BELGIUM
MARKET PROFILE
2024

INBOUND TOURISTS

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

€54/£47m	77k	490k
revenue	trips	nights
#14	#13	#15
global rank	global rank	global rank

WHERE DID OUR TOURISTS VISIT?

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

4k Tourists*

75k Tourists*

*Visits to Ireland and Northern Ireland total more than the island 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.

Q1	27%
Q2	32%
Q3	21%
Q4	20%
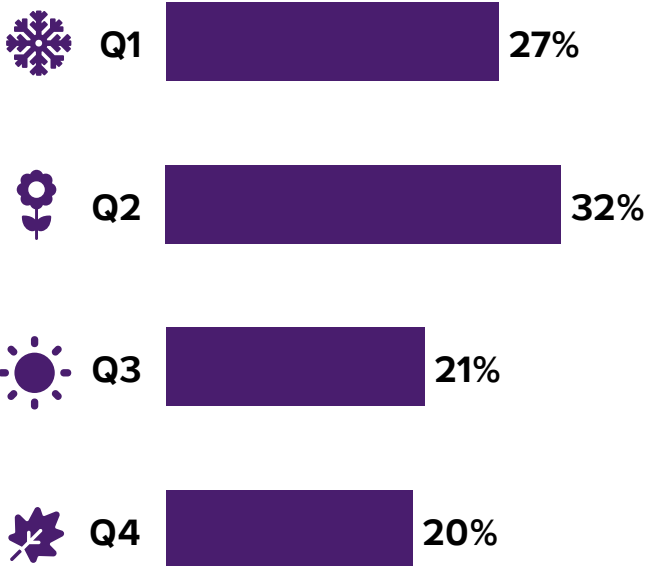
INBOUND TOURISTS

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.

	REVENUE	SHARE	TRIPS	SHARE	NIGHTS	SHARE
HOLIDAY	€30/£26m	56%	37k	49%	252k	52%
VFR	€8/£7m	16%	20k	27%	116k	24%
BUSINESS	€10/£8m	18%	15k	20%	50k	10%
OTHER	€6/£5m	10%	4k	5%	71k	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.

€702/£611 (IOI)	€110/£95 (IOI)	6.4 (IOI)
Av. spend per trip	**Av. spend per night**	**Av. stay (nights)**

HOW DID OUR TOURISTS SPEND THEIR MONEY?

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

Accomm.	Food & Drink	Shopping
36%	35%	14%
Transport	Entertainment	Misc.
9%	7%	1%

HOW LONG DID OUR TOURISTS STAY?

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

- 9+ nights 16%
- 6-8 nights 14%
- 1-3 nights 36%
- 4-5 nights 33%

Tourism **Ireland**
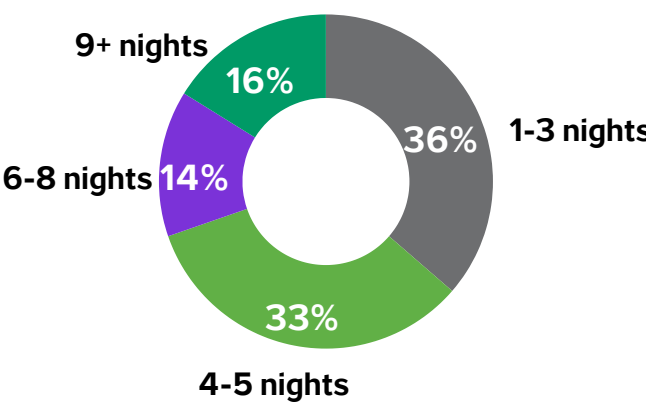
INBOUND TOURISTS AND HOLIDAYMAKERS

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.

% Tourists
% Holidaymakers

Rank	Tourists	Holidaymakers
#1	Dublin	Dublin
#2	South-West	West
#3	Mid-East & Midlands	South-West

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.

NORTHERN IRELAND: 5 | 5
BORDER: 5 | 8
WEST: 9 | 25
MIDLANDS / MID-EAST: 14 | 11
DUBLIN: 63 | 67
MID-WEST: 6 | 13
SOUTH-EAST: 6 | 7
SOUTH-WEST: 20 | 24

WHERE DID OUR TOURISTS AND HOLIDAYMAKERS VISIT?

