



# *Visitors' Survey*

## **Analysis report**

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## Foreword

Between the 1<sup>st</sup> of May and the 31<sup>st</sup> of October 2010, Shanghai was to host to the biggest World Expo, covering an area of 528 ha with 246 participating countries and international organisations. The Expo welcomed a little over 73 million (94% Chinese) visitors, a record number in the more than 160-year history of the World Expo. The subject was “Better City, Better Life”, a call for a better existence in our cities of the future through well-considered urban planning and sustainable development.

The Belgian-EU Pavilion welcomed approximately 6 million visitors. Through a survey, we systematically asked questions - in relation of Belgium and the Expo participation - to the visitors in order to search for profiles, opinions, motivations, behaviours and other characteristics.

The survey was conducted online in the Pavilion and it was addressed to visitors aged 18 years and older. The survey was conducted begin of May (Opening of the Expo), mid June (The Belgian National Day was organised on June 13<sup>th</sup>) and at the end of September. In each survey period, the survey was conducted during entire days; the days were selected at random. Questions were set up in Chinese and in English.

The Visitors' Survey consists of a questionnaire that is divided into four parts. The first part contains general questions by which we try to get a general profile of the visitor. The second part deals with questions about the Pavilion itself. The third set of questions gauges the knowledge of Belgium. Finally, the last questions are more specific about the Belgian participation at Expo Shanghai 2010.

1,143 surveys were conducted: 749 of Chinese respondents and 394 of foreign visitors (amongst them 161 Belgians). These proportions are not representative for the actual composition of the visitors, the vast majority was Chinese. In order to fairly represent



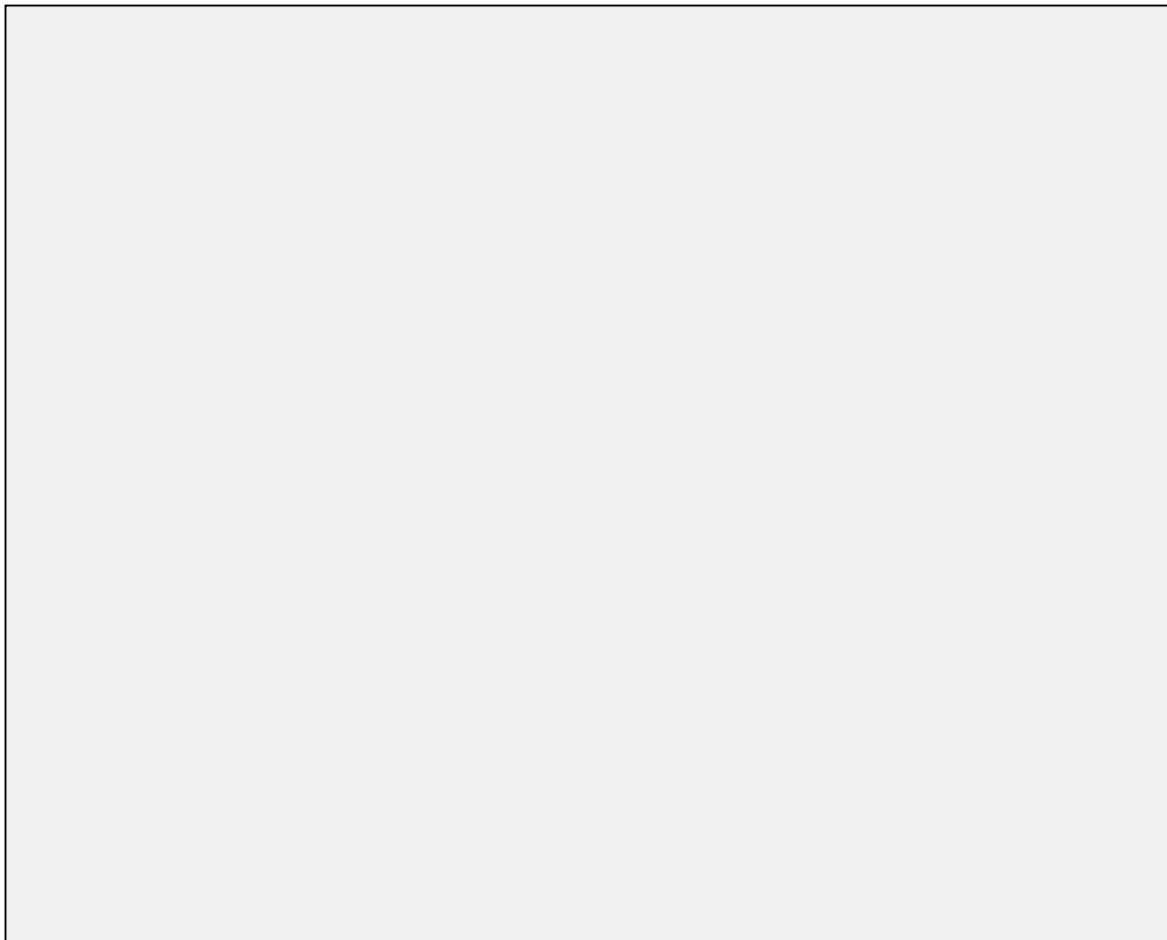


## 1.2 Chinese regions of residence

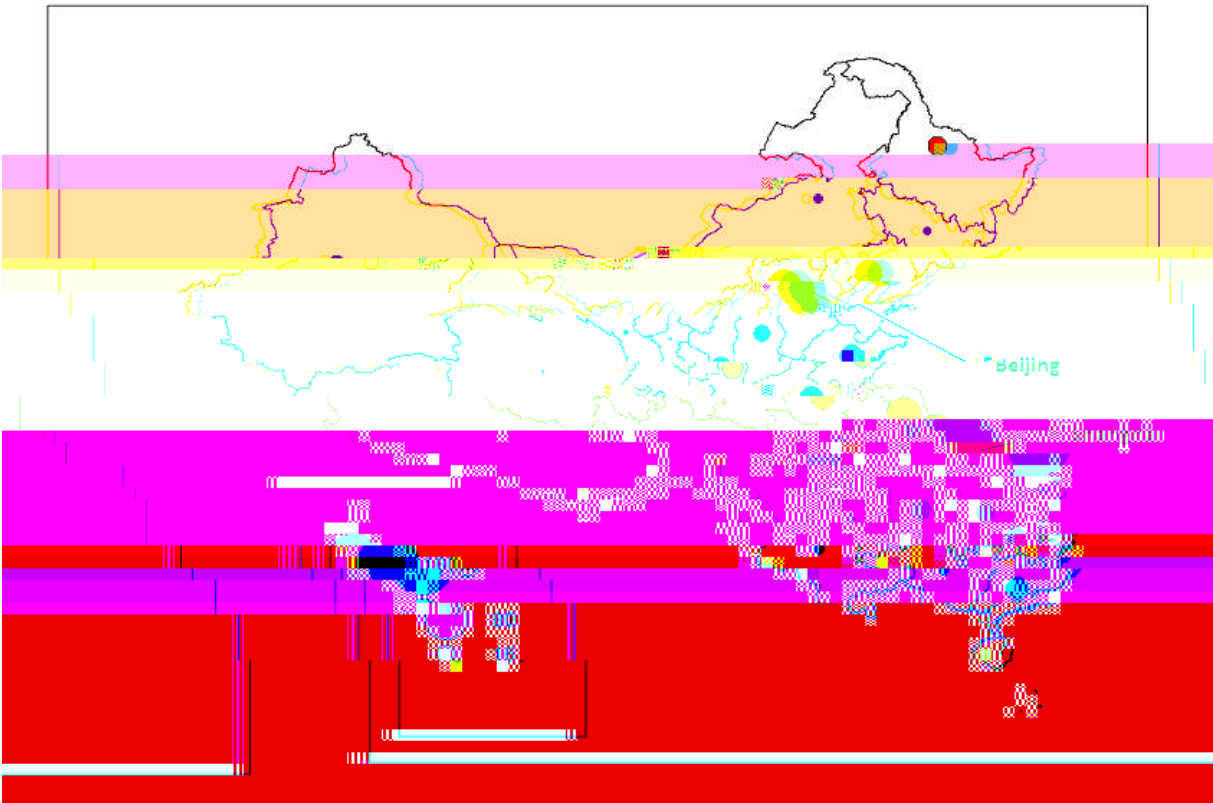
Within the large group of Chinese respondents, 23% come from the city province of Shanghai itself. 8% is from the city province of Beijing. Jiangsu, the province north of Shanghai, delivers 7% of the respondents. It is expected that the neighbouring provinces Jiangsu and Zhejiang are more represented.

