



tourism market insights

Belgium

WESGRO
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1. Overview of Belgium

About Belgium

Where is Belgium?

Belgium is located in Western Europe, bordering the North Sea, between France and the Netherlands

Population (millions)

11.4 (2019)

Time Difference

South Africa is 1 hour ahead of Belgium.

Language

Dutch, French and German are the official languages

General Overview

Consumer expenditure per capita in Belgium amounted to USD 22,676 in 2019, and is forecast to grow at an average annual rate of 2,1% through to 2030. In 2019, disposable income per capita amounted to USD 26,226.

The country's population was around 11,4 million in 2019 and is expected to reach 11,9 million by 2040. The median age is 41,7 years and the number of those over the age of 65 years, made up 18,9% of the population in 2017. The fertility rate is average at 1,8 births per female.

Per capita gross income in Belgium is forecast to increase by 30,2% in real terms over 2021-2040. Late Lifers are projected to remain predominant in the top-income band by 2040, shaping luxury spending patterns in Belgium.

Outbound departures reached 10 778 300 trips in 2020, declining by -60,3% from 2019. By 2023 the number of outbound trips is expected to recover to 2019 levels with a forecast expenditure of EUR 20 382 700.

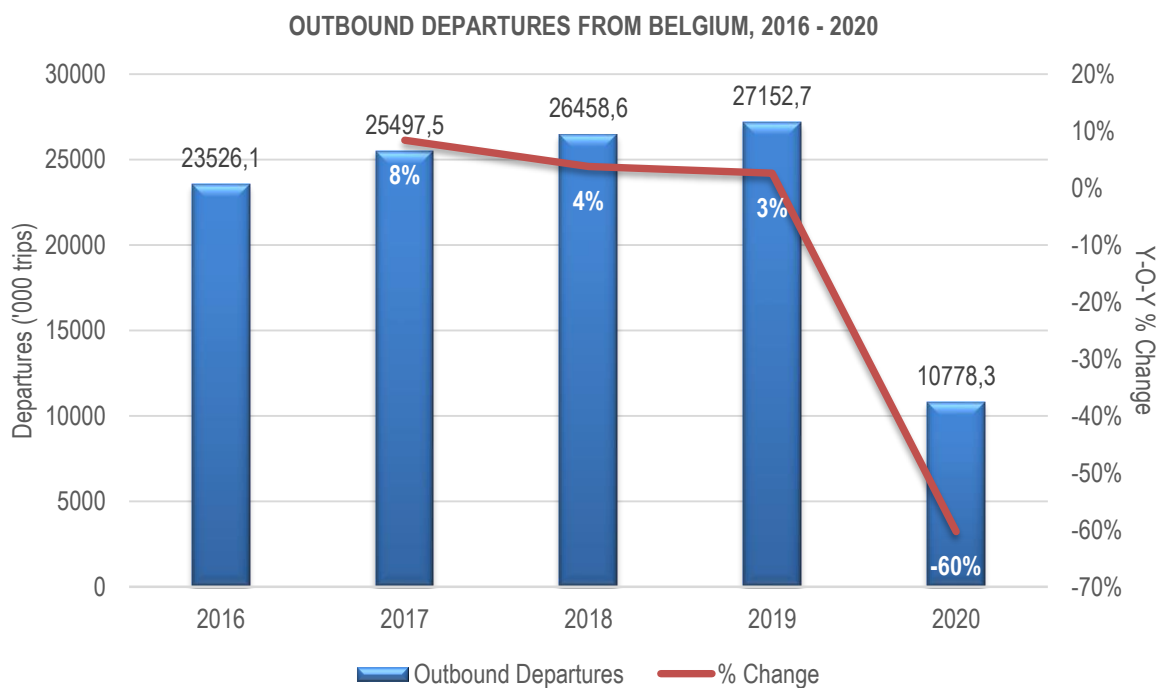
South Africa is the most visited Southern African destination for Belgian travellers. Trips from Belgium to South Africa made up less than 1% of all outbound trips in 2019 and 2020.