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

TOURISTS

Dublin+ 11%
Outside Dublin only 37%
Dublin only 52%

HOLIDAYMAKERS

Dublin+ 19%
Outside Dublin only 33%
Dublin only 48%

Source: CSO, NISRA, Fáilte Ireland's Survey of Overseas Travellers
Dublin+ = Dublin as well as area(s) outside Dublin

Tourism **Ireland**
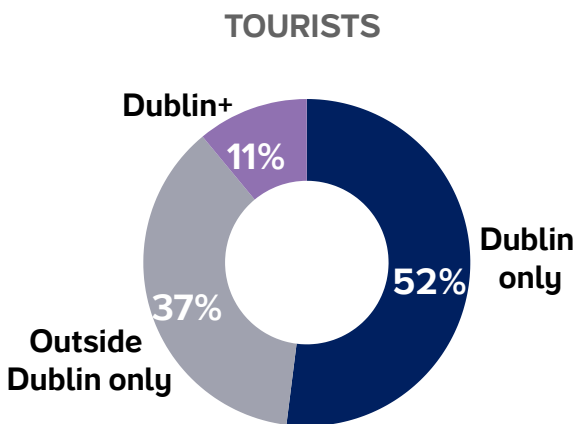
INBOUND HOLIDAYMAKERS

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.