Besides distance is the demographic size within provinces an important factor. Remote and vast provinces with few inhabitants, such as Xinjiang and Tibet, are less present in the survey. The location of important economical and industrial cities within provinces, for instance Hong Kong and Guangdong, also plays a role.

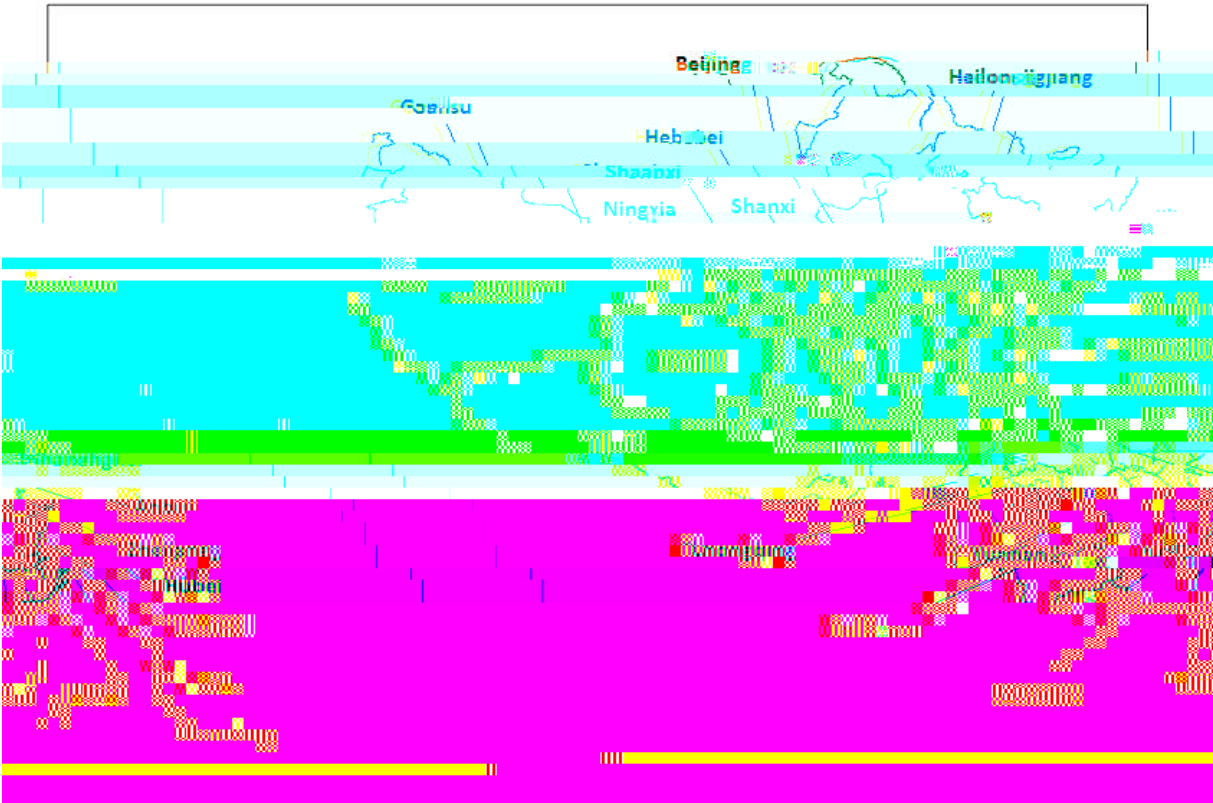
### *F 2. Province of residence of Chinese respondents in the Belgian-EU Pavilion*



M 1. Spread of Chinese respondents per province of residence in the Belgian-EU Pavilion



M 2. Chinese provinces



### 1.3 Age

50% of the visitors interviewed are 27 years old or younger, the highest frequency is observed for 22 year-olds and the overall average age is 31 years.

*Figure 3* points out that the distribution is skewed to the left. Therefore, the best way to describe the central age is the median, which is here 26 years old. The eldest respondents are a Belgian and a French, both 78 years old.

For Chinese respondents, *figure 4* shows the same type of distribution but it leans more towards young ages. 50% of the Chinese respondents are younger than 24 years. The median age of Chinese respondents is 24 years. This value is 2 years younger than the central age of all respondents.

A possible explanation for this lower value is the demographic situation: China has a relatively young population. The reward for filling the survey was an official pin of the Belgian-EU Pavilion; it was given to the respondents for their time and effort and it was also very popular among the Chinese youngsters.

In *figure 5*, a more equal distribution is observed for the age of the Belgian respondents: 50% of them are younger than 39. The average age is 41, which is 15 years older than their Chinese counterpart. This is an expectable result. Unexpected is the overrepresentation of the Belgian respondents aged between 25 and 35 years.

The tendency among other nationalities is comparable with that of the Belgians. 50% are under 36 years with an average age of 39 years old.

