



# Dutch visitors

- Total population: **16.8 million inhabitants**
- Economic growth rate: **-0.8%**
- Rate of unemployment: **6.7%**
- Rate of inflation: **+2.6%**

Source : Eurostat.

**27.6%** of Dutch tourists arrived by air.

**72.4%** of Dutch tourists arrived by train.

Road transports not taken into account.



## What type of profile?

• The average age of Dutch visitors (42 years old) is higher than the overall average for international visitors arriving by air and by train (40 years old). 4 visitors out of 10 come from the upper socio-professional categories<sup>1</sup> (43.1%, up 0.8 point) and 22.7% are employees (up 2.1 points). They come from Amsterdam (36.3%), The Hague/Rotterdam (28.3%), the Southern Netherlands (27.9%) and the Northern Netherlands (7.5%).

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

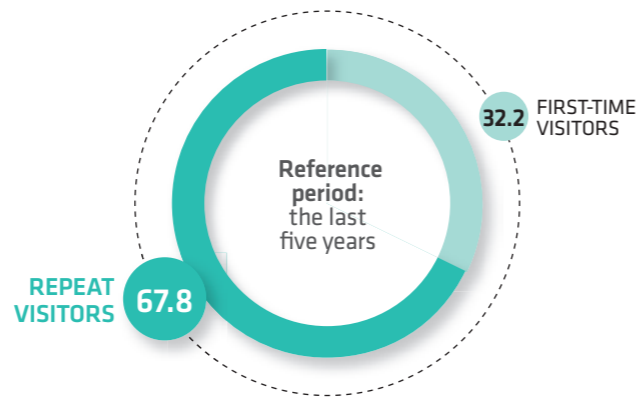
## What type of travel?

• Nearly 7 visitors out of 10 (67.7%, down 3.8 points) travel for solely personal reasons. The majority travel alone (32.6%, up 0.2 point), as couples (26.6%, down 1.0 point) or as families (23.1%, up 1.1 point). Most make their own travel arrangements (88.3%, up 8.4 points). 10.8% (down 2.9 points) choose to travel individually with organized trips and 0.9% (down 5.4 points) prefer organized groups.

## What type of accommodation?

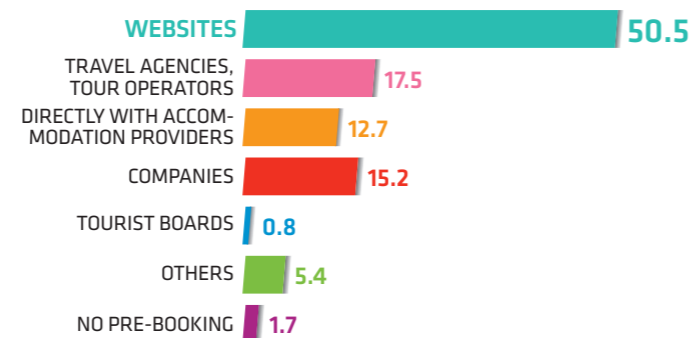
• Nearly 9 stays out of 10 (87.9%, up 5.0 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 77.0% (mid-range for 66.8% and high-range for 22.1%), furnished accommodation and seasonal rentals (4.4%) and apartment hotels (3.9%). The main types of non-paid accommodation used are staying with friends (4.6%) and parents (3.4%).

## THE MAJORITY OF DUTCH 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.

Dutch visitors also favour the Internet for their travel planning (51.7%, up 2.5 points), followed by travel agencies and tour operators (14.2%, down 11.8 points) and companies (13.9%, up 4.4 points).

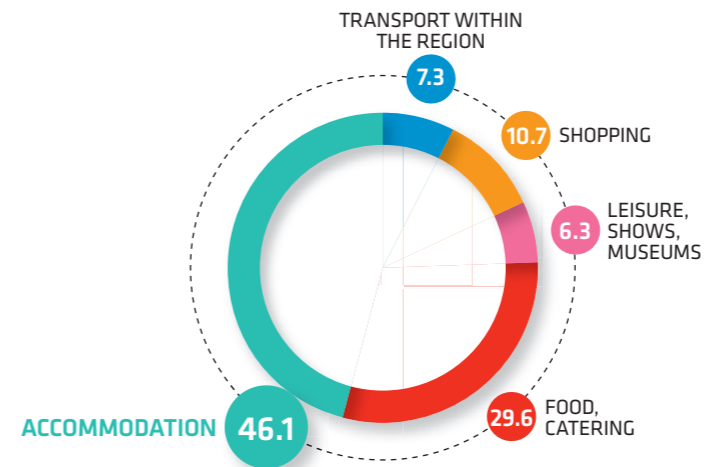
## What types of activity?

• Dutch visitors are particularly interested in events and temporary cultural exhibitions (14.3%, up 2.6 points) and discovering towns and cities (71.7%, up 1.6 point). On the other hand, they are less keen on discovering gastronomy (25.9%, down 9.7 points), nights out (11.1%, down 7.2 points), theme parks (9.9%, down 7.2 points), markets and flea markets (15.6%, down 6.6 points), parks and gardens (28.6%, down 6.2 points) and guided tours of neighbourhoods (2.5%, down 5.5 points). Fewer also spend time on discovering fashionable new neighbourhoods (12.2%, down 5.0 points), visiting museums and monuments (84.3%, down 3.3 points) and shopping (42.7%, down 3.1 points).

## Which sites are visited?

• The 5 most visited sites are: Notre-Dame de Paris (54.1%), the tour Eiffel (50.4%), the Sacré-Coeur de Montmartre (47.6%), the Louvre (41.0%) and the Arc de triomphe (40.5%). There are more Dutch visitors to the centre Pompidou (28.9%, up 8.8 points) and the Sacré-Coeur de Montmartre (up 4.8 points). On the other hand, fewer visit the tour Eiffel (down 17.8 points), the Arc de triomphe (down 16.2 points), the Louvre (down 14.1 points), the château de Versailles (6.6%, down 10.3 points), the musée d'Orsay (15.9%, down 8.2 points) and Notre-Dame de Paris (down 5.9 points).

## DUTCH VISITORS SPEND NEARLY HALF OF THEIR BUDGET ON ACCOMMODATION (%)



Dutch visitors have a lower average daily spend per person than international visitors as a whole. They spend more on catering (up 6.8 points) and accommodation (up 3.9 points) and less on shopping (down 8.8 points).

## VISITORS RATE THEMSELVES AS SATISFIED, PARTICULARLY WITH OUTINGS, CULTURAL ACTIVITIES AND TRANSPORT (%)\*



\* % 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

- Align the marketing message to an older clientele, looking for outings to discover the city.
- Cater for the requirements of business travellers.
- Keep the Dutch informed of upcoming events, which are of particular interest to them.

## Key points

- **250,000 stays**, or 1.7% of stays by international visitors arriving by air and by train.
- **854,000 overnight stays**, or 1.0% of overnight stays by international visitors arriving by air and by train.
- **3.4 nights** on average.
- **67.8%** of visitors have already visited Paris Region.
- **99.1%** of visitors have tailored travel arrangements.
- **67.7%** of visitors travel for solely personal reasons.
- **€133** average spend (per person and per day).
- **95.0%** of visitors are satisfied with their stay in Paris Region.
- **96.2%** of visitors would recommend the destination to their friends and family.
- **52.6%** would like to return to Paris Region within the next 2 years.