

WHERE AND WHEN INVEST IN HORECA IN BELGIUM?

BY FLORIANE HAULOT

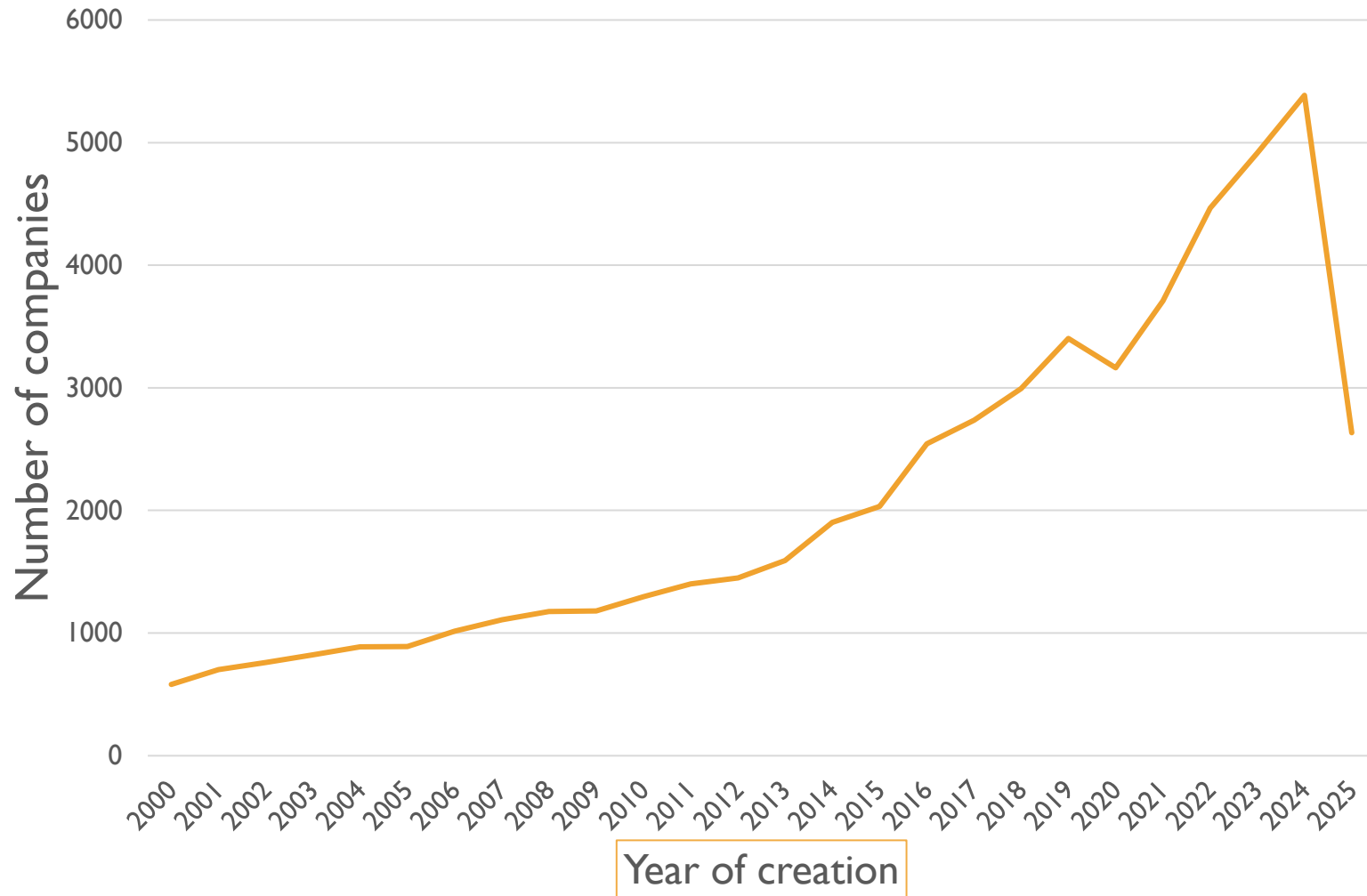
TOURISM AND HOSPITALITY IN 2024 IN BELGIUM – WHY INVESTING ?