Source: Euromonitor International, 2021

2. Overview of the Belgium Travel Market

Belgium Travel Market

Largest Cities	<ol style="list-style-type: none"> 1. Antwerp 2. Gand 3. Brussels 4. Liege 5. Charleroi
Outbound Departures ('000 trips)	<ol style="list-style-type: none"> 1. 2018: 26,458.6 2. 2019: 27,152.7 3. 2020: 10,778.3
Top 5 Outbound Destinations ('000 trips, 2020)	<ol style="list-style-type: none"> 1. France: 5,253 2. Netherlands: 1,065 3. Spain: 750,9 4. Italy: 709.9 5. Germany: 475.2
Type of Outbound Trips	Leisure: 88,5% Business: 11,5%



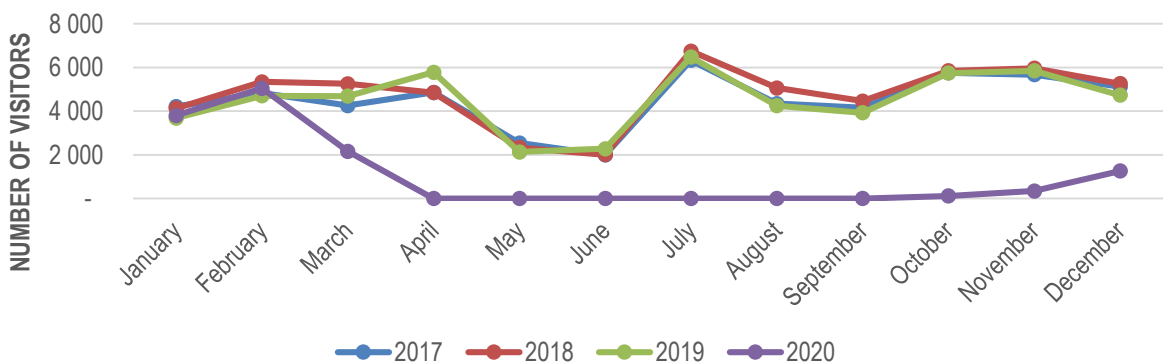
Source: Euromonitor International, 2021

3. The Belgian traveller to South Africa

Belgium Travel Market

Number of Arrivals	2016: 48 991 2017: 54 048 2018: 57 232 2019: 54 233 2020: 12 726
Purpose of visit to South Africa (2020)	Holiday (58,3%) VFR (12%) Business (9,3%)
Average length of stay in South Africa (Number of nights)	2018: 19,0 2019: 21,5 2020: 22,1
Age profile (2020)	18 – 24 yrs (16,1%) 25 – 34 yrs (29,2%) 35 – 44 yrs (19,5%) 45 – 54 yrs (14,5%)
Repeater Rate of Belgium Travellers (2020)	1. First Time: 61,7% 2. 2 – 3 times: 19,1%
Accommodation Usage (2019)	1. Hotel 2. Guesthouse 3. Self Catering
Total Foreign Direct Spend in South Africa (R in millions)	2018: R 917 2019: R 923 2020: R 256
Average Spend in South Africa	2018: R 19 400 2019: R 20 100 2020: R 22 200

SEASONALITY PATTERNS: IRELAND TRAVELLERS TO SOUTH AFRICA BY MONTH, JAN - DEC 2017 - 2020



3. The Belgian traveller to South Africa

4.1. Visitor Arrivals to South Africa



4.2. Purpose of visit to South Africa

Travellers from Belgium to South Africa are predominantly visiting for holiday purposes or to visit family and friends. A fair amount are also visiting for Business and Meetings, Incentives, Conferencing and Events (MICE).

In 2020, Belgian travellers stayed in South Africa for an average length of 22,1 nights

Top reasons for travel to SA
Holiday (58,3%)
VFR (12%)
Business (9,3%)
MICE (7,3%)

Average length of stay **22,1 nights**

4.3. Activities in South Africa

Top activities undertaken
1. Adventure
2. Wildlife
3. Visiting natural attractions
4. Beaches
5. Culture & Heritage

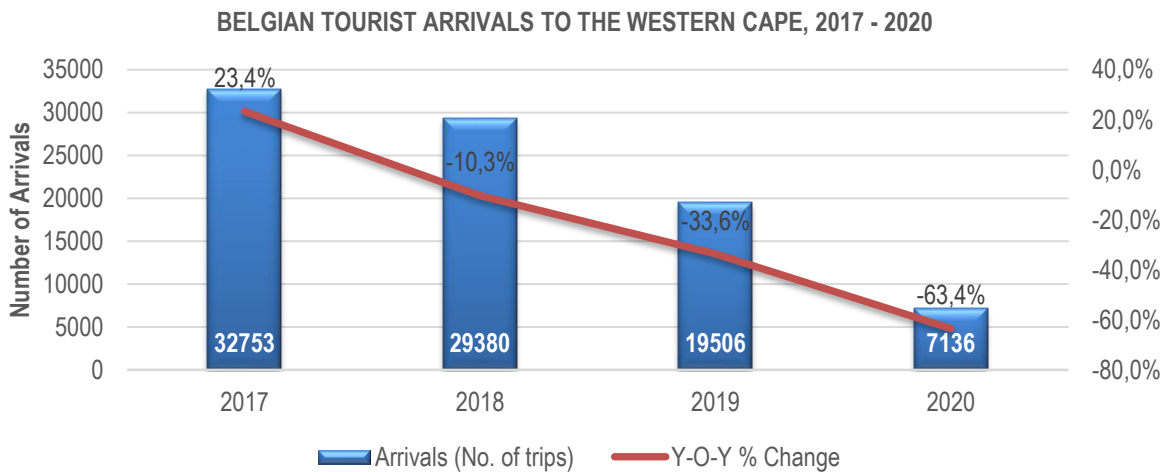
Adventure, wildlife, visiting natural attractions, beaches and culture & heritage were among the top activities undertaken by Belgian tourists while in South Africa.