€30/£26m
holiday revenue
#12
global rank

37k
holiday trips
#12
global rank

252k
holiday nights
#12
global rank

€808/£703 (IOI)
Av. spend per trip

€119/£104 (IOI)
Av. spend per night

6.8 (IOI)
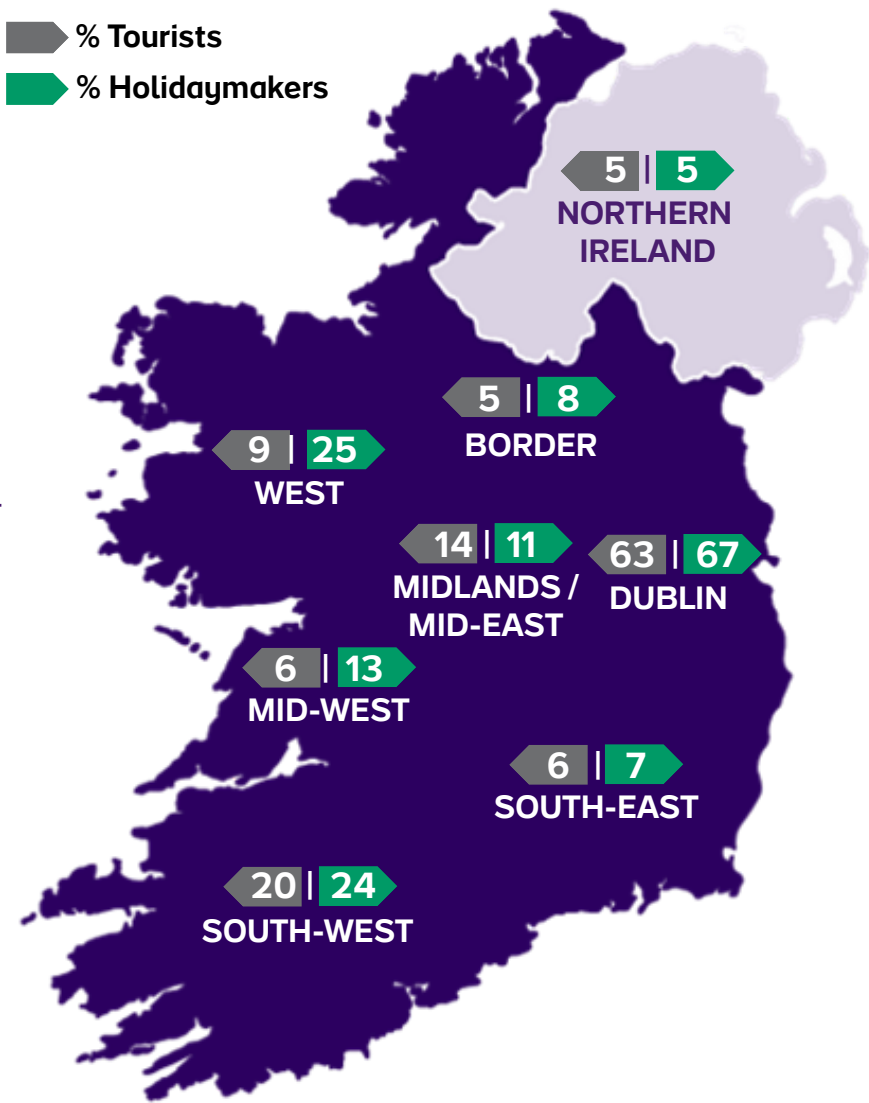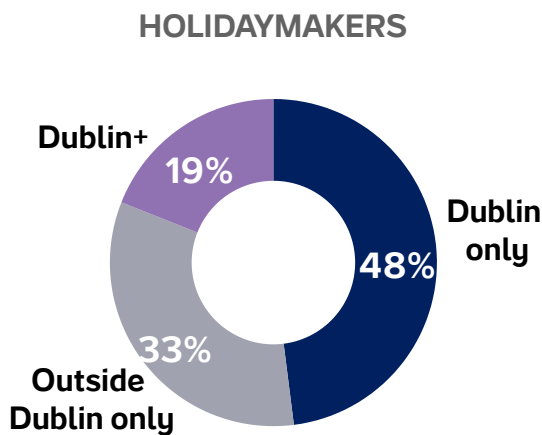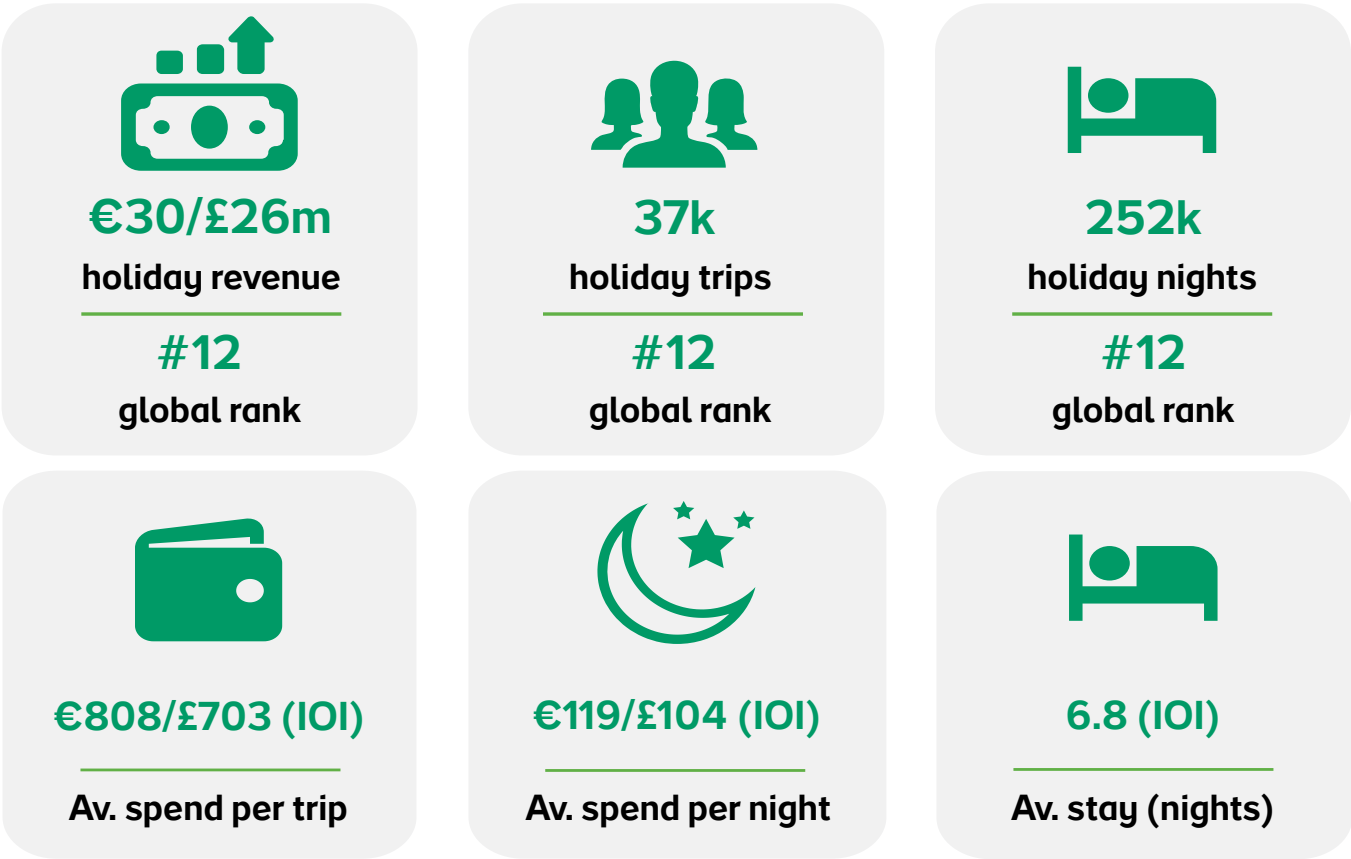Av. stay (nights)

WHEN DID OUR HOLIDAYMAKERS VISIT?

