



FOREIGN VISITORS ARRIVING BY TRAIN



BELGIAN VISITORS

Total population: 11.0 million inhabitants
 Economic growth rate: +1.9%
 Unemployment rate: 7.2%
 Inflation rate: +3.5%

Source: Eurostat.



What type of profile?

The average age of Belgian visitors (42 years old) is higher than that for other international visitors as a whole arriving by train (41 years old).

More than one-third come from the upper socio-professional categories¹ (34.8%, -8.7 points) and 31.0% are employees (+8.9 points).

They come from Flanders (36.4%), Wallonia (36.0%) and Brussels (26.8%).

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

What type of travel?

More than half (55.1%, -12.3 points) travel for solely personal reasons. The majority travel alone (40.4%, +9.4 points) or as couples (25.8%, -1.1 point).

Nearly three-quarters make their own travel arrangements (73.8%, -7.5 points). 20.6% travel individually with organized trips (+5.9 points) and 5.6% opt to travel in organized groups (+1.6 point).

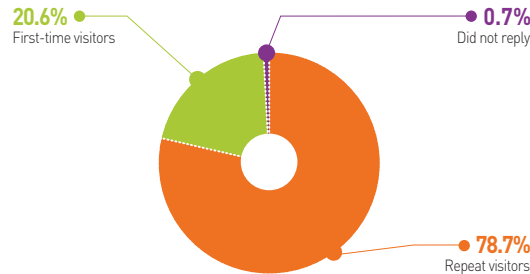
What type of accommodation?

More than 8 stays out of 10 (83.7%, +2.7 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 79.5% (2- or 3-star hotels for 67.6% and 4-star and more hotels for 24.4%), apartment hotels (1.0%), furnished accommodation and seasonal rentals (0.9%) and B&B (0.9%).

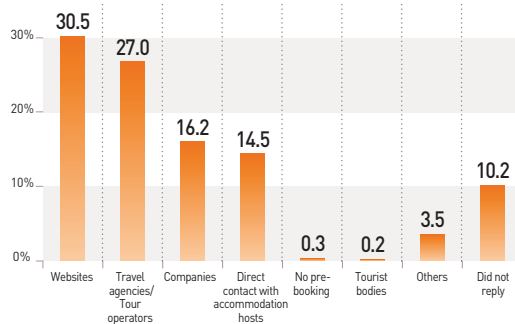
The main types of non-paid accommodation used are staying with friends (6.1%), parents (4.7%) and parents' or friends' holiday homes (2.3%).

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 66.3% repeat visitors and 33.0% first-time visitors (0.7% did not reply).

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION, JUST AHEAD OF TRAVEL AGENCIES AND TOUR OPERATORS (%)



Several possibilities, based on paid accommodation.
 Belgian visitors also use the Internet as their preferred method of making travel arrangements (35.7%, -10.5 points), followed by travel agencies and tour operators (25.4%, +4.6 points), as well as companies (16.6%, +5.9 points).

What types of activity?

Belgian visitors particularly like events and cultural exhibitions (15.3%, +2.6 points), visiting theme parks (15.9%, +2.0 points) and going to shows and concerts (13.4%, +1.8 point). On the other hand, they are less interested in visiting museums and monuments (67.2%, -12.8 points), parks and gardens (18.3%, -7.0 points), discovering French gastronomy (17.3%, -6.7 points) and nights out (7.4%, -6.0 points).

Which sites are visited?

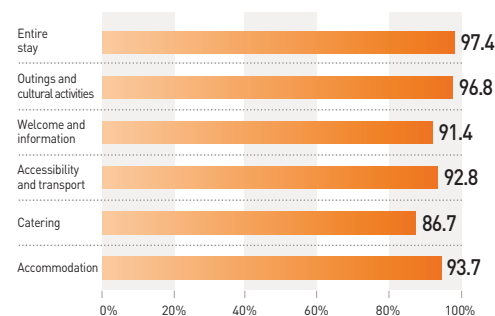
The 5 most-visited sites are: Notre-Dame de Paris (37.4%), the tour Eiffel (35.0%), the Sacré-Cœur de Montmartre (33.3%), the Arc de triomphe (30.9%) and the Louvre (27.1%). Fewer visit 'classic' landmarks like the tour Eiffel (-16.6 points), Notre-Dame de Paris (-15.4 points) and the Louvre (-14.2 points). On the other hand, they are slightly more frequent visitors to Disneyland® Paris (14.2%, +1.9 point).

APPROXIMATELY 48% OF BELGIAN VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Belgian visitors, whose average spend per day and per person is higher than that for all visitors, allocate a higher budget to accommodation (+4.9 points) and a lower budget to leisure (-2.7 points).

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



*% satisfied and very satisfied.
 Average satisfaction rating, all foreign visitors as a whole: 95.6%.

The figures are expressed in "points" and relate to all foreign visitors arriving by train.
 Source: ongoing survey in trains - Paris Ile-de-France Tourist Board, SVD [BWA] - 2011 results.

78.7% have already visited Paris Ile-de-France during the last 5 years²

61.5% would like to return to Paris Ile-de-France within the next 2 years²

² Which is higher than the average for all visitors.

KEY POINTS

- **670,000 stays** representing 19.7% of stays by all foreign visitors arriving by train (↑2.9% compared with 2010).
- **1,679,000 overnight stays** representing 14.6% of overnight stays by all foreign visitors arriving by train (↑8.8% compared with 2010).
- **2.5 nights** on average (↓0.3 night compared with 2010).
- **78.7%** have already visited Paris Ile-de-France.
- **94.4%** have tailored travel arrangements.
- **55.1%** travel for solely personal reasons.
- **€144 average spend** (per day and per person).
- **97.4%** are satisfied with their stay in Paris Ile-de-France.
- **96.5%** would recommend the destination to their friends and family.
- **61.5%** would like to return to Paris Ile-de-France within the next 2 years.

