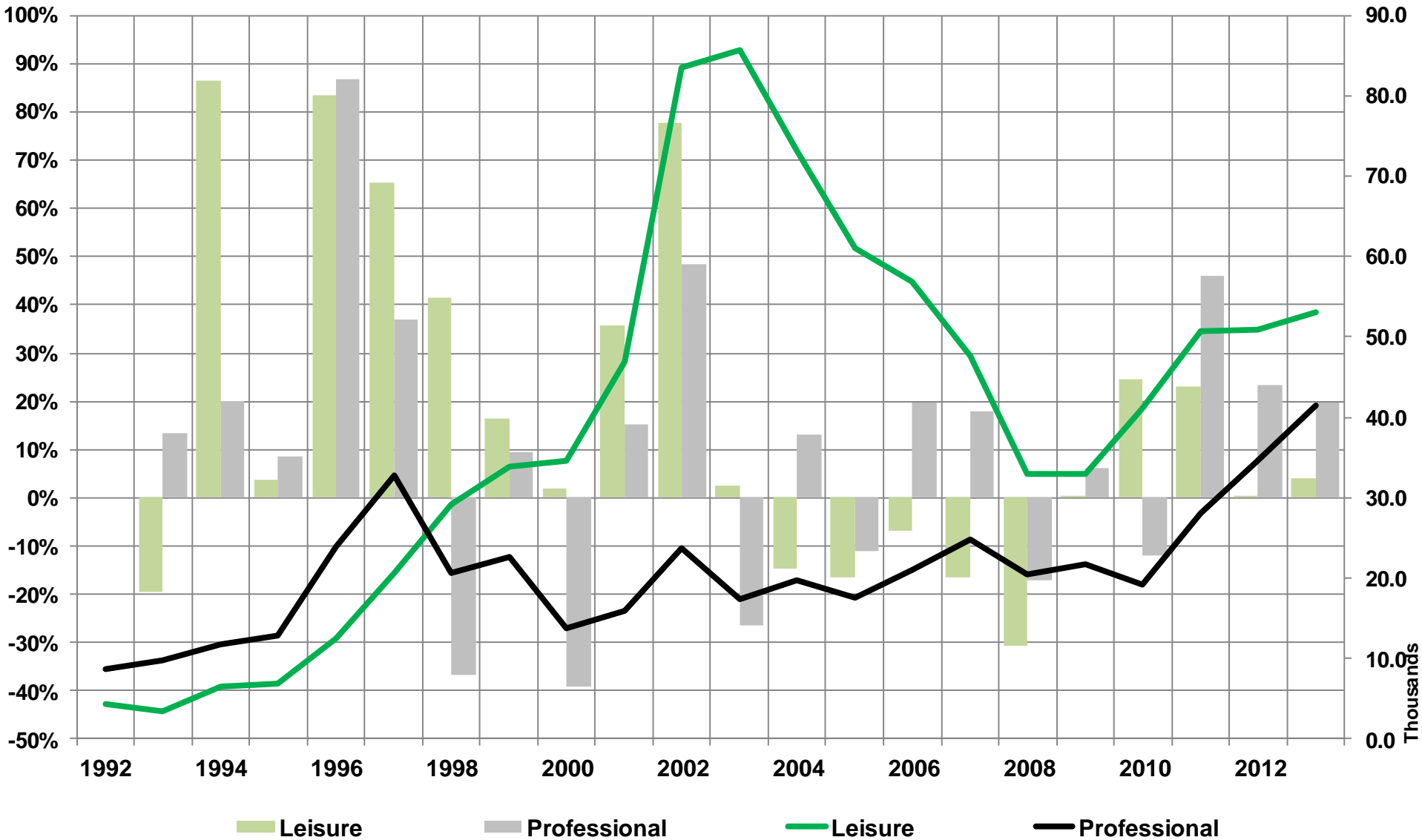
Evolution 2013 vs 2012



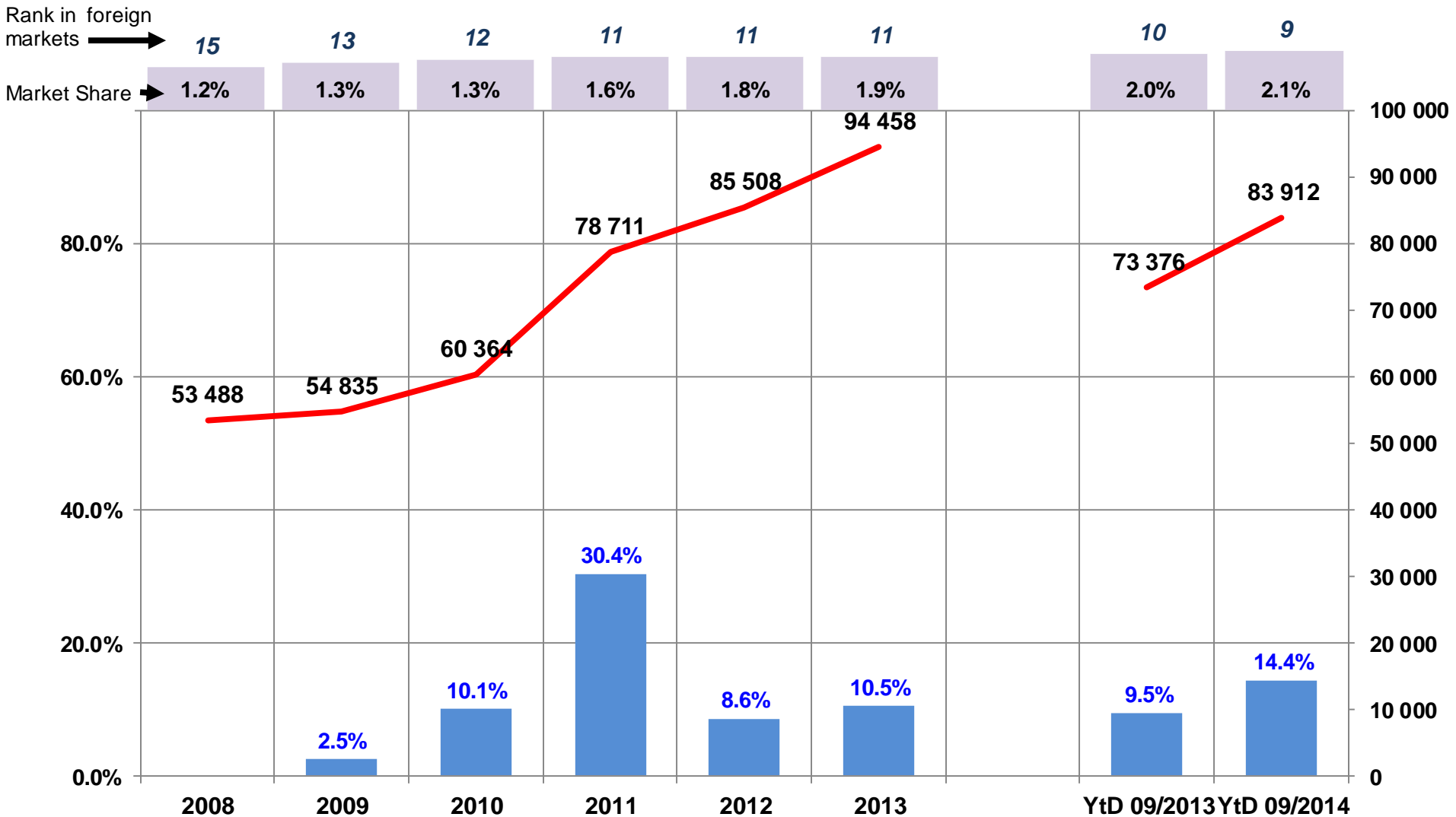
## Long Term - Bednights by year & evolution YoY Market share in foreign markets