- 2024 Record year since 2007 – 24 millions overnight stays in hotels ([StatBel](#))
- 47 % of Non-Residents from Belgium (EU and USA) ([StatBel](#))
- Tax relief on overtime work ([RTBF](#))
- Increasing of flexi-job ([RTBF](#))

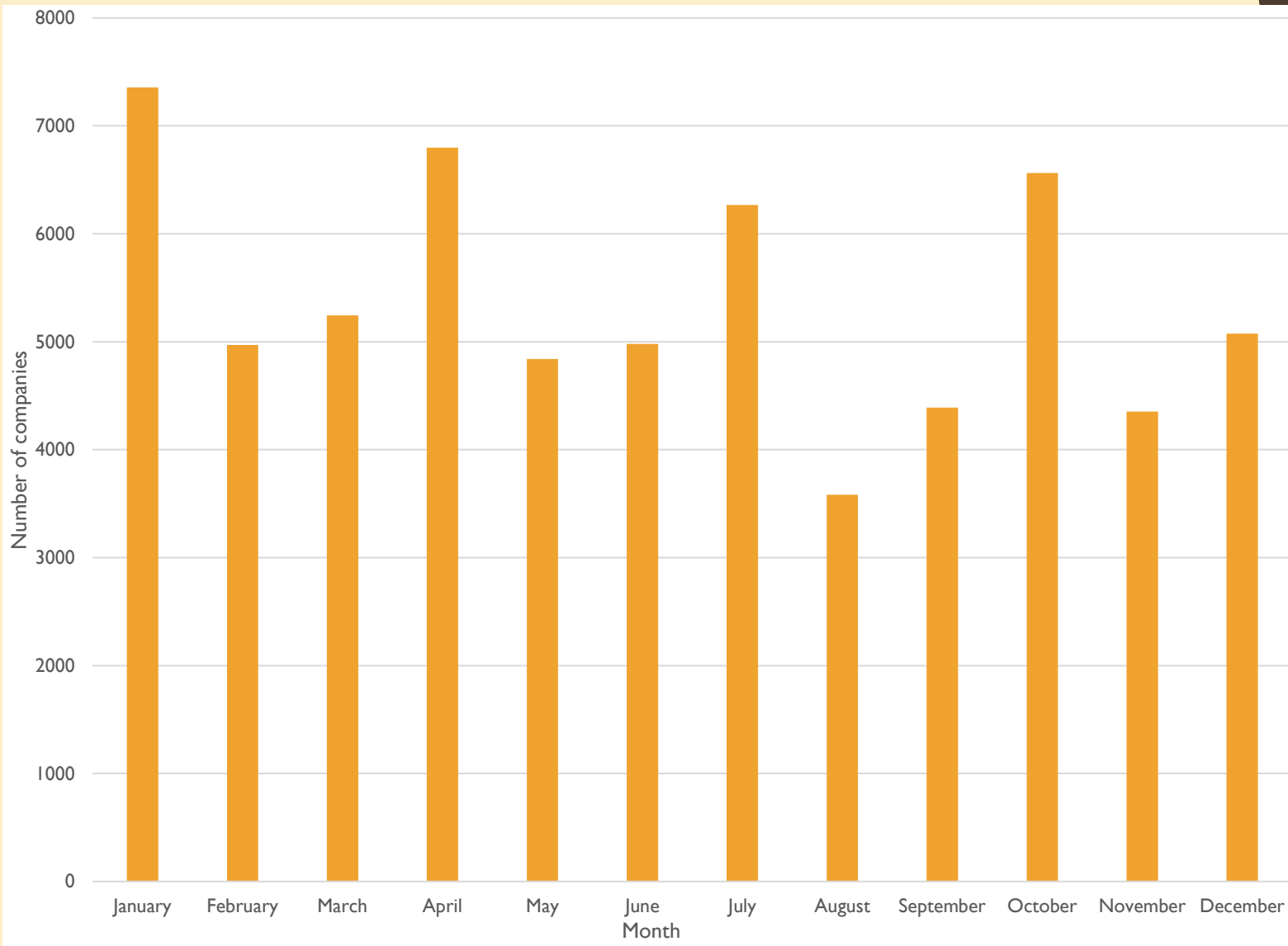
DATA OVERVIEW: SOURCES, RELIABILITY & CAUTIONS