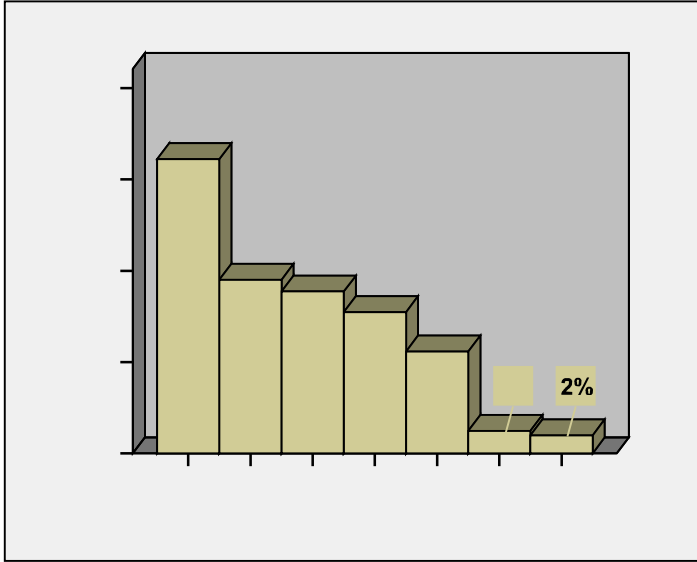
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1.4 Company of visit

*F 7. Company of visit for all respondents in the Belgian-EU Pavilion*

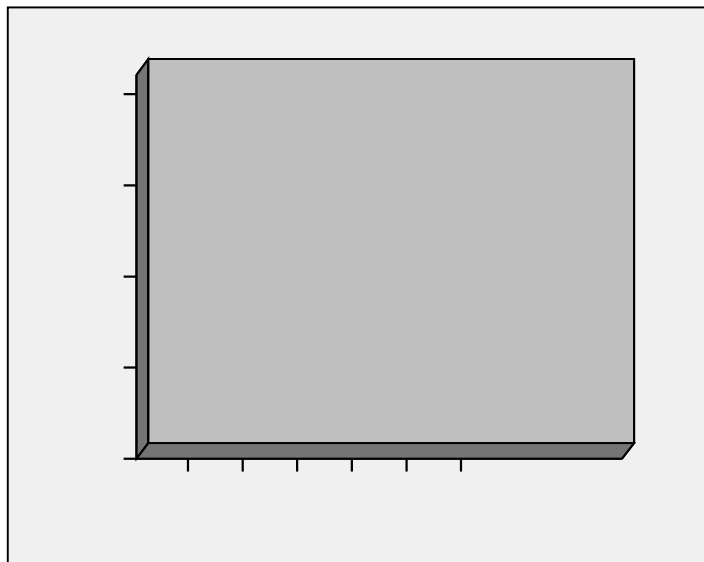
*F 8. Company of visit for Chinese respondents in the Belgian-EU Pavilion*







*F 11. Profession of the respondents in the Belgian-EU Pavilion*



*F 12. Profession of Chinese respondents in the Belgian-EU Pavilion*

## 1.6 Level of education

To examine the highest level of education among the respondents, the students are left out of the observation.

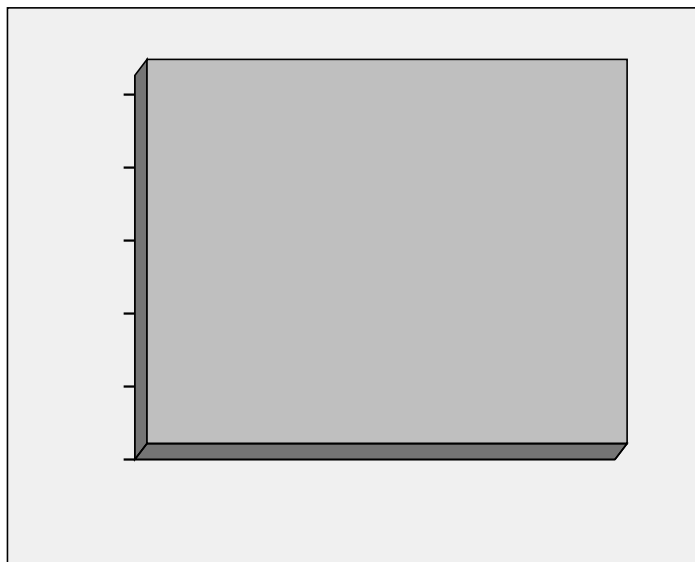
We note that, in general, more than 90% of the respondents have a high degree of education. The majority (40%) has an academical bachelor degree. 24% have a master degree and 22% have a professional bachelor degree. Very few respondents have no degree.

A closer look to *figure 16* shows the high share of "academical bachelors". Undoubtedly, there seems to be an overestimation of this type of university degree by the Chinese non-students. This may be due to a wrong translation or perception.

The majority of Belgian non-students has a master degree (48%), 27% have a professional bachelor and 17% an academical bachelor. This is quite a high level of education compared to the Belgian total population. The cost of the trip as well as the many business trips are for sure an explanation.

The majority of visitors with another origin - has a master degree (46%), 26% a academical bachelor and 19% a professional bachelor.

*F 15. Highest level of education of all respondents in the Belgian-EU Pavilion (non-students only)*



*F 16. Highest level of education of Chinese respondents in the Belgian-EU Pavilion (non-students only)*





## 1.9 Transport modes

This section describes how the respondents travel to the Expo in Shanghai. The journey is divided into two parts. On the one hand there is the journey to Shanghai, on the other hand there is travelling within Shanghai to reach the Expo site. We analyse here the transport modes according to nationality.

### 1.9.1 Travelling to Shanghai

In general, airplane (51%) is the most common transport mode to reach the host city Shanghai. Train is second highest ranked (25%), before car (8%), bus (7%) and taxi (4%).

77% of the respondents used a travel agency/tour operator to come to Shanghai. For Chinese visitors that is only 30%.

Chinese respondents mostly use the train for transportation (34%), followed by plane (32%). Especially for Belgians of course, the plane is used by 89% to get to Shanghai. 68% of them booked via a tour operator. 6% came by train, these are Belgians who stay already in China for one reason or another.

81% of the other respondents used the airplane, and only 23% booked via a tour operator. This is an unexpected low value. 11% came by train and correspond to people that stay already in China for one reason or another.

*F 21. Transport modes to Shanghai by all*

### 1.9.2 Transport modes to the Expo site of Shanghai

The metro is by far the most used transport mode for reaching the Expo site (50%). It is the most popular among all nationalities. 18% of all respondents took a taxi. 16% came by bus to the Expo site.

Chinese visitors privileged the (fast and cheap) metro (52%). The shares of car, bus and taxi are quite similar. Given the size of the Expo and the city only 3% of Chinese visitors came by foot.

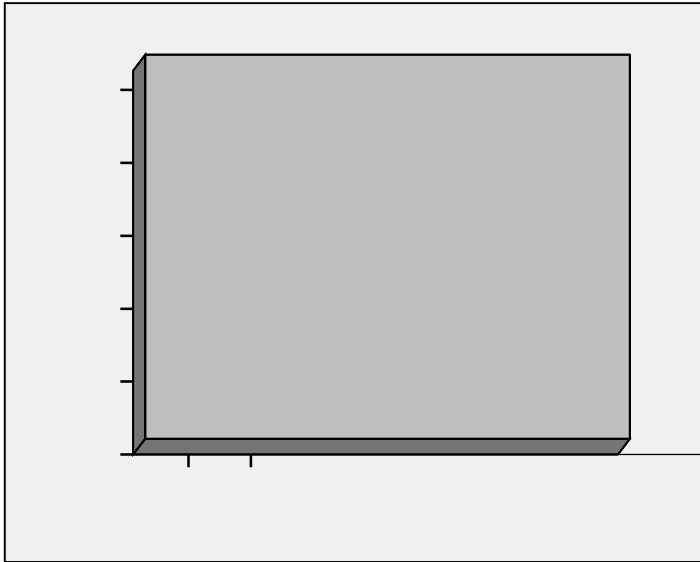
The taxi is used mostly by non-Chinese visitors, as it is comparatively cheap and easy for them. It comes in second position, after metro (41%). 18% take a bus. *Figure 27* also shows that an unexpected high amount of Belgians used the car.