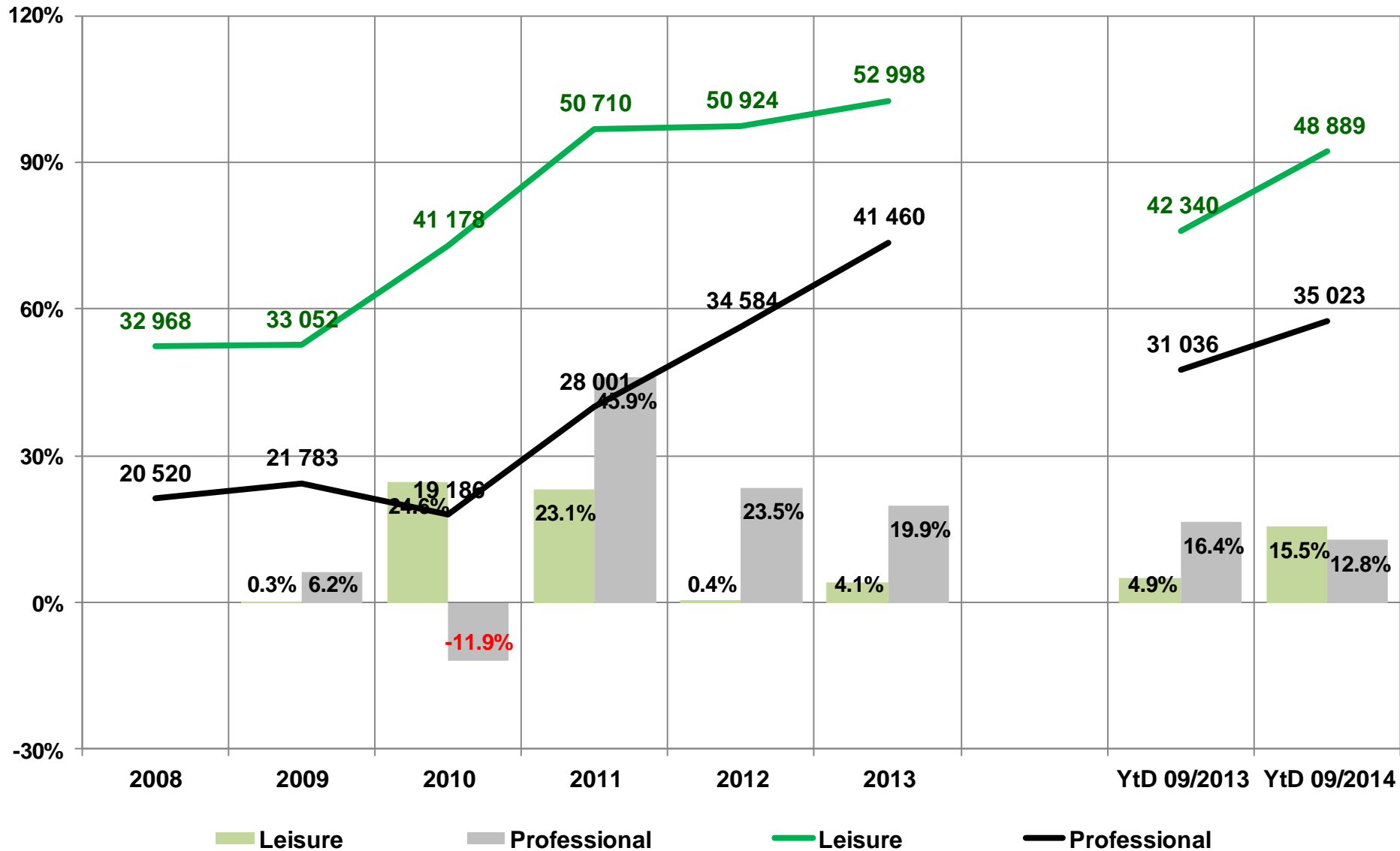
## Long Term Bednights by reason & evolution YoY



