

WES - Day Recreation Monitor

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Abstract

With the day recreation monitor, WES gives the sector insight into the volume and structure of daytrips made by Belgians in Belgium and abroad, on a permanent basis.

This monitor offers information about:

- market size;
- destination;
- what persuades visitors to visit: open air recreation, visit to an attraction, cultural activity, visit to a place of interest, attending an event, fun shopping, wellness, etc.;
- excursionists' profiles: linguistic group (Dutch, French), district, home province, age, travelling group (with or without children, with friends, etc.), level of education, profession and social class of the family;
- typology of day-trippers;
- used means of transport;
- duration of daytrip and
- economic importance through expenditures made during the daytrip.

This information permits destinations, attractions, transportation companies, ... to:

- follow their market position in an evolving leisure market;
- develop further or brush up their (marketing) strategy and
- benchmark against competitors.

The approach of this study has been dealt with during the TRC presentation (methodology, advantages and disadvantages, data cleaning, evolutions, ...).

