

BELGIAN VISITORS arriving by train

Total population: 10.8 million inhabitants
Economic growth rate: +2.2%
Unemployment rate: 8.3%
Inflation rate: +2.3%

Source : Eurostat.



What type of profile?

The average age of Belgian visitors (44 years old) is higher than that for other foreign visitors as a whole arriving by train (42 years old).

More than 4 out of 10 come from the upper socio-professional categories¹ (43.8%, -3.1 points) and one quarter are employees (25.5%, +5.4 points).

They come from Brussels (38.4%), Flanders (31.0%) and Wallonia (23.5%).

¹ Liberal professions, teachers, scientific professions, executives and other intellectual professions.

What type of travel?

More than half (52.8%, -14.3 points) travel for personal reasons. The majority travel alone (47.0%, +12.1 points) or in couples (24.0%, -4.2 points).

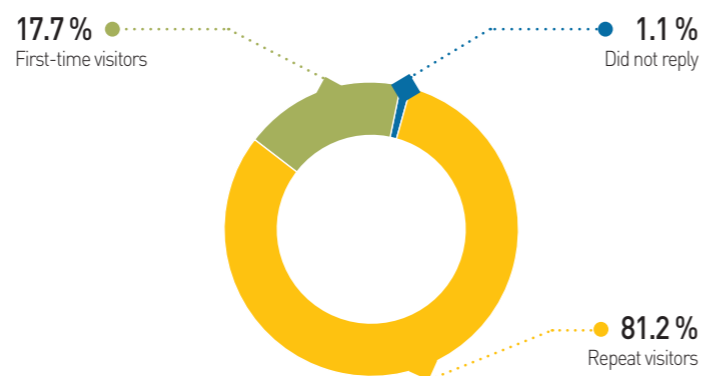
More than three-quarters make their own travel arrangements (77.8%, -3.6 points). 17.9% travel individually with organized trips (+3.6 points) and 4.3% opt for travel in organized groups (0.0 point).

What type of accommodation?

Almost 8 out of 10 stays (79.9%, -0.2 point) are spent in paid accommodation. The main types of paid accommodation used include hotels for 75.4% (2- or 3-star hotels for 71.3% and 4-star and more hotels for 23.5%), apartment hotels (1.3%) and youth hostels (1.3%).

The main non-paid accommodation used includes staying with friends (9.1%), parents (4.7%) and parents' and friends' holiday homes (2.4%).

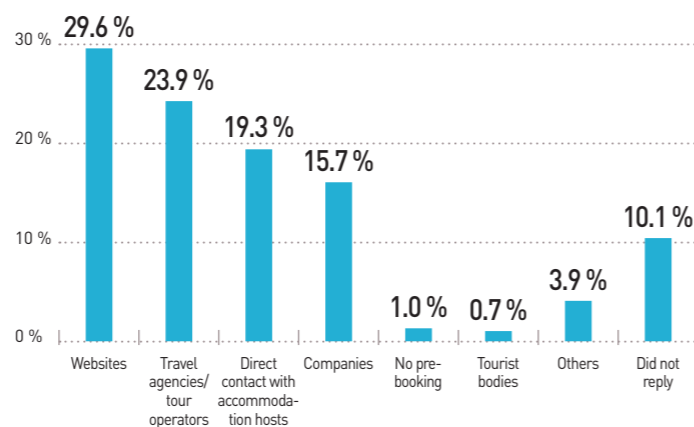
The majority of Belgians visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average figures for foreign visitors as a whole are 67.6% repeat visitors and 30.5% first-time visitors (1.9% did not reply).

The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.

Belgian visitors also use the Internet as their preferred method of making travel arrangements (34.0%, -9.7 points), followed by travel agencies and tour operators (23.5%, +2.7 points) and direct accommodation hosts (17.3%, +5.7 points).