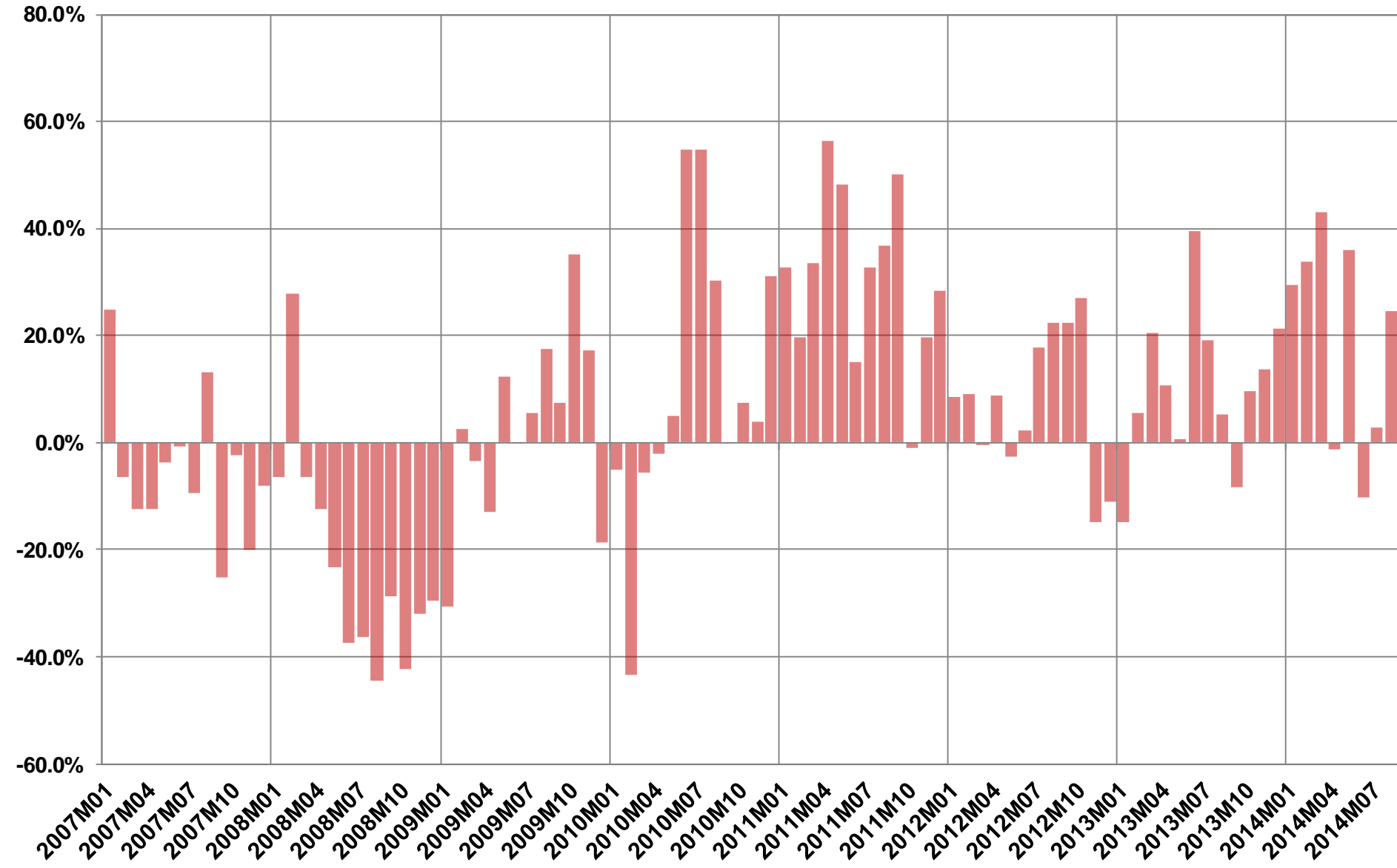
## Bednights by year & evolution YoY Market share and rank in foreign markets