*Figure 28* shows that the respondents of other origins used the same transport modes as the Belgians do.



*F 25. Transport modes to the Expo site by all respondents*

*F 26. Transport modes to the Expo site by Chinese respondents*



## 2. Knowledge of Belgium

### 2.1 Visitors of Belgium

We here explore if the visitors of the Belgian-EU Pavilion have already visited Belgium before. We also look if they consider visiting the country in the future. These questions are addressed only to the non-Belgian respondents, the results are split up by nationality.

#### 2.1.1 Former visit in Belgium

On a total of 749 Chinese respondents, only 34 (5%) have already visited Belgium. 19 (56%) went to Brussels and 5 (15%) to Antwerp. Other visited places are Bruges, Ghent, Waterloo and Spa.

The reason for this former visit was mostly (74%) recreation and 18% of the Chinese visitors of Belgium came for work-related issues.

*F 29. Chinese respondents already visited Belgium*



A much higher value is illustrated in *figure 30*

2.1.2 Future visit to Belgium

87% of the non-Belgian respondents consider visiting Belgium. Even when we look at the respondents who already have visited Belgium, most of them (91%) consider visiting the country again.

More than 38% of the non-Belgian respondents want to visit Brussels, 41% of them don't know yet. Antwerp, the Ardennes, Bastogne, Bruges, Durbuy, Ghent, Liège, Ostend, Spa and Waterloo are mentioned as well.

*F 31. Respondents in the Belgian-EU Pavilion who consider visiting Belgium*



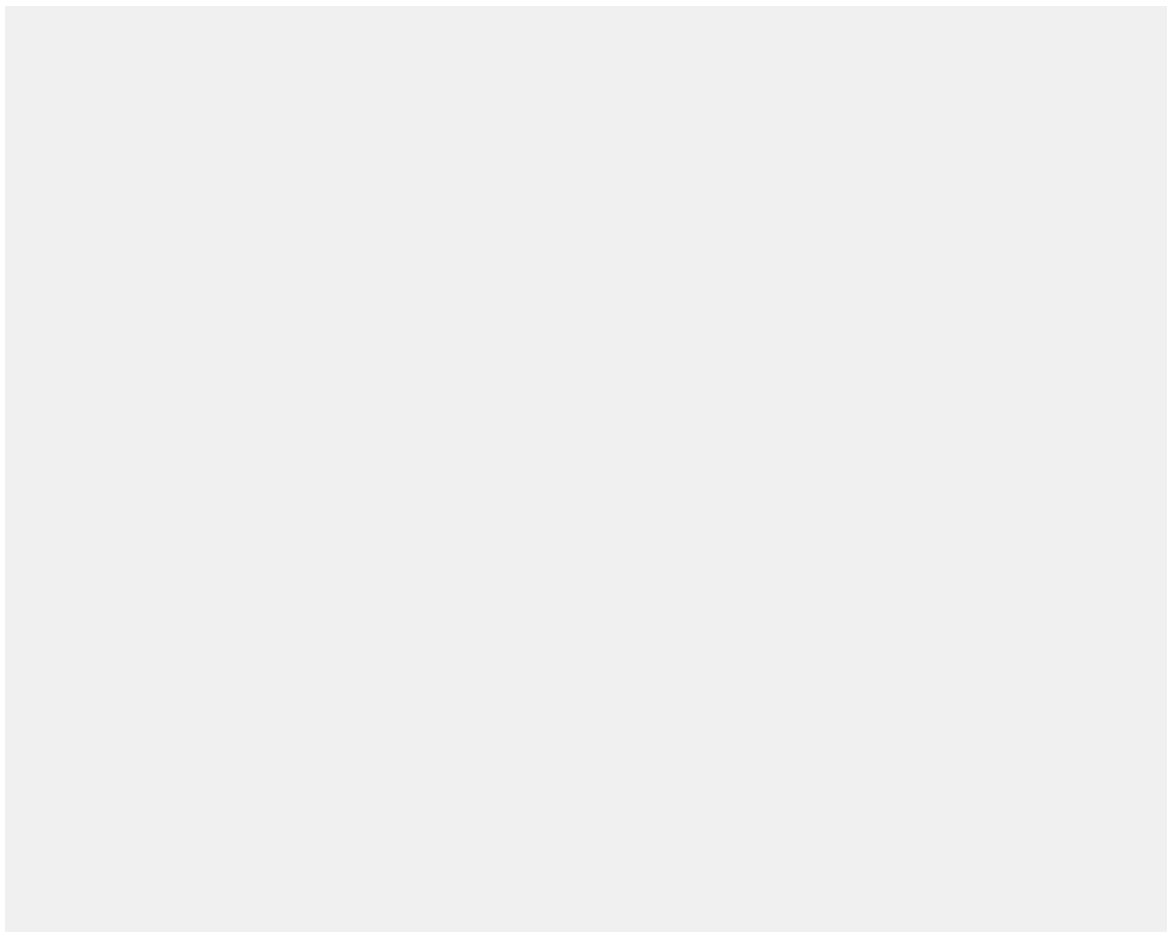
## 2.2 The capital of Belgium

In order to check their knowledge about Belgium we integrated the open-ended question "What is the capital of Belgium?"

74% of the non-Belgian respondents know that Brussels is the capital of Belgium. 69% among Chinese respondents and 90% among other non-Belgians know the right answer.

These are high figures but we must mention that the survey was taken at the end of the tour through the Pavilion, so the respondents could have learned it on their way.

*F 32. The capital of Belgium according to non-Belgian respondents*



### 2.3 Political structure

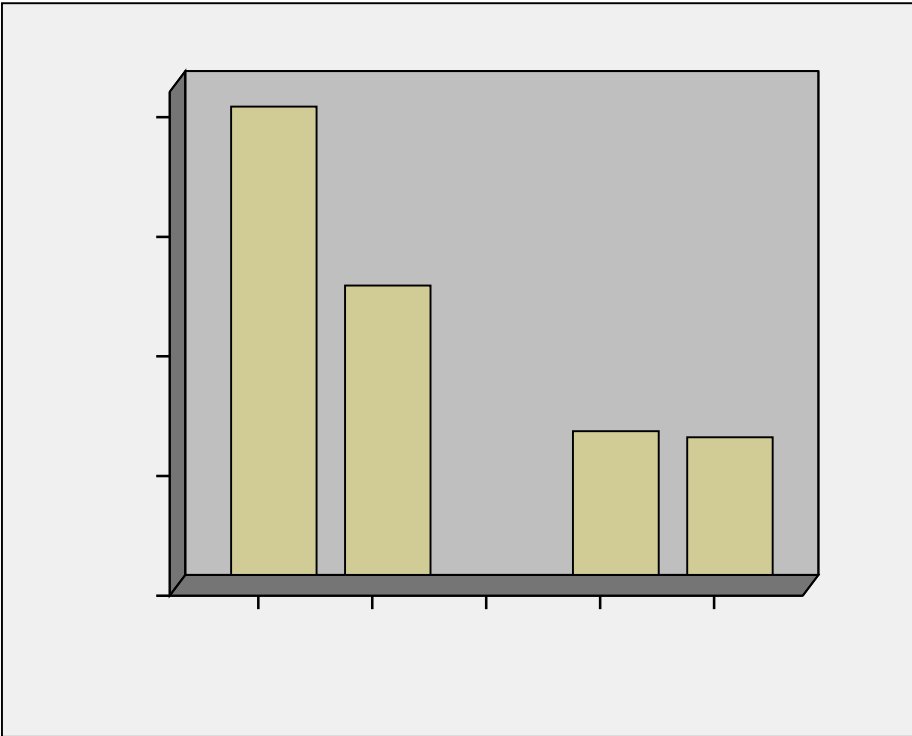
Another, slightly more tricky question in order to check the knowledge about Belgium is "How do you think Belgium is politically structured?". The respondents have a choice between four possible answers.