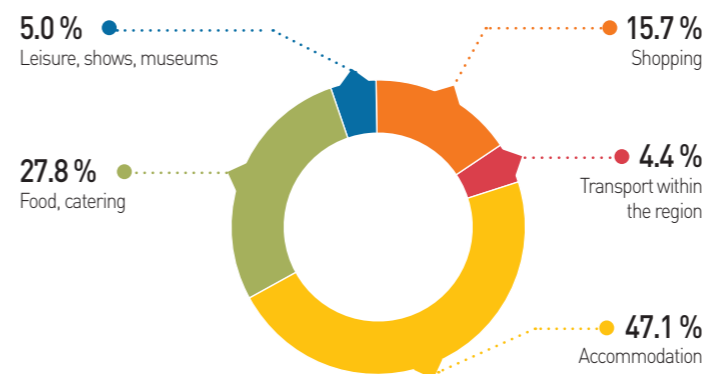
What types of activity?

Belgian visitors are particularly interested in visiting events and exhibitions (18.2%, +4.0 points) and shows and concerts (12.4%, +2.7 points), as well as discovering trendy new areas (18.7%, +1.4 point). However, although visiting towns and cities is the primary reason for 51.8% of visits made for personal reasons, this percentage is lower in reality (56.1%, -8.0 points). Belgian visitors are also less interested in visiting museums and monuments (77.0%, -7.4 points) and markets (7.2%, -5.1 points).

Which sites are visited?

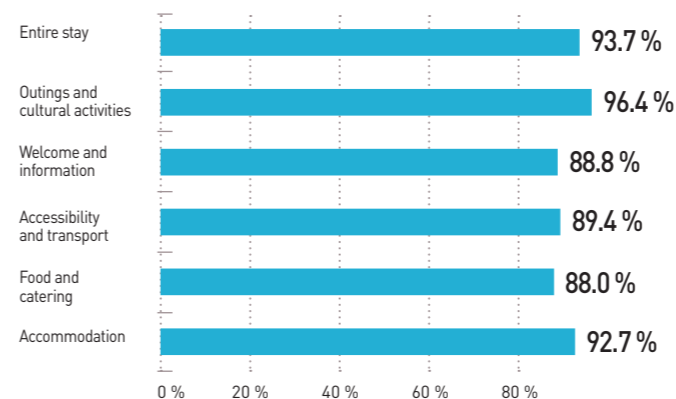
The 5 most-visited sites include: Notre-Dame de Paris (40.4%), the tour Eiffel (35.8%), the Sacré-Cœur de Montmartre (33.8%), the Louvre (30.0%) and the Arc de triomphe (29.1%). They are less likely to visit the 'must see' sites like the tour Eiffel (-13.8 points) and the Arc de triomphe (-10.9 points). On the other hand, more of them visit the musée du quai Branly (7.1%, +1.7 point), the Centre Pompidou (24.6%, +1.2 point) and the Cité des sciences et de l'industrie (6.5%, +1.1 point).

Approximately 47% of Belgian visitor spend is allocated to accommodation



Belgian visitors, whose average spend per day, per person is higher than that for all other foreign visitors, allocate a greater budget to accommodation (+1.7 point) and spend less on leisure (-1.6 point).

Visitors rating themselves as satisfied, with improvements needed in food and catering*



*% of satisfied and very satisfied.

Average rate of satisfaction, all foreign visitors as a whole: 94.8%.

The figures expressed in "points" relate to foreign visitors arriving by train. Source: ongoing survey in trains - Paris Ile-de-France Tourist Board, SVD (BVA) - 2010 results.

81.2% have already visited Paris Ile-de-France² during the last 5 years

70.2% would like to return to Paris Ile-de-France within the next 2 years

²Which is more than the average of all visitors

KEY POINTS

- 719,000 stays representing 21.2% of stays by all foreign visitors arriving by train (↑ 3.0% compared with 2009).
- 2,058,000 overnight stays representing 18.7% of overnight stays by all foreign visitors arriving by train (↑ 3.9% compared with 2009).
- 2.9 nights on average (→ 0.0 night compared with 2009).
- 81.2% have already visited Paris Ile-de-France.
- 95.7% make their own individual travel arrangements.
- 52.8% travel for personal reasons only.
- €138 average spend (per day and per person).
- 93.7% are satisfied with their stay in Paris Ile-de-France.
- 97.4% would recommend the destination to friends and family.
- 70.2% would like to return to Paris Ile-de-France within the next 2 years.