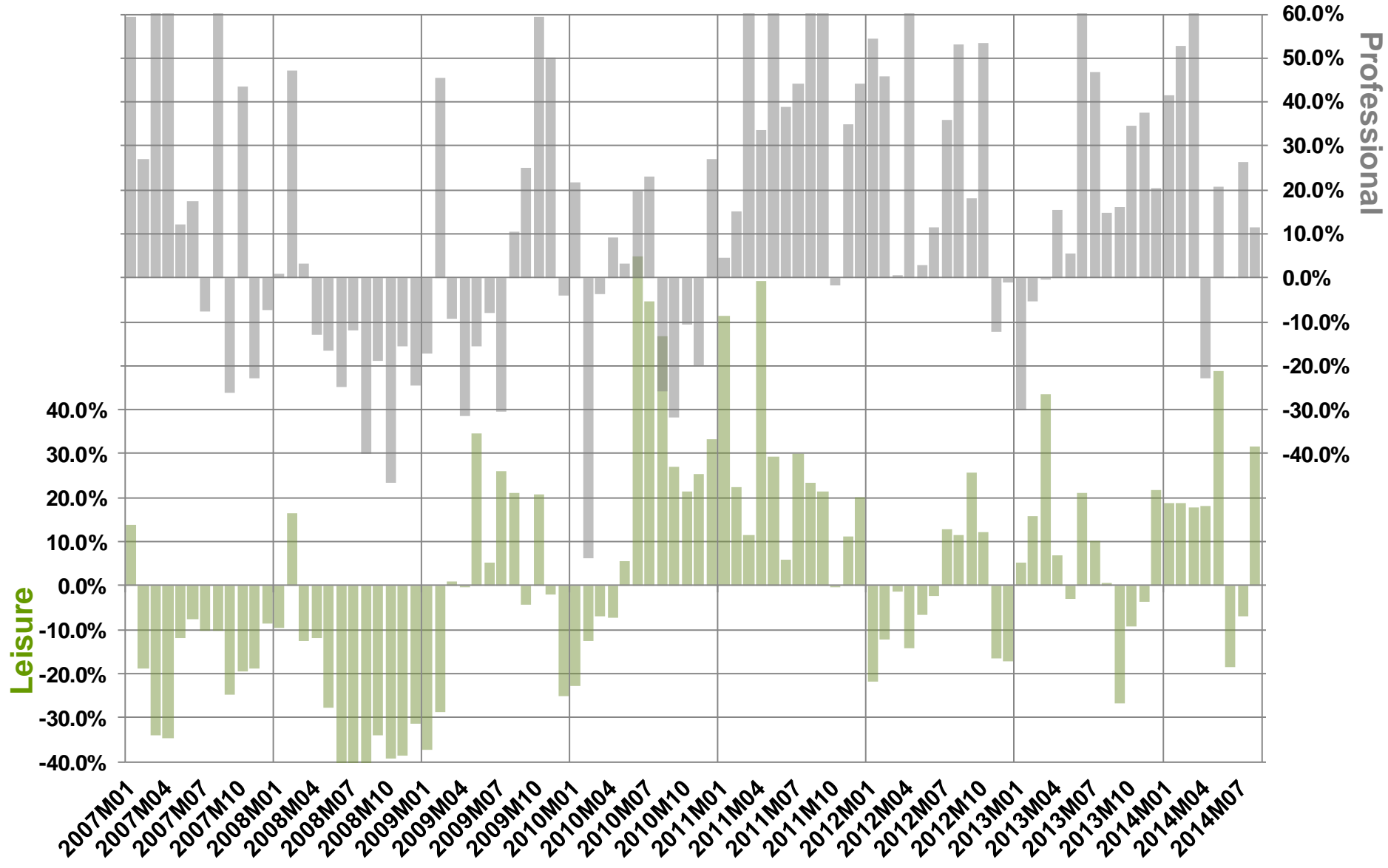
## Bednights by reason & evolution YoY



## Total Bednights Evolution Month over month

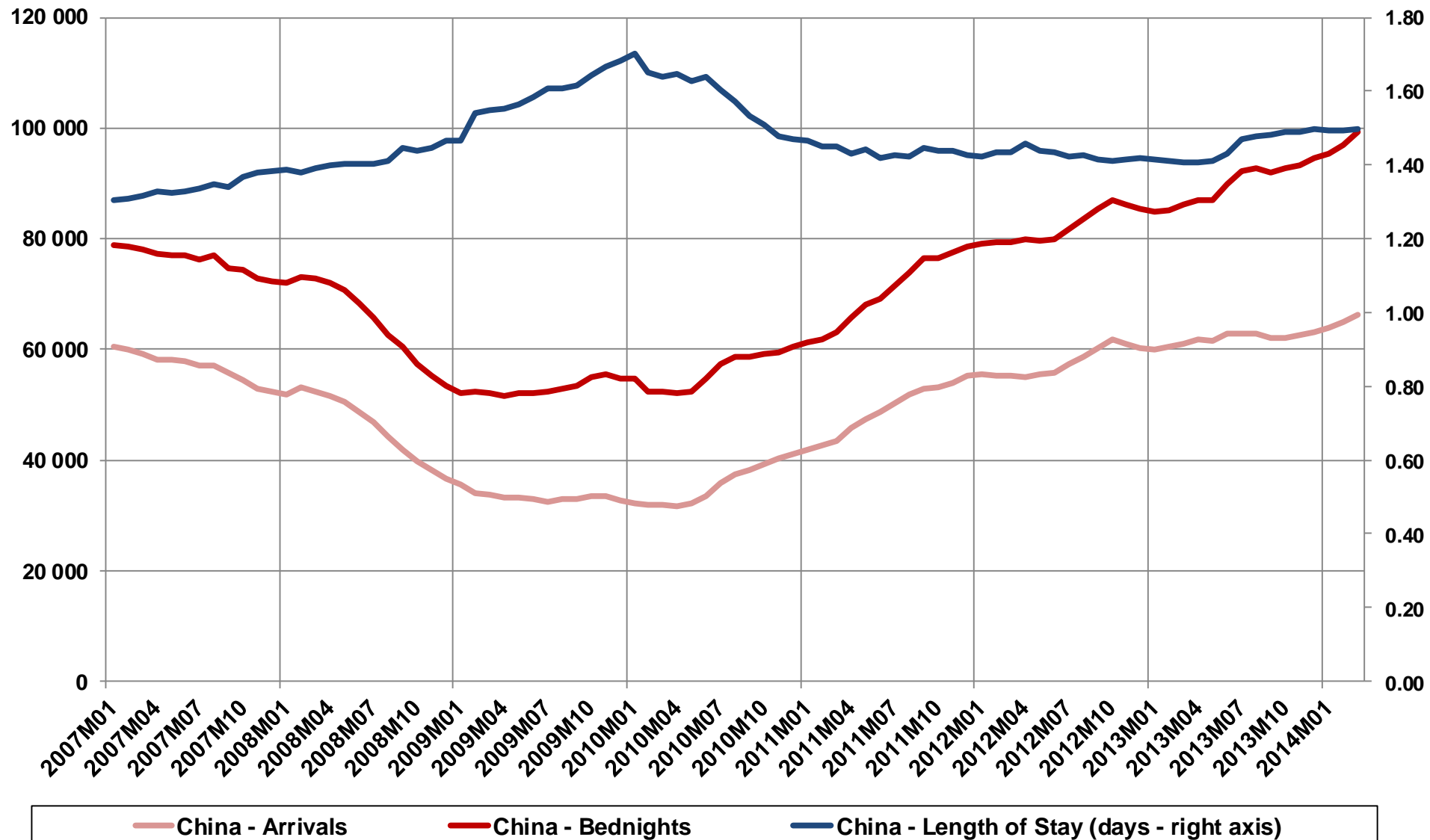