- Data from FOD Economie : High reliability source
- Exhaustive database compiling all active enterprises
- No records of no longer active companies
- Using NACE (European classification for economic activities)
 - 55 for Accommodation (Short-term lodging)
 - 56 for Food and Beverage Service Activities

CREATION OF HORECA COMPANIES TROUGH THE YEARS

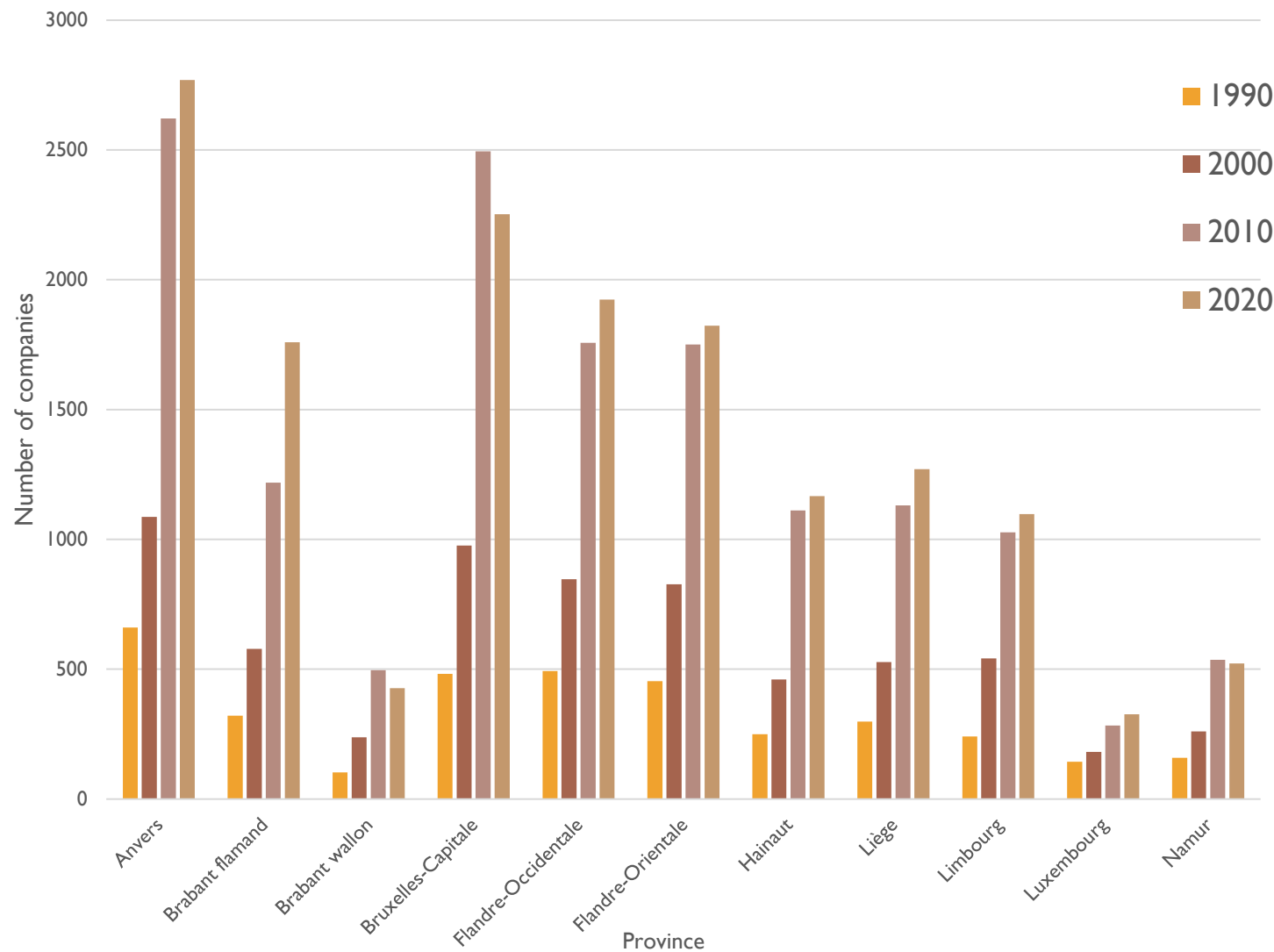


- Massive drop since inflation and Covid
- Selection between 2000 and now as the number are quite irrelevant before



