

## TOURIST INTENSITY

### TERT Focus 1

The growth of the tourism sector is a sign of economic dynamism, but without preventive and management measures, the increase in tourist flows can lead to pollution and hindrances linked to the use of accommodation, mobility, or visits to tourist sites and natural environments.

#### Pressures which are difficult to measure

Tourism is connected to the environment in various ways, as well as the territories in which tourist activities occur. These relationships are relatively difficult to model and measure given the complexity of the causal link between tourism and pressures on the receiving environment. Monitoring tourist inflows through indicators such as tourism intensity does not allow a direct measurement of environmental pressures, but nevertheless makes it possible to approximate their overall level of intensity.

#### High tourist intensity in the province of Luxembourg

Tourist intensity is the ratio between the number of overnight stays recorded over a year and the population of a territory expressed in thousands of inhabitants. The higher the tourist presence in relation to the number of permanent residents, the higher the tourist intensity. Luxembourg, which has both a well-developed tourist offering and a relatively small number of inhabitants, is the only province in Wallonia with a tourist intensity higher than the European average (9,070 overnight stays per 1,000 inhabitants compared to 5,587 overnight stays per 1,000 inhabitants for the EU-28 in 2015). At the municipal level, some primarily rural municipalities (Froidchapelle, Vielsalm, Vresse-sur-Semois, etc.) also have

high tourist intensity. The pressures resulting from tourist flows (mobility, waste water, waste) are all the more important in high season. They therefore need to be taken into account when setting up infrastructures and managing the environment in consultation between the various levels of government concerned.

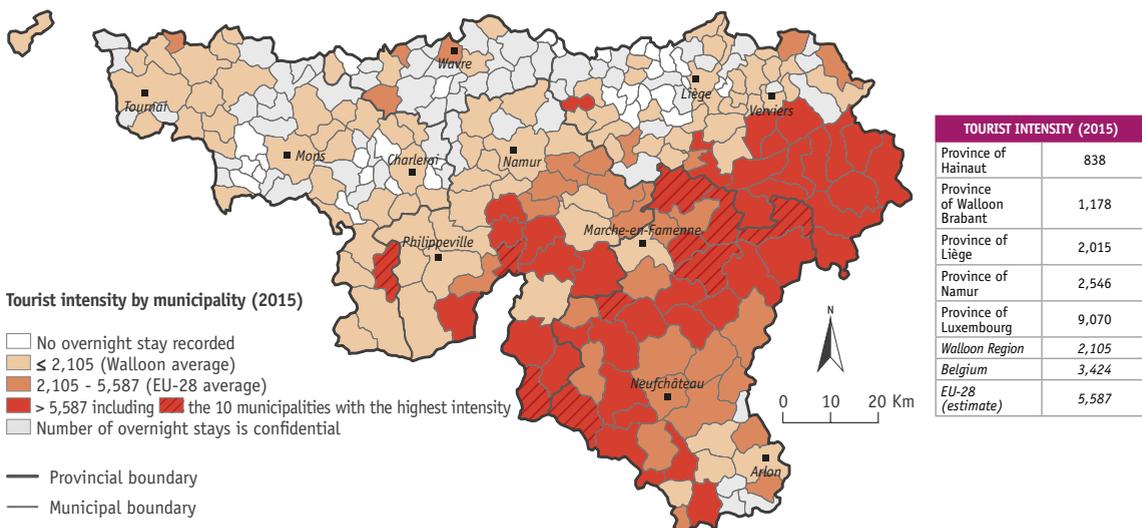
#### Towards more sustainable and environmentally friendly tourism?

The environment plays a major role in the attractiveness of tourism in Wallonia. Nature is an important factor in choosing Wallonia as a tourist destination (cited by 2 out of 3 visitors) and the activity most often practised by visitors in Wallonia is walking or cycling<sup>1</sup>. While the policies implemented in Wallonia are primarily oriented towards high-quality tourism<sup>2</sup>, some measures contribute indirectly to the development of more sustainable tourism. These include, *inter alia*, the obligation to include in the action plan for establishments with the "Wallonia Quality Destination" label, measures to promote the development of sustainable tourism and the Government's recent support for the development of the "green key" eco-label (30 sites in 2016).

[1] CGT - OTW & WBT (2015), based on a TNS Sofres survey 2014 |

[2] [www.walloniedestinationqualite.be](http://www.walloniedestinationqualite.be)

Map 17 Tourist intensity



\* Number of overnight stays in accommodation (licensed, registered, recognised or authorised) per 1,000 inhabitants as of 01/01/2015

SOERW 2017 – Source: FPS Economy - DG Statistics/DEMNA calculations