## Bednights Evolution Month over month

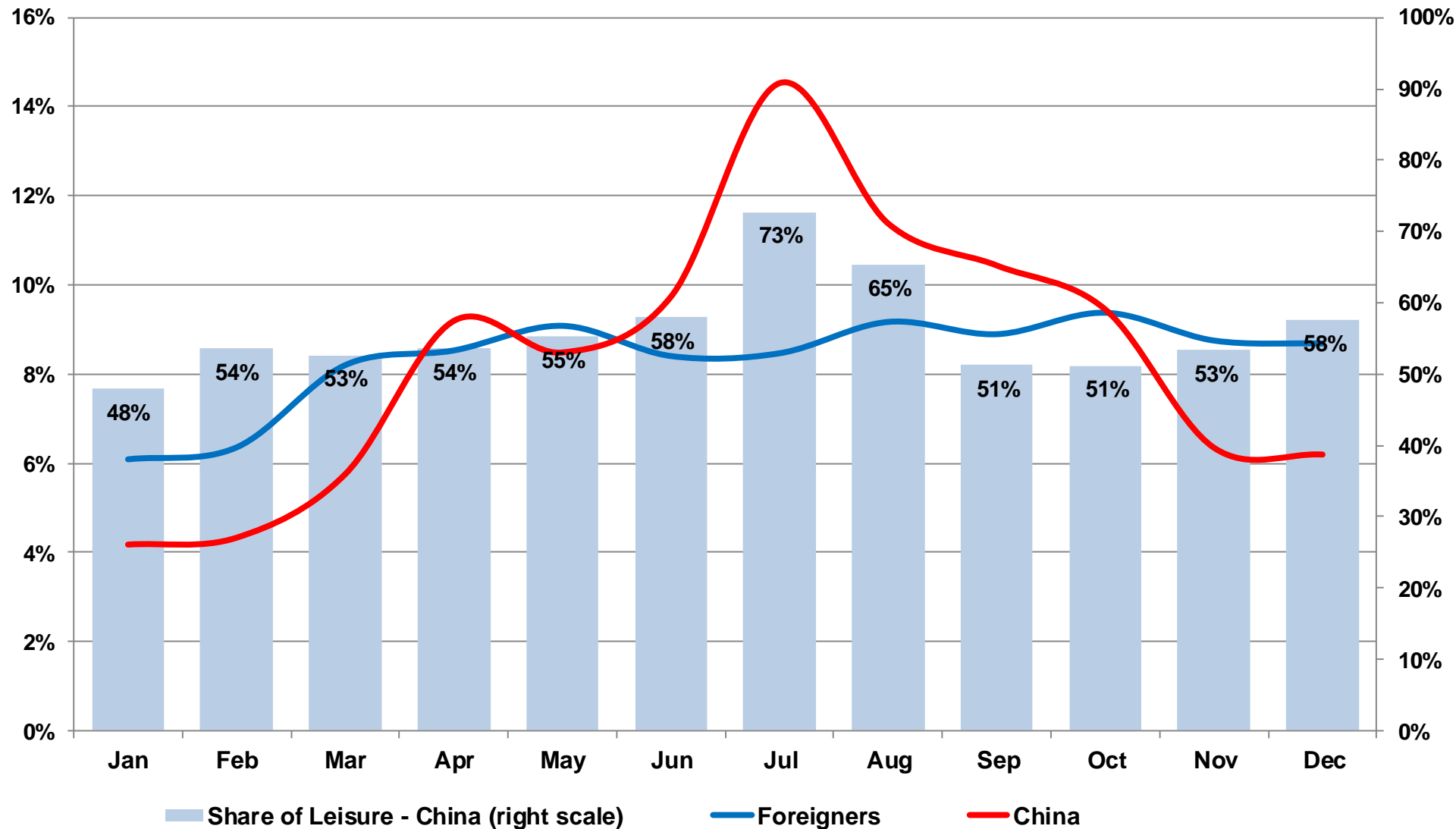




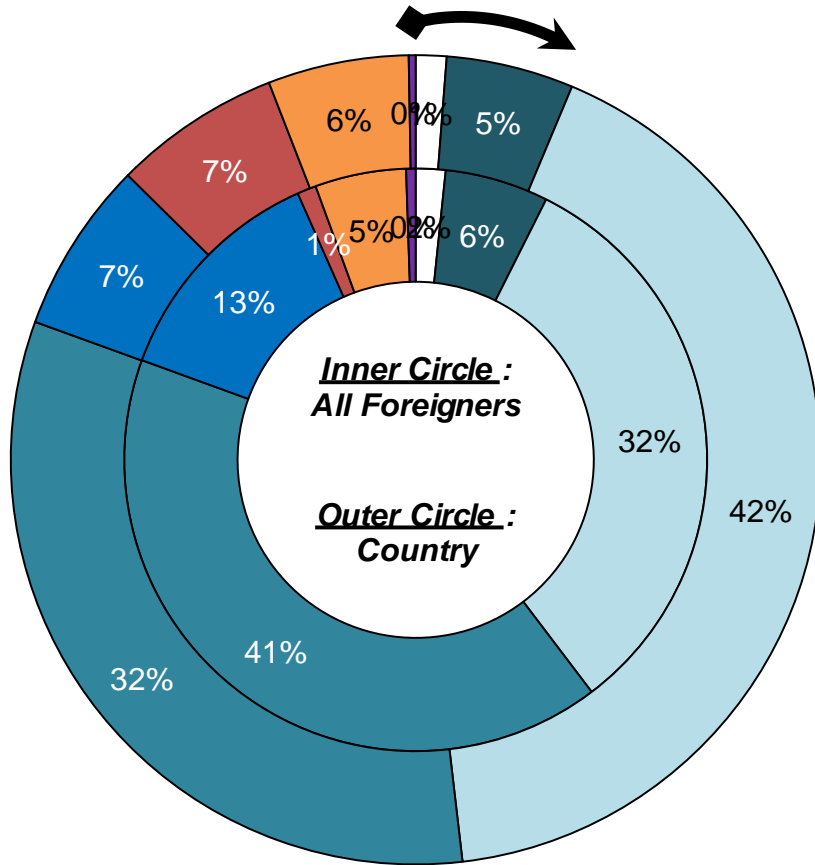
## Arrivals/Bednights and Length of Stay - Moving Annual