

DUTCH VISITORS arriving by train

Total population: 16.6 million inhabitants
Economic growth rate: +1.8%
Unemployment rate: 4.5%
Inflation rate: +0.9%

Source : Eurostat.



What type of profile?

The average age of the Dutch visitors is the same as that for other foreign visitors as a whole arriving by train (42 years old). Almost half come from the upper socio-professional categories¹ (47.0%, +0.1 point) and less than a quarter are employees (22.5%, +2.5 points). They come mainly from The Hague-Rotterdam (29.3%), Amsterdam (28.5%) and the south of Holland (28.2%).

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

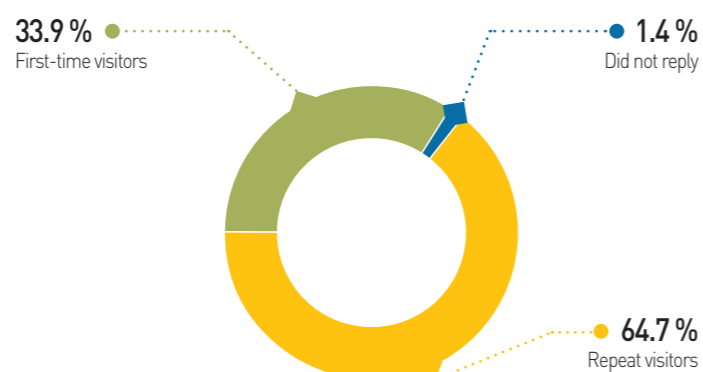
What type of travel?

More than two-thirds (68.0%, +0.9 point) travel for personal reasons. They come in couples (32.4%, +4.2 points) or alone (26.5%, -8.4 points). The majority make their own travel arrangements (76.4%, -5.0 points). Almost a quarter of them travel individually with organized trips (22.0%, +7.8 points) and 1.6% opt for travel with organized groups (-2.7 points).

What type of accommodation?

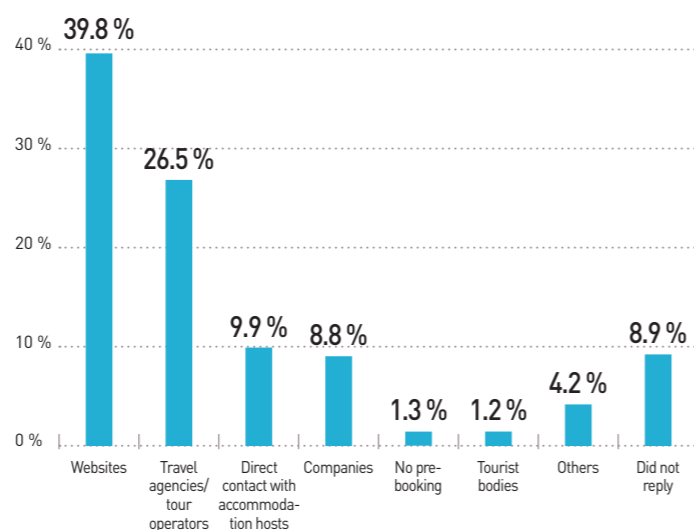
Almost 9 out of 10 stays (87.6%, +7.4 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 79.6% (2- or 3-star hotels for 76.7% and 4-star and more hotels for 14.4%), apartment hotels (2.8%) and furnished and seasonal rentals (2.4%). The main types of non-paid accommodation used include staying with friends (6.1%) and parents (2.7%).

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



Reference period: the last 5 years.
The average of all visitors is 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.
Dutch visitors also use the Internet as their preferred method of making travel arrangements (46.9%, +3.2 points), followed by travel agencies and tour operators (24.5%, +3.7 points), direct hosts (9.5%, -2.1 points) and companies (9.3%, -1.9 point).