Seven in ten (72%) visited the island of Ireland during Q2 and Q3 (April – September).
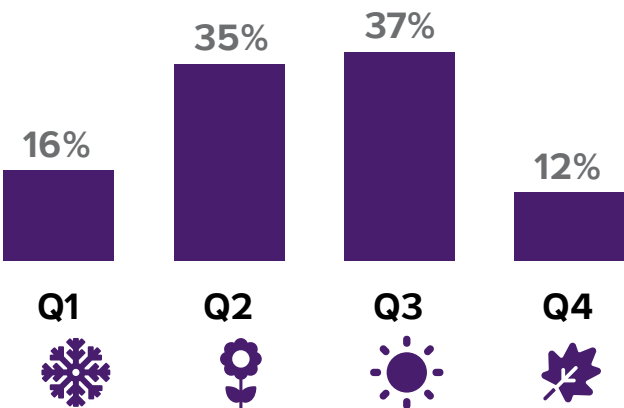
HOW LONG DID OUR HOLIDAYMAKERS STAY?

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

Q1 16%
Q2 35%
Q3 37%
Q4 12%

9+ nights 15%
6-8 nights 17%
1-3 nights 35%
4-5 nights 33%

Tourism Ireland

INBOUND HOLIDAYMAKERS

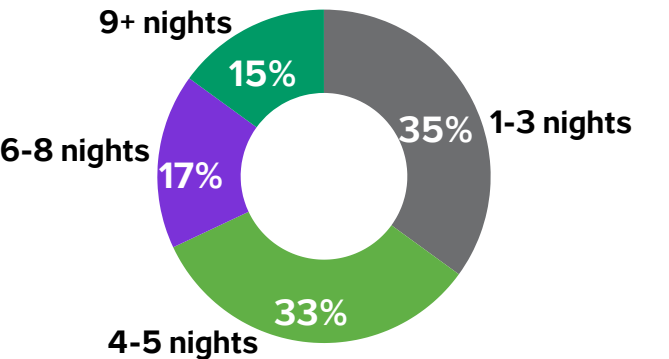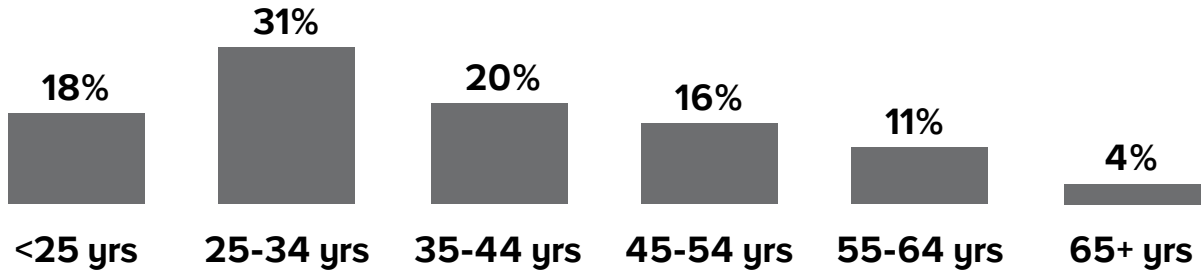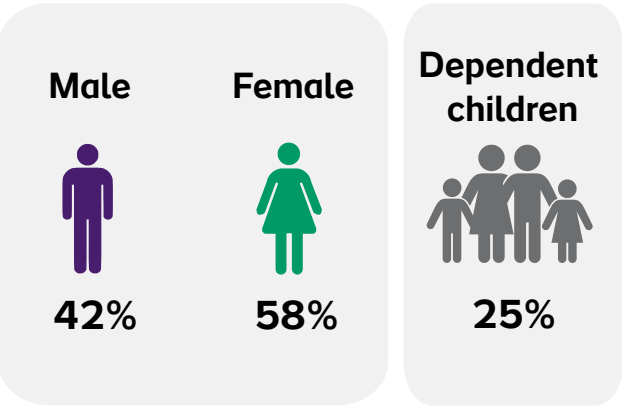## WHAT AGE WERE OUR HOLIDAYMAKERS?

