

# Belgium Market Profile 2024

## Contents

Inbound Tourists .....	2
Where did our tourists visit?.....	2
When did our tourists visit?.....	2
What were our tourists' reasons for visiting? .....	2
How much did our tourists spend and how long did they stay? .....	3
How did our tourists spend their money? .....	3
How long did our tourists stay? .....	3
Regionality: Inbound Tourists and Holidaymakers .....	4
Definitions.....	4
What areas did our tourists and holidaymakers visit? .....	4
Where did our tourists and holidaymakers visit? .....	5
Inbound Holidaymakers .....	6
When did our holidaymakers visit?.....	6
How long did our holidaymakers stay?.....	6
What age were our holidaymakers?.....	6
Holidaymaker gender and dependent children .....	7
Had our holidaymakers been here before? .....	7
Who did our holidaymakers travel with?.....	7
How did our holidaymakers travel and get around .....	7
What were our holidaymakers' interest and activities? .....	8
Likelihood to recommend a holiday in Ireland to others .....	8
Outbound holidaymakers.....	9
Sources of inspiration, research and planning .....	9
Enrichment Explorers .....	10
Who are the Enrichment Explorers as people? .....	10
What do they look for on a holiday? .....	10
Top 10 holiday needs .....	10
Outbound Tourists .....	10
Access by air .....	11
Where can our tourists fly from? .....	11
Who can our tourists fly with? .....	11

## Inbound Tourists

The island of Ireland welcomed around 77,000 Belgian tourists who spent almost €54 million / £47 million and stayed 490,000 nights.

Metric	Value	Global Rank
Revenue	€54 million / £47 million	14th
Trips	77 thousand	13th
Nights	490 thousand	15th

### Where did our tourists visit?

Of the Belgian tourists that visited the island, 3% overnighted in both Ireland and Northern Ireland.

Country	Trips
Ireland	75,000
Northern Ireland	4,000

Visits to Ireland and Northern Ireland total more than the island of Ireland figure due to tourists overnighting in both.

### When did our tourists visit?

Around three-fifths (59%) of Belgian tourists visited the island in the first half of the year.

Quarter	Share of visits
Quarter 1	27%
Quarter 2	32%
Quarter 3	21%
Quarter 4	20%

### What were our tourists' reasons for visiting?

Half (49%) of Belgian tourists visiting the island of Ireland came for a holiday, accounting for 56% of Belgian tourism revenue. A fifth (20%) visited for business-related reasons, accounting for the second largest share (18%) of Belgian tourism revenue.

Purpose of visit	Revenue	Share of revenue
Holiday	€30 million / £26 million	56%
Visiting friends / relatives	€8 million / £7 million	16%
Business	€10 million / £8 million	18%
Other	€6 million / £5 million	10%

Purpose of visit	Trips	Share of trips
Holiday	37,000	49%
Visiting friends / relatives	20,000	27%
Business	15,000	20%
Other	4,000	5%

Purpose of visit	Nights	Share of nights
Holiday	252,000	52%
Visiting friends / relatives	116,000	24%
Business	50,000	10%
Other	71,000	15%

## How much did our tourists spend and how long did they stay?

On average, Belgian tourists spent €702 / £611 per trip or €110 / £95 per night and stayed 6.4 nights on the island of Ireland.

Region	Metric	Value
Island of Ireland	Average spend per trip	€702 / £611
Island of Ireland	Average spend per night	€110 / £95
Island of Ireland	Average length of stay	6.4 nights

## How did our tourists spend their money?

Of the revenue generated from Belgian tourists, 36% was spent on accommodation.

Category	Share of spend
Accommodation	36%
Food & drink	35%
Shopping	14%
Transport	9%
Entertainment	7%
Miscellaneous	1%

## How long did our tourists stay?

Seven in ten (69%) stayed up to five nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	36%
4-5 nights	33%
6-8 nights	14%
9+ nights	16%

# **Regionality: Inbound Tourists and Holidaymakers**

## **Definitions**

Dublin: Dublin City and County.