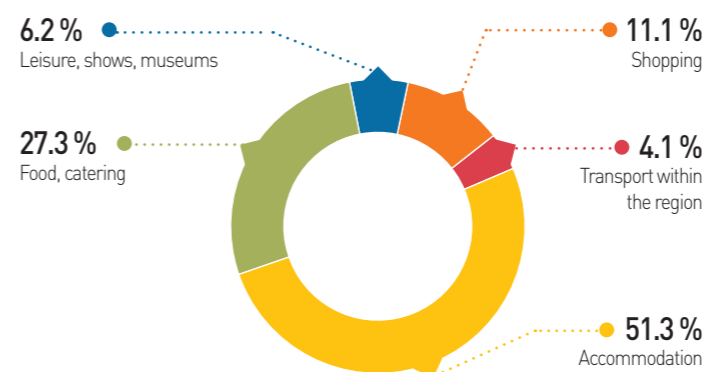
What types of activity?

Dutch visitors are particularly interested in shopping (42.2%, +4.7 points). Discovering towns and cities, which is the primary reason for 61.4% of visits made for personal reasons, is very popular once they have arrived at their destination (68.3%, +4.2 points). On the other hand, Dutch visitors are less attracted by French gastronomy (17.4%, -7.5 points), going out at night (7.0%, -6.8 points), shows and concerts (5.1%, -4.7 points) and discovering trendy new areas (13.3%, -4.1 points).

Which sites are visited?

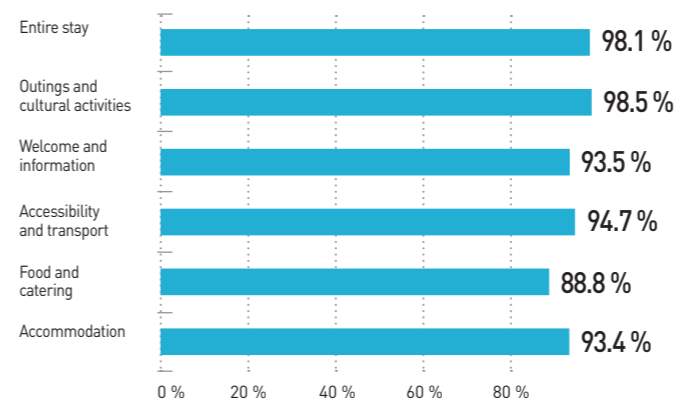
The 5 most-visited sites include: Notre-Dame de Paris (55.2%), the tour Eiffel (54.7%), the Sacré-Cœur de Montmartre (51.2%), the Louvre (42.9%) and the Arc de triomphe (42.3%). They are more likely to visit the 'must see' sites such as the Sacré-Cœur de Montmartre (+13.3 points) or the tour Eiffel (+5.2 points), as well as the Centre Pompidou (28.8%, +5.3 points). On the other hand, fewer visit the château de Versailles (3.4%, -4.2 points) and the Grande Arche de La Défense (4.4%, -3.5 points).

More than half the Dutch visitor spend is allocated to accommodation



The average Dutch visitor spend, per day and per person, is lower than that for all other foreign visitors and they allocate a higher budget to accommodation (+5.9 points) and spend less on shopping (-5.0 points).

Visitors rating themselves as very satisfied, particularly with outings and transport*



*% of satisfied and very satisfied.
Average rate of satisfaction, all foreign visitors as a whole: 94.8%.

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

64.7% have already visited Paris Ile-de-France during the last 5 years

56.4% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

- 437,000 stays representing 12.9% of stays by all foreign visitors arriving by train (758.8% compared with 2009).
- 1,392,000 overnight stay representing 12.6% of overnight stays by all foreign visitors arriving by train (732.8% compared with 2009).
- 3.2 nights on average (70.6 night compared with 2009).
- 64.7% have already visited Paris Ile-de-France.
- 98.4% make their own travel arrangements.
- 68.0% travel only for personal reasons.
- €113 average spend (per day and per person).
- 98.1% are satisfied with their stay in Paris Ile-de-France.
- 99.1% would recommend the destination to their friends and family.
- 56.4% would like to return to Paris Ile-de-France within the next 2 years.