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

<25 yrs	25-34 yrs	35-44 yrs	45-54 yrs	55-64 yrs	65+ yrs
18%	31%	20%	16%	11%	4%

HOLIDAYMAKER GENDER AND DEPENDENT CHILDREN

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

Male	Female	Dependent children
42%	58%	25%

HAD OUR HOLIDAYMAKERS BEEN HERE BEFORE?

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

Born here 1%
Repeat 22%
First visit 77%
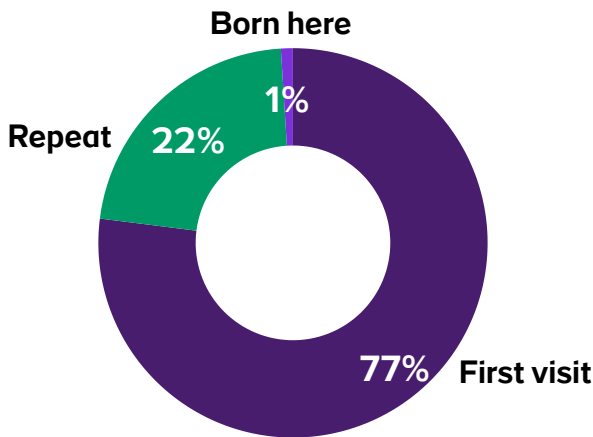
WHO DID OUR HOLIDAYMAKERS TRAVEL WITH?

Half (48%) of Belgian holidaymakers travelled with their spouse/partner.

An eighth (12%) visited with their family.

Couple	Other adult party	Solo	Family
48%	24%	16%	12%
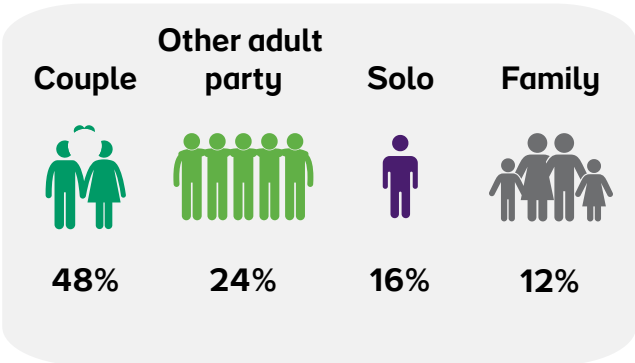
HOW DID OUR HOLIDAYMAKERS TRAVEL AND GET AROUND?

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

98% Travelled independently

36% Used a car
18% Rented
15% Brought
3% Borrowed/Other
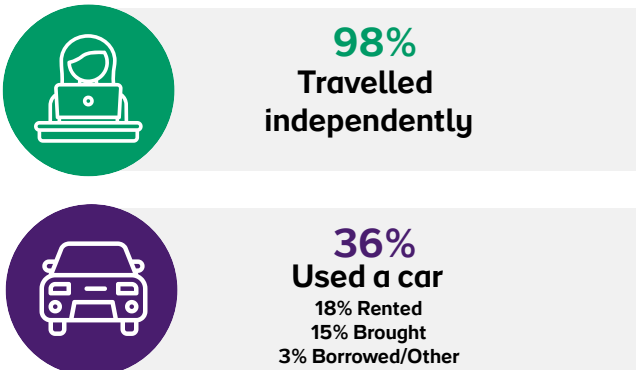
Tourism **Ireland**