Midlands / Mid-East: Laois, Longford, Louth, Offaly, Westmeath, Kildare, Meath, Wicklow.

South-East: Carlow, Kilkenny, Waterford, Wexford.

South-West: Cork, Kerry.

Mid-West: Clare, Limerick, Tipperary.

West: Galway, Mayo, Roscommon.

Border: Cavan, Donegal, Leitrim, Monaghan, Sligo.

Northern Ireland: Antrim, Armagh, Down, Fermanagh, Derry/Londonderry, Tyrone

## **What areas did our tourists and holidaymakers visit?**

Dublin and the South-West ranked among the top three most visited destinations for Belgian tourists and holidaymakers. Mid-East and Midlands was the third most visited by tourists, while the West ranked second among holidaymakers.

Region	Share of tourists
Dublin	63%
Midlands / Mid-East	14%
South-East	6%
South-West	20%
Mid-West	6%
West	9%
Border	5%
Northern Ireland	5%

Region	Share of holidaymakers
Dublin	67%
Midlands / Mid-East	11%
South-East	7%
South-West	24%
Mid-West	13%
West	25%
Border	8%
Northern Ireland	5%

## Where did our tourists and holidaymakers visit?

Dublin was a must-visit for the majority of Belgian tourists (63%) and holidaymakers (67%).

Region	Share of tourists
Dublin only	52%
Outside Dublin only	37%
Both Dublin and outside Dublin	11%

Region	Share of holidaymakers
Dublin only	48%
Outside Dublin only	33%
Both Dublin and outside Dublin	19%

## Inbound Holidaymakers

Belgian holidaymakers spent on average €808 / £703 per trip and stayed for an average of 6.8 nights on the island of Ireland in 2024.

Metric	Value	Global Rank
Revenue	€30 million / £26 million	12th
Trips	37 thousand	12th
Nights	252 thousand	12th

Region	Metric	Value
Island of Ireland	Average spend per trip	€808 / £703
Island of Ireland	Average spend per night	€119 / £104
Island of Ireland	Average length of stay	6.8 nights

### When did our holidaymakers visit?

Seven in ten (72%) visited the island of Ireland during Q2 and Q3 (April - September).

Quarter	Share of visits
Quarter 1	16%
Quarter 2	35%
Quarter 3	37%
Quarter 4	12%

### How long did our holidaymakers stay?

Two-thirds (68%) of Belgian holidaymakers stayed up to five nights on the island of Ireland.

Length of stay	Share of trips
1-3 nights	35%
4-5 nights	33%
6-8 nights	17%
9+ nights	15%

### What age were our holidaymakers?

More than two-thirds (69%) of Belgian holidaymakers were under 45 years old.

Age	Share of trips
<25 years	18%
25-34 years	31%
35-44 years	20%
45-54 years	16%
55-64 years	11%
65+ years	4%

## Holidaymaker gender and dependent children

One-in-four (25%) Belgian holidaymakers had dependent children in the household.

Gender	Share of trips
Female	58%
Male	42%

## Had our holidaymakers been here before?

It was a first visit for around three-quarters (77%) of Belgian holidaymakers.

Visitor type	Share of trips
First visit	77%
Repeat visit	22%
Born in Ireland	1%

## Who did our holidaymakers travel with?

Half (48%) of Belgian holidaymakers travelled with their spouse/partner. An eighth (12%) visited with their family.

Party composition	Share of trips
Solo	16%
Couple	48%
Family	12%
Other adult party	24%

## How did our holidaymakers travel and get around

Almost all (98%) Belgian holidaymakers travelled independently and more than a third (36%) used a car while on the island of Ireland.

Car use	Share of trips
Hired a car	18%
Brought own car	15%
Borrowed a car/Other	3%
Did not use a car	64%

## What were our holidaymakers' interest and activities?

Belgian holidaymakers are active tourists. They explored our historical sites and engaged in multiple events and activities while on the island of Ireland.

