



# Belgian visitors

- Total population: **11.2 million inhabitants**
- Economic growth rate: **+0.2%**
- Rate of unemployment: **8.4%**
- Rate of inflation: **+1.2%**

Source: Eurostat.

**9.1%** of Belgian tourists arrived by air.

**90.9%** of Belgian tourists arrived by train.

Road transports not taken into account.



## What type of profile?

✓ The average age of Belgian visitors (44 years old) is higher than the overall average for international visitors arriving by air and by train (40 years old). 38.5% come from the upper socio-professional categories<sup>1</sup> (down 3.8 points) and more than one quarter are employees (26.3%, up 5.8 points). They come from Flanders (37.9%), Wallonia (37.8%) and Brussels (24.3%).

<sup>1</sup> Self-employed professionals, teachers, scientific professions, executives and other highly qualified occupations.

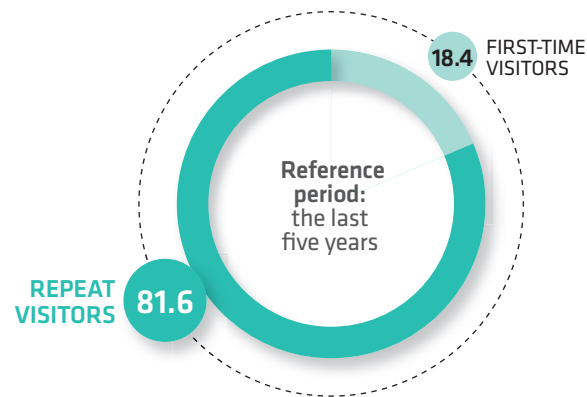
## What type of travel?

✓ 6 visitors out of 10 (60.0%, down 11.5 points) travel for solely personal reasons. The majority travel alone (43.5%, up 11.1 points), as families (22.7%, up 0.7 point) or as couples (20.5%, down 7.1 points). Nearly 8 visitors out of 10 (79.9%, down 0.1 point) make their own travel arrangements. 16.0% choose to travel individually with organized trips (up 2.3 points) and 4.1% prefer organized groups (down 2.2 points).

## What type of accommodation?

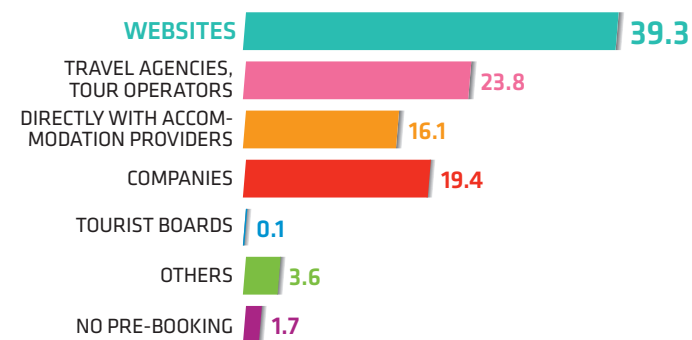
✓ Nearly 8 stays out of 10 (79.5%, down 3.4 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 75.3% (mid-range for 65.0% and high-range for 29.1%), apartment hotels (1.5%), youth hostels (1.1%) and furnished accommodation and seasonal rentals (1.1%). The main types of non-paid accommodation used are staying with friends (9.0%), parents (4.3%) and parents' or friends' holiday homes (3.0%).

## THE MAJORITY OF BELGIANS VISITING PARIS REGION ARE REPEAT VISITORS (%)



The overall average for international visitors is 56.1% repeat visitors and 43.9% first-time visitors.

## THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possible answers, based on paid accommodation.

Belgian visitors also favour the Internet for their travel planning (42.7%, down 6.6 points), followed by travel agencies and tour operators (22.1%, down 3.9 points) and companies (18.5%, up 9.0 points).