INBOUND HOLIDAYMAKERS

WHAT WERE OUR HOLIDAYMAKERS' INTERESTS 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
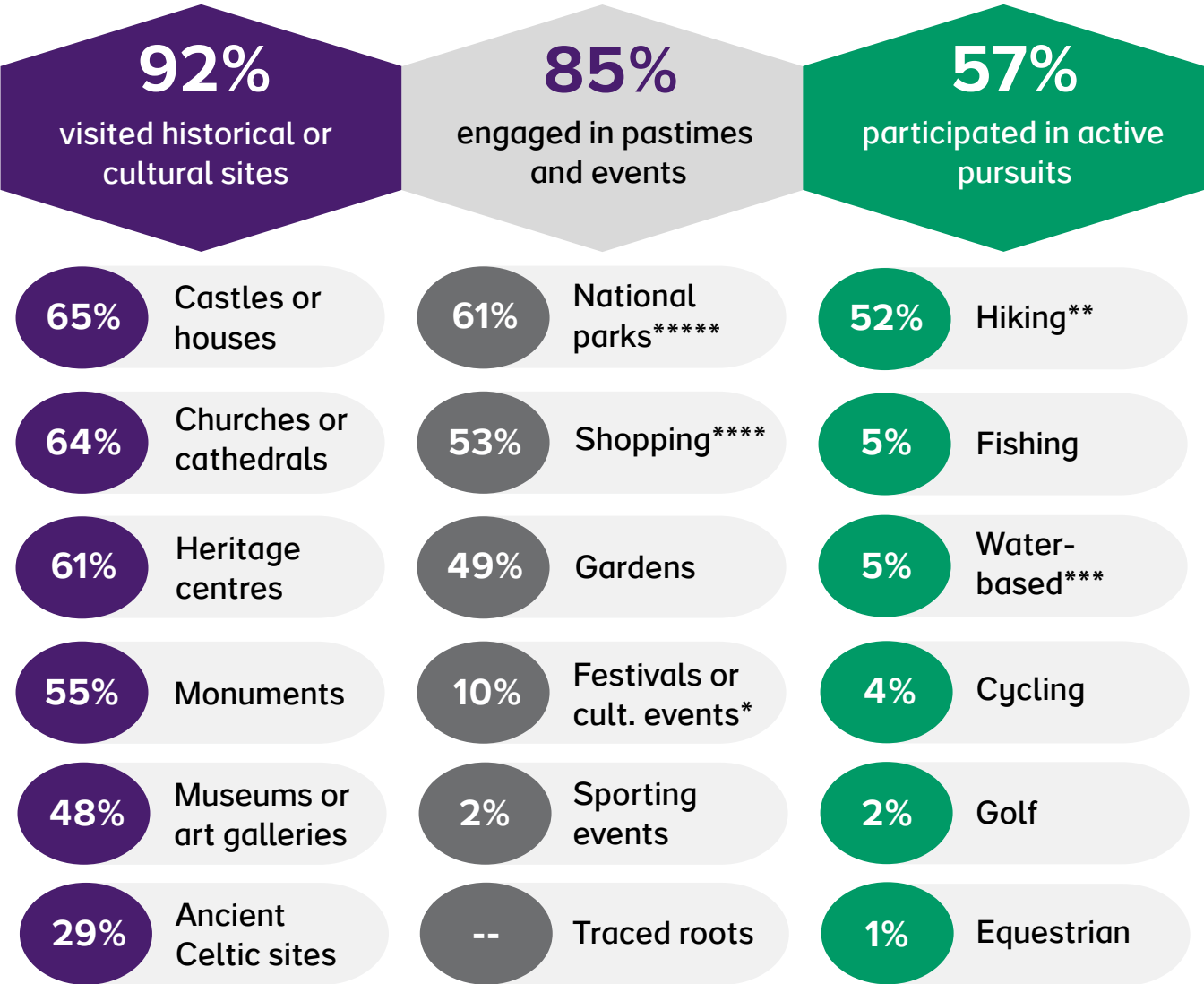
85% engaged in pastimes and events

57% participated in active pursuits

65% Castles or houses	61% National parks*****	52% Hiking**
64% Churches or cathedrals	53% Shopping****	5% Fishing
61% Heritage centres	49% Gardens	5% Water-based***
55% Monuments	10% Festivals or cult. events*	4% Cycling
48% Museums or art galleries	2% Sporting events	2% Golf
29% Ancient Celtic sites	-- Traced roots	1% Equestrian

*incl. concerts | **incl. cross country walking | ***excl. fishing and swimming | ****excl. food/drink/souvenirs | *****incl. forests

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%).