They are more likely to stay in hotels. Many travellers from Belgium also make use of guesthouse and self catering accommodation.

4. The Belgian traveller to the Western Cape

4.1. Visitor Arrivals to the Western Cape

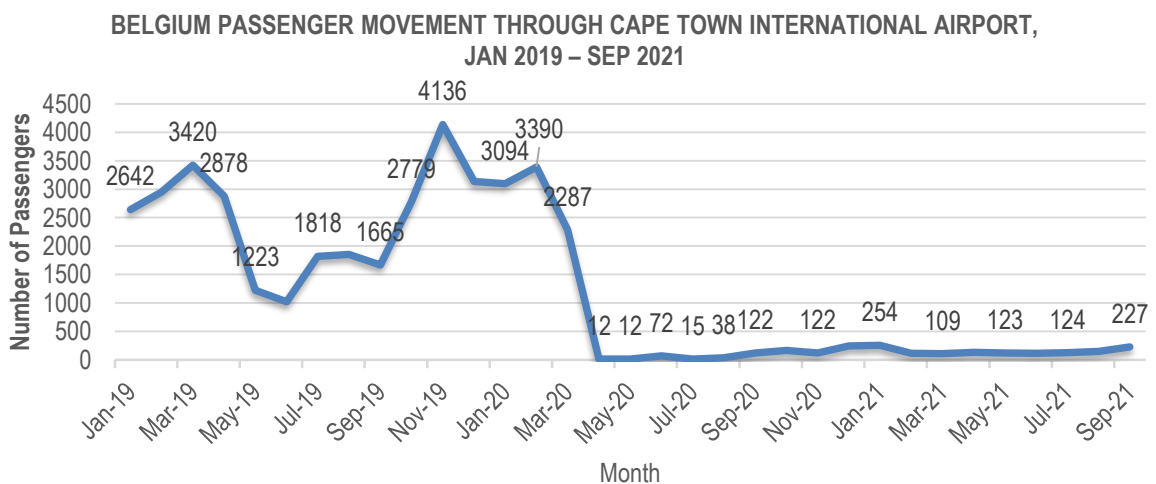
Belgian visitor arrivals to the Western Cape have been on the decline since 2017 and continued into 2020 with a -63,4% decline due to the COVID-19 pandemic.



Source: South African Tourism, 2021

4.2. Passenger Traffic through Cape Town International Airport

Passengers through Cape Town International Airport from Belgium were highest over the period November 2019 to February 2020. However, due to travel restrictions brought on by the COVID-19 pandemic, passenger arrivals decreased dramatically throughout 2020 and have remained low into 2021.



Source: OAG Traffic Analyser, 2021

5. Key Findings

- The COVID-19 pandemic has caused sharp declines in both inbound and outbound tourism flows as well as commercial activity across Belgium.
- Outbound departures declined by -60,3% in 2020 from the previous year. By 2023 the number of outbound trips is expected to recover to 2019 levels.
- South Africa is the most visited Southern African destination for Belgian travellers. However, trips from Belgium to South Africa made up less than one percent of all outbound trips from the country in 2019 and 2020.
- Travellers from Belgium to South Africa are predominantly visiting for holiday purposes or to visit family and friends. A fair amount also visited for Business and MICE in 2019 and 2020.
- Belgian travellers stayed in South Africa for an average length of 22,1 nights in 2020.
- They are more likely to stay in hotels. Many travellers from Belgium also make use of guesthouse and self catering accommodation.
- Passengers from Belgium through Cape Town International Airport increased by 17,1% in January and 15% in February 2020 when compared to the previous year. However, due to travel restrictions brought on by the COVID-19 pandemic, passenger arrivals decreased dramatically throughout the rest of 2020 and have remained low into 2021.

6. List of sources

1. South African Tourism
2. StatsSA
3. Euromonitor International
4. OAG Airline Passenger Traffic Analyser
5. CIA Factbook

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