39% of the Chinese respondents have no idea. 24% have the right answer.

Again we must mention that the survey was taken at the end of the tour through the Pavilion, so the respondents could have learned it on their way.

27% of the other respondents are aware that Belgium is a federal state split up in three regions and three communities. A similar percentage have no idea.

F 33. Political structure of Belgium according to Chinese respondents



## 2.4 Belgian products

"Which products do you associate with Belgium?" is a multiple choice question addressed to all respondents.

Chocolate is by far the most mentioned Belgian product (53%) by all respondents. Diamonds (19%) and beer (13%) complete the top three.

Because the survey is taken at the end of the visit (Remark: our survey desk was situated nearby the shops), this result indicates that 'country branding' by promoting typical Belgian products is working.

Chinese respondents know Belgium especially for its chocolate. 58% of them pick it out of the preset list. 24% answer diamonds and 8% mention beer.

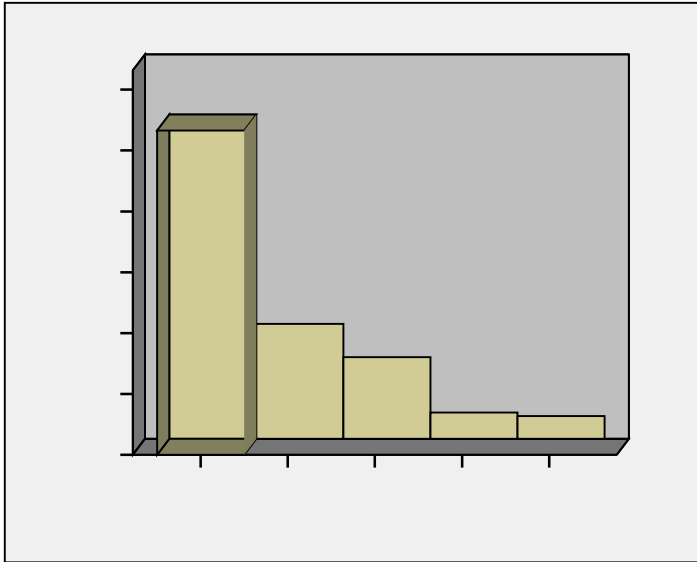
This question is also addressed to the Belgian respondents in order to make a comparison. *Figure 37* states that for Belgian visitors beer is the number one Belgian product (44%). Belgian fries come second (26%), followed by chocolate (18%).

For respondents of other nationalities, chocolate scores highest (48%), f4.9(at)4.0(e)2enChineseighes66



*F 35. Products spontaneously associated with Belgium  
by all respondents*

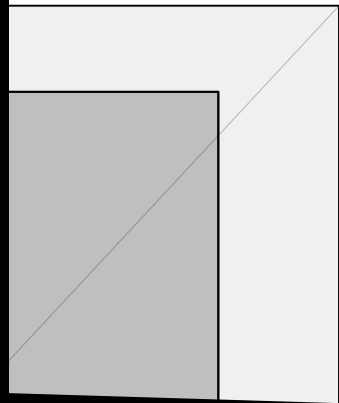
*F 36. Products spontaneously associated with Belgium  
by Chinese respondents*



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### 3. Belgian-EU Pavilion

#### 3.1 Attractiveness

On the question “Why did you decide to visit the Belgian-EU Pavilion?” multiple answers were possible. *Table 1* provides a list of the most answered reasons by the respondents.

Attractive look is most frequently answered. This is remarkable because the outside look of the Belgian-EU Pavilion was rather sober in comparison to other pavilions. In the evening on the other hand, the ‘Brain Cell’ was beautifully illuminated. Besides, the interviewed people were attracted by the good Belgian image. Many of them also come for the chocolate.

*T 1. Reasons for visiting the Belgian-EU Pavilion by all respondents*

<b>Reason of visit</b>	<b>Frequency</b>	<b>%</b>
Attractive look	513	14
Good Belgian image	381	10
Chocolate	371	10
Exhibits	300	8
Diamond Corner	255	7
Good atmosphere	238	6
EU Pavilion	214	6
Coincidentally on my route	202	5
Publicity	183	5
Belgian Beer Café	179	5
Free Lotus Cookie	133	4
Belgian product in shop	132	4
Take Away	129	3
Other reason	115	3
Belgian Essence Restaurant	102	3
Good impression from previous world fair	101	3
Event	85	2
Conference or seminar	71	2
N = 3704		

Data source: Visitors’ Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

*T 2. Main reasons for visiting the Belgian-EU Pavilion by Chinese respondents*

<b>Reason of visit</b>	<b>Frequency</b>	<b>%</b>
Attractive look	376	13
Good Belgian image	295	10
Chocolate	293	10
Exhibits	245	8
Diamond Corner	221	8
N = 2888		

Data source: Visitors' Survey, Belgian-EU Pavilion, Expo 2010 Shanghai

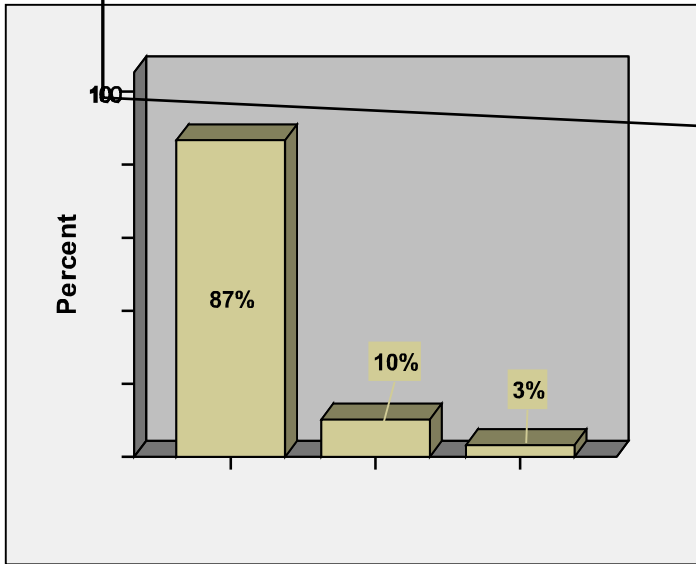
*T 3. Main reasons for visiting the Belgian-EU Pavilion by Belgian respondents*

<b>Reason of visit</b>	<b>Frequency</b>	<b>%</b>
Good Belgian image	19	12
Attractive look	17	11

*F 40. 'Attractive look' as reason of visit among the*

F 44. 'Diamond Corner' as reason of visit among the nationalities

F 45. 'To buy a Belgian product in shop' as reason of visit among the nationalities



### 3.2 Rated features

The respondents give a good overall rating on topics regarding the Belgian-EU Pavilion. They were able to give a score ranging from 1 (negative) to 7 (very positive). *Table 5* gives an overview of these rated topics.