80%
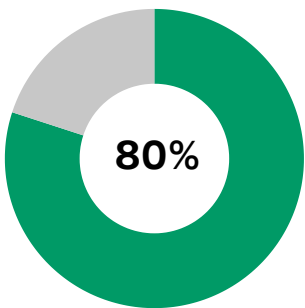
Promoters (9 - 10) "highly recommend"

On a scale of 0 to 10, how likely would you be to recommend a holiday in Ireland to others?
0= definitely not recommend
10 = definitely recommend

Promoters - Top 3 reasons

46% Scenery / Nature

43% People / Friendliness

18% Great place to visit

Tourism **Ireland**
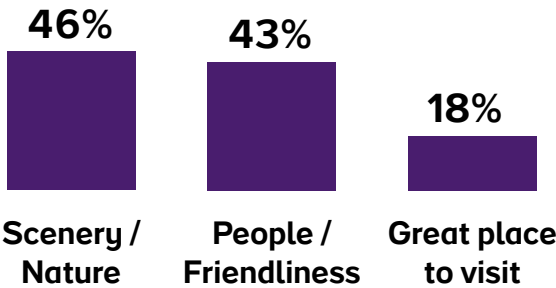
OUTBOUND HOLIDAYMAKERS

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.
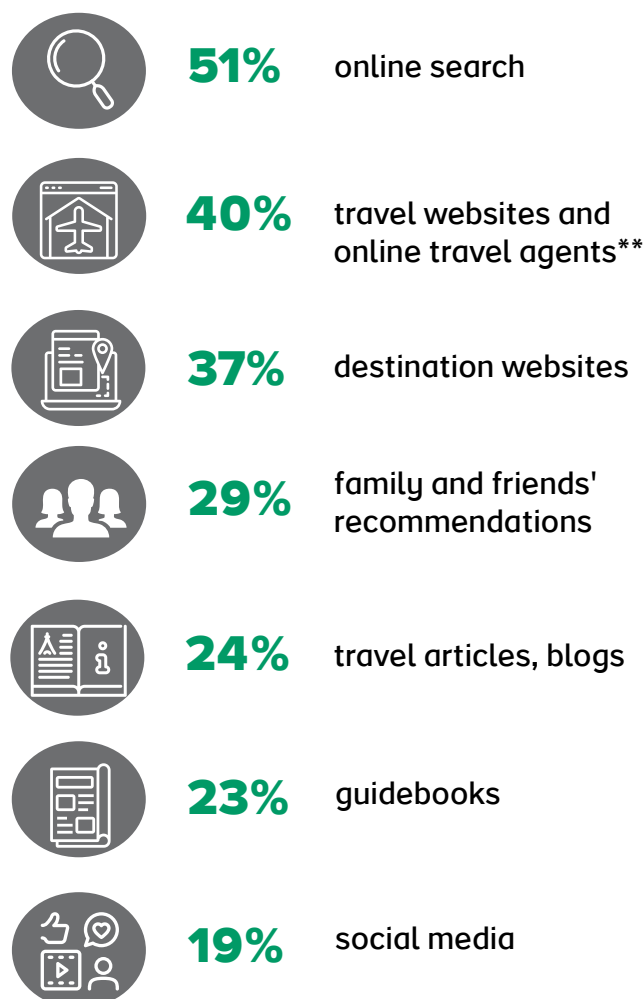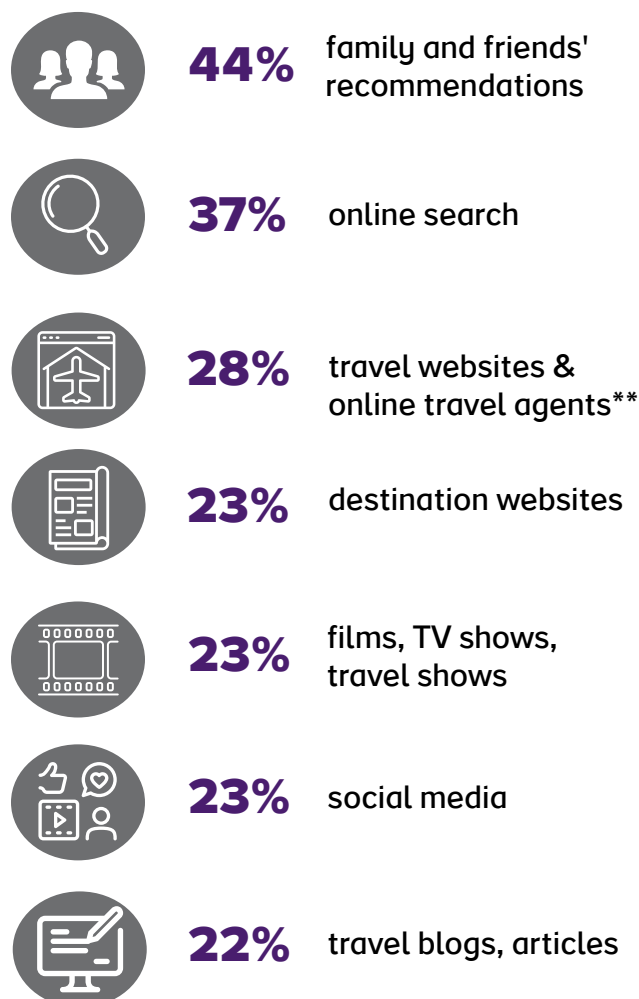
Recommendations from family and friends (44%) were the most important source of inspiration