Totals



## Percentage of Bednights per month & Share of Leisure Average 2012-2013

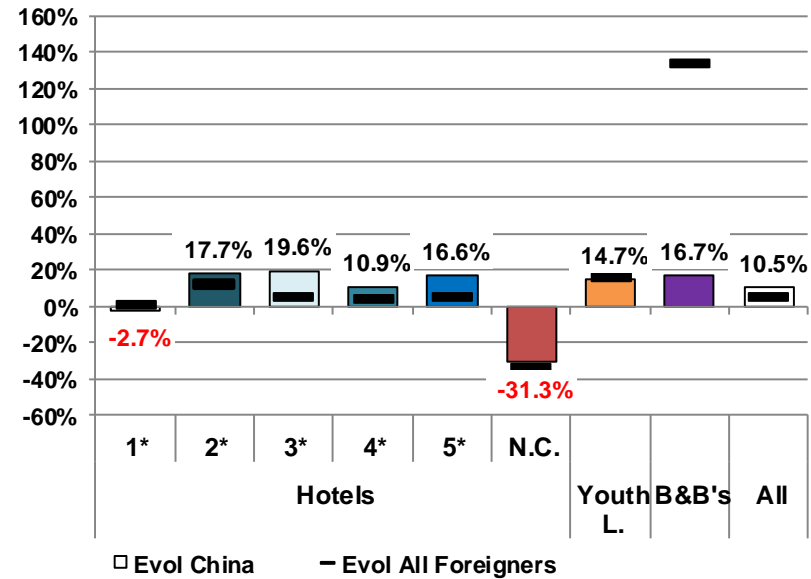


## Overnights in the different lodging types - 2013



- Hotels 1\*
- Hotels 2\*
- Hotels 3\*
- Hotels 4\*
- Hotels 5\*
- Hotels N.C.
- Youth L.
- B&B's

Evolution 2013 vs. 2012



Leisure & Prof. Overnights by lodging type