Hospitality is very appreciated by the respondents, just as the maintenance and the circulation in the pavilion itself. The lack of information brochures of Belgium is a negative aspect.

Especially Chinese respondents give high rates for exhibits at the Pavilion. Belgian and other non-Chinese respondents are a little bit more critical and don't give so easily the maximum rate of 7 on this topic.

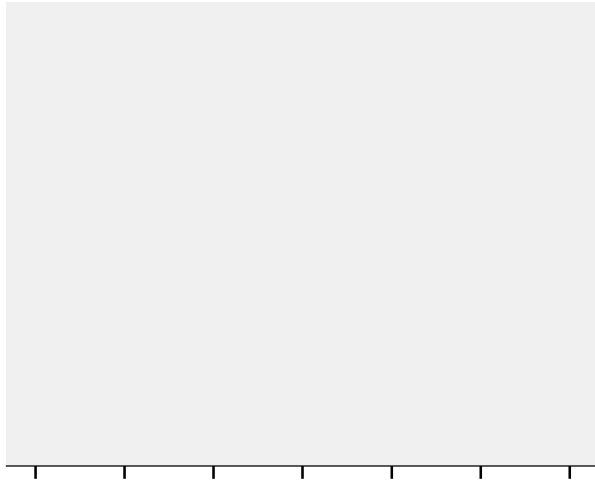
For hospitality we observe that the non-Chinese respondents are more critical too. In this case the rates are at a higher level.

*T 5. Appreciation of the Belgian-EU Pavilion*

	Mean	N
Exhibits	5,75	

### 3.2.1 Exhibits

*F 48. Rating exhibits by all respondents in the Belgian-EU Pavilion*



*F 49. Rating exhibits by Chinese respondents in the Belgian-EU Pavilion*



### 3.2.2 Crowdedness

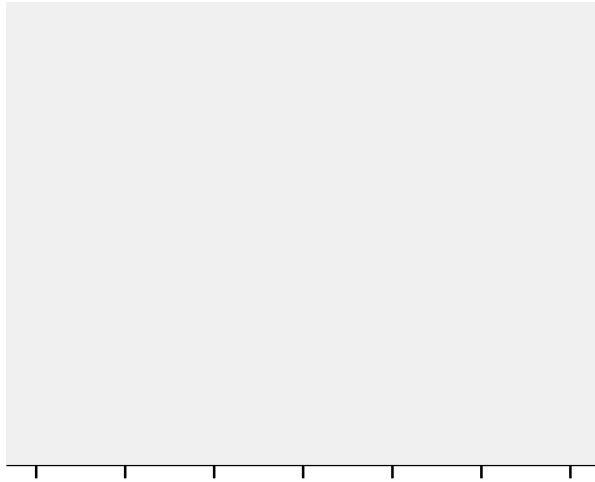
*F 52. Rating crowdedness by all respondents in the Belgian-EU Pavilion*



*F 53. Rating crowdedness by Chinese respondents in the Belgian-EU Pavilion*

### 3.2.3 Queue

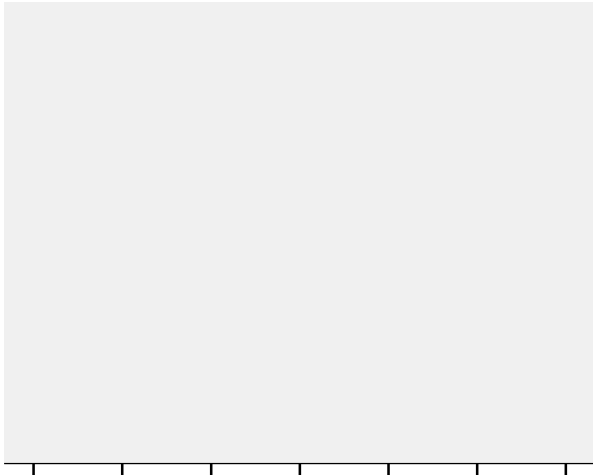
*F 56. Rating queue by all respondents in the Belgian-EU Pavilion*



*F 57. Rating queue by Chinese respondents in the Belgian-EU Pavilion*

3.2.4 Information and brochures

*F 60. Rating info and brochures by all respondents in the Belgian-EU Pavilion*



*F 61. Rating info and brochures by Chinese respondents in the Belgian-EU Pavilion*

### 3.2.5 Maintenance

*F 64. Rating maintenance by all respondents in the Belgian-EU Pavilion*



*F 65. Rating maintenance by Chinese respondents in the Belgian-EU Pavilion*

### 3.2.6 Circulation

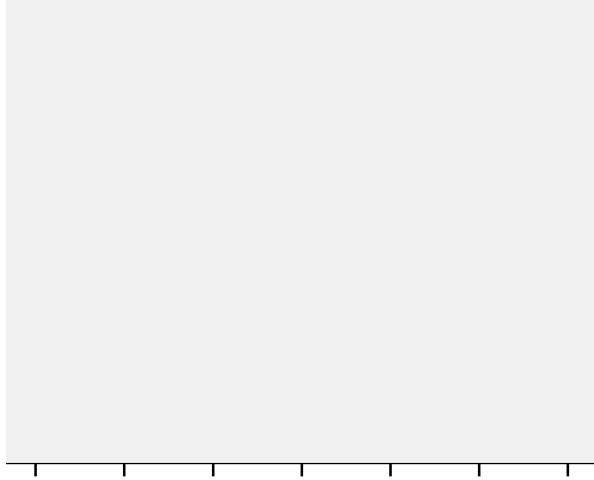
*F 68. Rating circulation by all respondents in the Belgian-EU Pavilion*



*F 69. Rating circulation by Chinese respondents in the Belgian-EU Pavilion*

### 3.2.7 Hospitality

*F 72. Rating hospitality by all respondents in the Belgian-EU Pavilion*



*F 73. Rating hospitality by Chinese respondents in the Belgian-EU Pavilion*

### 3.3 Benchmarking

Based on official figures from Expo Shanghai, the magnificent Chinese Pavilion is the most popular, the Belgian-EU Pavilion ranks number 6!

The turnover of the Belgian-EU Pavilion ranks number 1 of all the participating countries. This is especially due to the sale of diamonds, chocolates, Belgian fries, and of course the visit at the successful Belgian Beer Café/Restaurant.