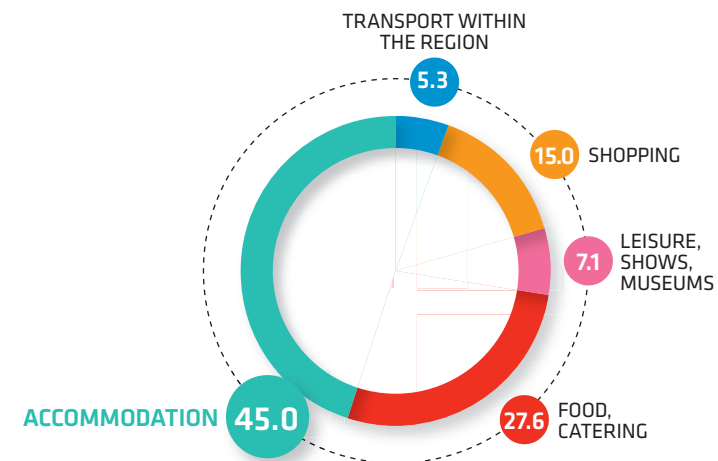
## What types of activity?

✓ Belgian visitors are particularly interested in shows and concerts (14.8%, up 5.5 points) and in events and cultural exhibitions (15.3%, up 3.6 points). On the other hand, they are less keen on visiting parks and gardens (16.0%, down 18.7 points), discovering gastronomy (17.4%, down 18.1 points), visiting museums and monuments (70.3%, down 17.4 points), markets and flea markets (9.0%, down 13.2 points), discovering towns and cities (58.1%, down 12.0 points) and shopping (34.2%, down 11.6 points).

## Which sites are visited?

✓ The 5 most visited sites are: the tour Eiffel (33.4%), Notre-Dame de Paris (31.6%), the Sacré-Coeur de Montmartre (29.6%), the Arc de triomphe (26.1%) and the Louvre (25.5%). The Belgians visit fewer attractions than other international visitors, in particular traditional landmarks like the tour Eiffel (down 34.8 points), the Arc de triomphe (down 30.6 points), the Louvre (down 29.6 points) and Notre-Dame de Paris (down 28.4 points). Fewer also visit the château de Versailles (3.3%, down 13.7 points), the Sacré-Coeur de Montmartre (down 13.3 points) and the musée d'Orsay (12.4%, down 11.6 points).

## BELGIAN VISITORS SPEND 45% OF THEIR BUDGET ON ACCOMMODATION (%)



Belgian visitors have a lower average daily spend per person than international visitors as a whole. They spend more on catering (up 4.8 points) and less on shopping (down 4.6 points).

## VISITORS RATE THEMSELVES AS SATISFIED, WITH IMPROVEMENTS NEEDED IN CATERING (%)\*



\* % satisfied and very satisfied.

Average satisfaction rating for international visitors as a whole: 94.3%.

The figures expressed as "points" show the comparison with the overall average for international visitors arriving by air and by train.

Sources: ongoing surveys at airports and on trains - CRT Paris Île-de-France (Paris Region Tourist Board), ADP (Paris Airports Authority), SAGEB (Paris Beauvais Airport Management Authority), SVD (SNCF Travel Development), BVA - 2013 results.

## SUGGESTIONS

- Cater for the requirements of business travellers.
- Keep the Belgians informed of upcoming events to encourage them to return.
- Step up efforts on transport (public transport and taxis) and welcome (emphasis on local residents).

## Key points

- ★ **410,000 stays**, or 2.7% of stays by international visitors arriving by air and by train.
- ★ **1,211,000 overnight stays**, or 1.5% of overnight stays by international visitors arriving by air and by train.
- ★ **3.0 nights** on average.
- ★ **81.6%** of visitors have already visited Paris Region.
- ★ **95.9%** of visitors have tailored travel arrangements.
- ★ **60.0%** of visitors travel for solely personal reasons.
- ★ **€148** average spend (per person and per day).
- ★ **94.2%** of visitors are satisfied with their stay in Paris Region.
- ★ **95.7%** of visitors would recommend the destination to their friends and family.
- ★ **64.5%** would like to return to Paris Region within the next 2 years.