Online search (51%) was the most important source for researching and planning a holiday

DREAMING	RESEARCH AND PLANNING
44% family and friends' recommendations	**51%** online search
37% online search	**40%** travel websites and online travel agents**
28% travel websites & online travel agents**	**37%** destination websites
23% destination websites	**29%** family and friends' recommendations
23% films, TV shows, travel shows	**24%** travel articles, blogs
23% social media	**23%** guidebooks
22% travel blogs, articles	**19%** social media

**Travel websites include company websites and booking platforms

Tourism **Ireland**

ENRICHMENT EXPLORERS
OUR TARGET SEGMENT
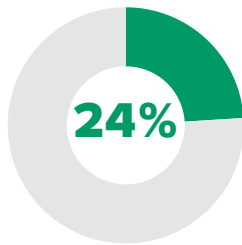
24% Global share of outbound holidaymakers*

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 get the most authentic experience. Regardless of the 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 stimulate my 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

*Based on 13,000 surveys in 7 markets: Great Britain, USA, Canada, France, Germany, Italy, Spain.

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

Almost 322,000 direct one-way air seats were available on almost 1,800 flights from Belgium to the island of Ireland in 2024. There were two gateways from Belgium to two airport on our island.

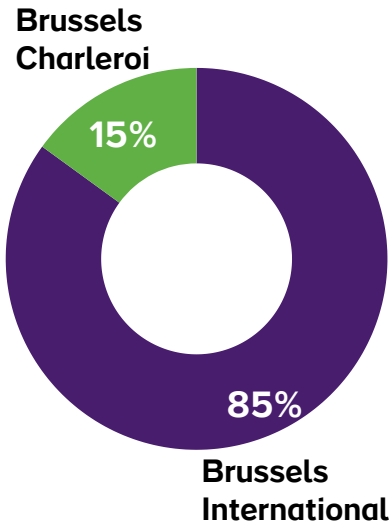| 322k seats | 1,767 flights | 2 BE airports | 2 carriers | 2 IOI airports |
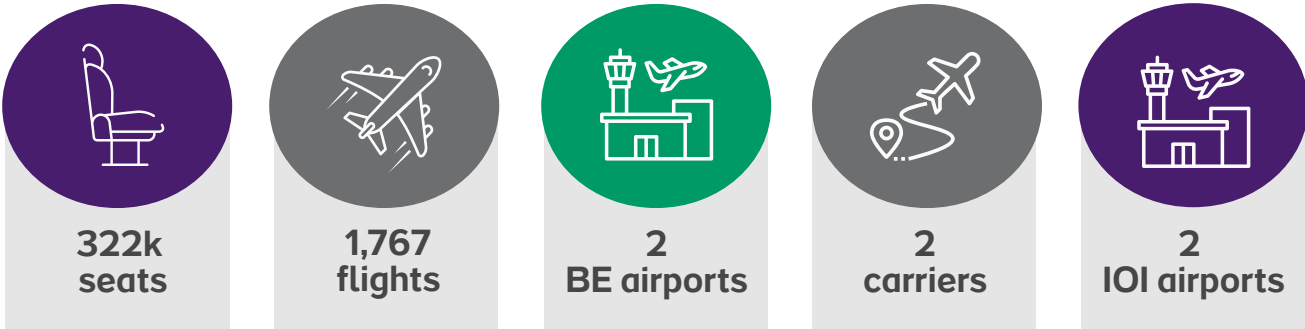
WHERE CAN OUR TOURISTS FLY FROM?

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

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.

Share of seats by airport

Brussels Charleroi
15%
85%
Brussels International

Share of seats by carrier

Aer Lingus 38%
62% Ryanair