In order to get a picture of the appreciation of the Belgian-EU Pavilion relative to other pavilions, the respondents were asked to rank their 5 favorite pavilions. The weighted global top ten of the interviewed people is shown by *table 6*.

*T 6. Top ranked pavilions by all respondents at the Belgian-EU Pavilion*

Rank	Pavilion of	N
1	China	391
2	Belgian-EU	475
3	France	248
4	Spain	194
5	Germany	171
6	Japan	176
7	United Kingdom	155
	Italy	111
9		

## 4. General aspects

### 4.1 Overall rating





#### 4.2 Contribution to the Expo theme

56% of the respondents have the opinion that the Belgian participation contribute to the theme "Better City, Better Life". 31% think it probably does and 8% don't know it for sure.

Only slightly more than 5% think or feel that no useful contribution is made by the Belgian participation.

*F 80. Contribution of Belgian participation to the Expo theme according to all the respondents*

#### 4.3 Change in opinion about Belgium

The question if the visit changed the opinion about Belgium resulted in a positive answer. The respondents are asked to give a negative score if the visit leads to a negative change; rate zero if it leads to no change at all; give a positive score if it changes the opinion in a positive way.

An average of 5,71 to 7 indicates that a visit to the Belgian-EU Pavilion leads to a positive change in the opinion about Belgium. According to this result we can assume that the participation in Expo Shanghai in the appearance of a pavilion has its use to 'country branding'.

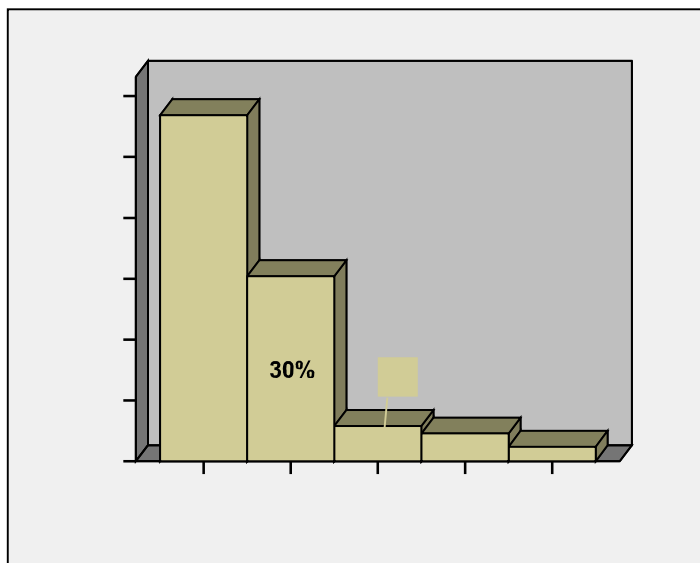


#### 4.4 Future visit

Last but not least, *figure 85* points out that 57% are certainly going to visit the Belgian Pavilion on future Expos.

78% of the respondents have the intention to return to the Belgian-EU Pavilion on this Expo in Shanghai.

*F 85. Intention of all respondents to visit the Belgian Pavilion at future Expos*



*F 86. Intention of Chinese respondents to visit the Belgian Pavilion at future Expos*

## 5. Conclusion

We are happy to conclude that, according to the respondents, the Belgian participation with the substantial Belgian-EU Pavilion at Expo Shanghai was considered as a great success. In this conclusion we give an overview of the results.

### *Youthful crowd*

The respondents came from all over the world to visit the Expo Shanghai and the Belgian-EU Pavilion. 67% of our respondents were of Chinese origin and they came from all provinces. Off course a lot of Belgians visited their national pavilion too.

The respondents were young, mostly younger than 27 years old. Especially the Chinese respondents pulled down this figure, partly due to the population structure in China. As expected, the Belgians who visited the Pavilion were somewhat older. A similar figure was shown for the other nationalities.

The majority of the Chinese respondents were students, accompanied by friends or by their partner. Among non-Chinese respondents, most of them were staff members. The results also pointed out that nearly every non-student had a higher degree, mostly an academical bachelor.

Three quarter paid a visit out of private reasons only. For most respondents it was the first time they visited an Expo. Although, they all have the intention to visit another Expo in the future.

Furthermore we found interesting differences in transport modes. Chinese respondents mostly travelled to Shanghai by train, while Belgians and other nationalities preferred the plane. Once arrived in the city, the metro was very popular to reach the Expo site. Non-Chinese visitors often used the taxi as well and Chinese respondents also used the car.

### *Chocolates and diamonds*

We learned that almost no Chinese respondents have ever visited Belgium, in contrast with quasi half of the other nationalities. The ones who have visited Belgium already, mostly had recreational purposes. Not surprisingly, Brussels was the main destination. Antwerp and Bruges were also mentioned. The majority considers to visit Belgium in the future.

Many respondents knew the capital of Belgium. Perhaps they learned it on their tour through the Pavilion. Apparently, the question about the political structure of Belgium was more difficult, especially for Chinese respondents.

Overwhelming was the association of Belgium with chocolates and diamonds. It is clear that the two corners in the Pavilion played an important role. In terms of 'country branding' Belgium did a really good job in profiling their national products. Belgians associate their country more with beer and Belgian fries, an interesting difference. Chocolates and diamonds are also the most associated words with Belgium. Besides that, 'European capital' and 'Burgundian lifestyle' were very often mentioned.



Important is the change in opinion about Belgium. Respondents answered that a visit of the pavilion had a (very) positive effect on their opinion about Belgium. They also found that Belgium did contribute in a good way to the Expo theme "Better City, Better Life". This means that Belgium improved its image to the outside world and educated the visitors thematically. This resulted as well in a successful 'country branding'-operation.

## 6. SWOT analysis

### *T 7. SWOT analysis*

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"><li>- Attractive first impression through its open façade</li><li>- Cooperation with Europe</li></ul>	

This SWOT analysis compares our findings with a previous and similar research on Expo Zaragoza 2008. Let us remind that a SWOT analysis enables one to evaluate Strengths, Weaknesses, Opportunities and Treats involved in a project.

## 6.1 Strengths

*- Attractive first impression through its open façade*

The Belgian-EU Pavilion was a reflection of the simplicity and modesty of the Belgian mentality. From an architectural point of view, the Pavilion was less spectacular than its surrounding pavilions (e.g. Dutch "Crown" Pavilion). However, the front, which was totally made of glass, made it open and welcoming. By nightfall, the light variations coming from



*- Quality of the Belgian shop*

The range of Belgian quality products was impressive. The shop was also very spacious, which encouraged the comfort of shopping. This is an improvement in comparison to the shop at Expo Zaragoza, which was very small and chaotic. This weakness has turned into a strength in this edition. Of course the (imported) products from homeland Belgium were expensive.

*- Quality of the Belgian Essence Restaurant and the Belgian Beer Café*

The restaurant and the café were combined at the first floor and it was typically decorated. The concept of 'beer & food pairing' turned out to be very successful. The offer of typical Belgian dishes was sufficient and diverse. The offered range of Belgian quality beers was wide. Together, these factors resulted in a enjoyable atmosphere in the restaurant/café.

*- Good atmosphere*

The atmosphere in and around the Pavilion was pleasant. Maybe some Belgian background music (i.e. Wim Mertens, Urban Trad) would be recommended to improve it even more.