92% visited historical or cultural sites.

Type of activity	Share of trips
Castles or houses	65%
Churches or cathedrals	64%
Heritage centres	61%
Monuments	55%
Museums or art galleries	48%
Ancient Celtic sites	29%

85% engaged in pastimes and events.

Type of activity	Share of trips
National parks including forests	61%
Shopping excluding food, drink, and souvenirs	53%
Gardens	49%
Festivals or cultural events including concerts	10%
Sporting events	2%
Traced roots	

57% participated in active pursuits.

Type of activity	Share of trips
Hiking including cross-country walking	52%
Fishing	5%
Water-based activities excluding fishing and swimming	5%
Cycling	4%
Golf	2%
Equestrian	1%

## Likelihood to recommend a holiday in Ireland to others

The majority (80%) of Belgian holidaymakers would recommend a holiday in Ireland to others. The main reasons given are the scenery and nature (46%), the friendly people (43%) and that it's generally a great place to visit (18%).

# Outbound holidaymakers

## Sources of inspiration, research and planning

Outbound holidaymakers use multiple sources of inspiration when choosing their holiday destination, including family and friends' recommendations, online search and travel websites.

While social media, for example, is cited in its own right, it's often also a channel for the discovery of travel articles and recommendations.

Channel	Share of holidaymakers' inspiration
Family and friends' recommendations	44%
Online search	37%
Travel websites including company websites and booking platforms	28%
Destination websites	23%
Films, TV shows, travel shows	23%
Social media	23%
Travel articles, blogs	22%

Channel	Share of holidaymakers' research and planning
Online search	51%
Travel websites including company websites and booking platforms	40%
Destination websites	37%
Family and friends' recommendations	29%
Travel articles, blogs	24%
Guidebooks	23%
Social media	19%

## **Enrichment Explorers**

Our target segment makes up 24% of all Global outbound holidaymakers

### **Who are the Enrichment Explorers as people?**

Embracing a lifestyle centred around exploration, they exude passion and consistently seek fresh experiences. They place emphasis on human connection which extends to their travels, with great importance placed on engaging with local communities. They have a wide variety of hobbies and interests, with learning and experiencing new things high on their priority list – even during their free time on holiday.

### **What do they look for on a holiday?**

Passionate about travelling, these holidaymakers enjoy going off the tourist trail to obtain the most authentic experience. Regardless of the chosen destination, Enrichment Explorers aspire to immerse themselves in the country's richness, exploring wildlife and nature and discovering their passion for art, history and culture.

They are less likely to have children and most likely to travel with a partner.

### **Top 10 holiday needs**

1. To feel connected to nature
2. To broaden and simulate their mind
3. To feel the character of the place and people
4. To appreciate historical / modern architecture
5. To experience the vibrancy of the place and people
6. To experience living like a local
7. To enjoy authentic moments with friendly locals
8. To be transported back in history
9. To discover and explore somewhere new
10. To enjoy the beauty of the landscape

## **Outbound Tourists**

Belgium was the world's thirteenth-largest outbound market in 2024 and 92% of all outbound trips from Belgium were to other parts of Europe.

## **Access by air**

There were 322 thousand direct one-way air seats available on 1,767 flights from Belgium to the island of Ireland in 2024. There were 2 gateways from Belgium, operated by 2 carriers to 2 airports on the island of Ireland.

### **Where can our tourists fly from?**

Brussels international airport accounted for the majority (85%) of seats in 2024.

Airports in Belgium	Share of seats
Brussels International	85%
Brussels Charleroi	15%

### **Who can our tourists fly with?**

Two carriers operated between Belgium and the island of Ireland. In 2024, Ryanair was responsible for delivering the majority (62%) of seats to the island of Ireland.

Carrier	Share of seats
Ryanair	62%
Aer Lingus	38%