MONTHLY CREATION OF ENTERPRISES

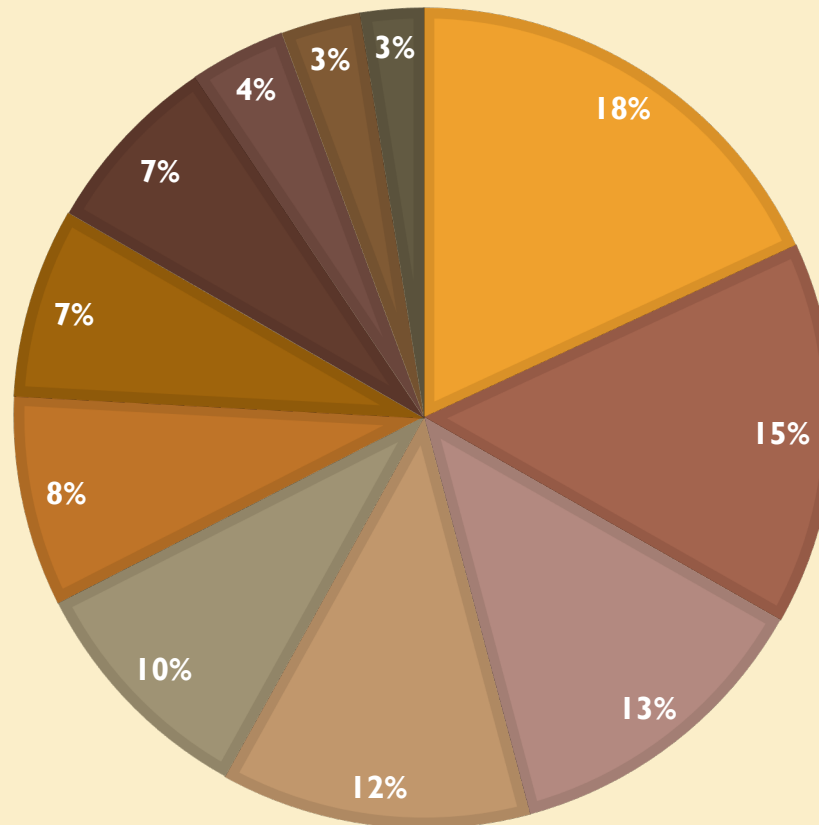
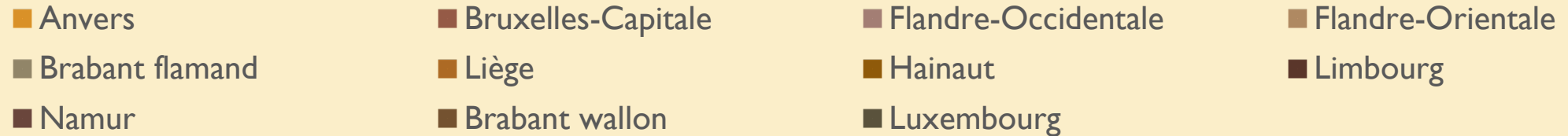
- Trimestrial loop observed
- Supposing a correlation with trimestrial VAT return
- High pic in january
- Correlation with fiscal year



EVOLUTION BY PROVINCE BY YEAR

- High difference between Flanders and Wallonia
- Massive increase of new establishments in 2010
- Stability in 2020

PROVINCES DISTRIBUTION



Commune	Companies
Bruxelles	1542
Gent	1070
Antwerpen	1047
Ixelles	854
Liège	595
Bruges	549
Schaerbeek	536
Anderlecht	501
Saint-Gilles	456
Oostende	452

THE TEN MUNICIPALITIES WITH THE MOST HORECA BUSINESSES

- Brussels Region is on top with 4 municipalities
- Big cities from Flanders at first.
- Bruges in top for touristic purpose
- Wallonian cities far behind
- Belgian Coast is promising



CONCLUSIONS

HORECA sector has suffered with COVID and financial crises but recent indicators suggest potential

New governmental purpose and the increase of tourism observed those last years

Elements to consider:

- Investement in tourism places in recommended places by travel guides
- Flanders shows more opportunities
- Brussels has the highest concentration of establishments, reflecting strong demands

Contact me :

fhaulot@gmail.com

<https://github.com/fhaulot>