*- Hospitality and language skills of the staff*

The visitors really appreciated the kindness and helpfulness of the personnel. The survey pointed out that hospitality is highly appreciated (8,8 on 10). Nevertheless, the Belgian visitors were often dissatisfied with the lack of French- or Dutch-speaking hosts. An explanation is that because of the massive presence of Chinese people, especially bilingual (Chinese – English) staff was recruited. Trilingual staff (French – Dutch – Chinese) was very hard to find.

### *- Circulation*

In contrast with Expo Zaragoza, the Belgian Pavilion was large and the flow of visitors was smooth and fast. There were almost never queues at the exhibits. This way, the queue outside the Pavilion moved more fluently. Nevertheless, the waiting time outside the Pavilion was long because of the numerous nature of the crowd. However, in comparison to other pavilions (e.g. Saudi Arabia Pavilion, China Pavilion) it was not that bad.

### *- Publicity*

Great efforts were made in getting publicity for the Belgian participation in Belgium as well as in China. Hundreds of articles were published about the Belgian-EU Pavilion. Besides that, there was a lot of publicity on domestic and international television. Last but not least there was the clear and visible website which was well-structured and frequently updated.

### *- No 'washed out' signs*

There were no signs of 'washed out'. The maintenance and tidiness of the Pavilion staid stable until the last day. The behavior of the personnel also staid very positive until the end of the Expo. We observed a real improvement because the opposite was true at Expo Zaragoza.

### *- Technical support of the Pavilion*

Compared to Expo Zaragoza there was a much better technical support of the Belgian-EU Pavilion at Expo Shanghai.

## 6.2 Weaknesses

*- Lack of information*

At Expo Zaragoza, there was a problem with the presence and distribution of information. We found this a terrible experience. At Expo Shanghai, this information problem was not solved. Many visitors complained that there was a lack of (general) information about Belgium and its Pavilion. They often asked for brochures but there weren't any available for the common visitors. The always unmanned stand of 'Toerisme Vlaanderen' (Tourism Flanders) had no brochures of any kind available.

*- Start-up of the Belgian Essence Restaurant*

In the beginning of the Expo Shanghai in May 2010 there were many remarks concerning the slow and inefficient service at the Belgian Essence Restaurant. Just the same problem as at Expo Zaragoza, there was a shortage of well-experienced waiters in the restaurant. Also their knowledge of foreign languages (i.e. English) was very bad. After a tough start this negative aspect was by most solved later on.

*- No Belgian hosts*

A lot of visitors, Chinese as well as Belgians and others, found it regrettable that there were no Belgian hosts who welcomed and/or guided them. When people visit a Pavilion they want to meet inhabitants of that specific country. This is especially true for Chinese visitors: they want to take pictures with locals in the Pavilion, as part of the 'Expo experience'. As mentioned above, Belgian visitors prefer to be guided by Belgians too.

*- Lack of transparency regarding budget and flows of money*

According to some sponsors there was little transparency and follow up in Zaragoza. We noticed an improvement at Expo Shanghai but some sponsors were (still) not satisfied.



## 6.3 Opportunities

### *- Discussion platform*

The use of Expos to start a discussion about global issues - between countries and their inhabitants - is a powerful mean. Expo Shanghai has certainly been a direct hit to start the discussion about future living in cities and issues like e.g. urban planning. It was in this kind also for the first time in the history of Expos.

The Belgian-EU Pavilion contributed as well. Especially by organizing seminars, workshops and conferences concerning the main theme "Better City, Better Life". The Business Center was running at high speed with this kind of events.

### *- The post-Expo happening*

The Expo site should be integrated within the urban development of the host city after the event (e.g. shopping center, business center, conference center, housing area). We are sure that this site will get a proper destination after the Expo.

The buildings and the pavilions at the site mostly don't get a second life. According to various media, amongst them also Chinese media, only the Chinese Pavilion and three Theme Pavilions will be used after the Expo. The other will be dismantled or destroyed.

Except for Belgium: the Belgian-EU Pavilion has been sold to a company from Qingdao. In this way they actively contribute to post-Expo thinking. Belgium can be a pioneer if other

- *'Country branding'*

The Pavilion can be used to display a countries' extensive knowledge dealing with science, technology, culture, etc. Besides that to promote typical domestic products.

Expo Shanghai was a good example of a successful use of this opportunity. There were all kinds of exhibits concerning space travel (with Frank De Winne), solar energy (Car and Impulse), scientific research (Princess Elisabeth Base) and many more. Typical products were promoted explicitly too.

- *Information through lectures*

It would be interesting to provide information lectures to visitors who have special interest in Belgium and its products/specialities, besides or instead of an information brochure.

## 6.4 Threats

### *- Old-fashioned image of Expos*

The youth does not longer know the purpose(s) of an 'Expo'. Some people also find that Expos are a phenomenon of the past. But there has been a huge media campaign around Expo Shanghai that has informed the Chinese youth about its real meaning. The fact that there were a lot of young people shows that it is going into the right way.

### *- Architectural contest*

Expos are often related with architectural contests. This implicates high costs of planning, building and construction. Belgium has taken this threat into account by building a Pavilion that is sober on the outside, with option to dismantle for a second life after the Expo. Inside, there was a well-thought concept which resulted in the 'Brain Cell' structure.

### *- Raising costs of participation*

It is getting more and more expensive for countries to participate. Besides, getting financial support from the government is harder because participation in Expos is not of top priority for a lot of countries.

### *- Formalities*

Participating countries have to fulfill to the obligatory formalities that are enforced by the host country. At Expo Zaragoza this led to a total chaos. With this edition, everything went smoothly (e.g. accreditation, especially for the Belgian Pavilion).

*- Communication to the outside world*

Expos should improve their communication. This will result in more media attention everywhere in the World. Expo Shanghai did a good job for this topic. Thanks to a good and open communication, the media all over the world had a lot of attention for the event. This is very important to guarantee the continuation of future Expos.

7.

### *- Modern and interactive exhibits*

Nowadays, people, especially the youth who grew up with technology, are easily bored. Visitors want to experience things and not just read about it. Therefore it is important that exhibits have interactive and modern features.

### *- Information*

Visitors still ask for information about the country and the Pavilion. A small brochure or guidebook is a solution, although this is not sustainable and damaging to nature because a lot of paper will be used. Therefore, the distribution of USB sticks at cheap costs is a possibility. Information about Belgian cities, history, culture and economy can be put on the memory stick in the form of documentation, maps, publicity and songs

### *- Comfort*

Comfort of the visitors is of large importance. On the one hand, people have to wait for hours before they can enter the Pavilion. They could be entertained while waiting: by a movie about Belgium, by educative game consoles or by entertainers (e.g. street performers, clowns, stilt walkers).

On the other hand comfortable circumstances inside the Pavilion are desired (e.g. temperature, flow of people, spacious). The Belgian-EU Pavilion at Expo Shanghai was (most of the times) a good example, even though it was really hot sometimes. The outside garden with rest areas was also very popular with the passers-by.

### *- Smooth circulation*

- *Lower prices*