



FOREIGN VISITORS ARRIVING BY TRAIN



DUTCH VISITORS

Total population: 16.7 million inhabitants
 Economic growth rate: +1.2%
 Unemployment rate: 4.4%
 Inflation rate: +2.5%

Source: Eurostat.



What type of profile?

The average age of Dutch visitors (43 years old) is higher than that for other foreign visitors as a whole arriving by train (41 years old). Almost half come from the upper socio-professional categories¹ (48.5%, +5.0 points) and 21.9% are employees (-0.2 point). They come mainly from the South of Netherlands (33.4%), Amsterdam (30.0%) and The Hague-Rotterdam (29.1%).

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

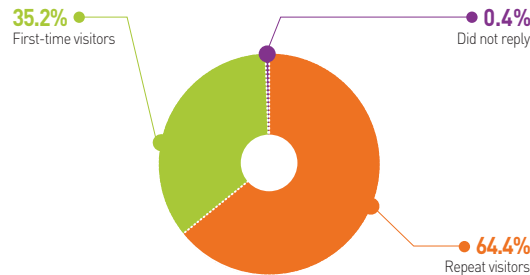
What type of travel?

More than two-thirds (68.9%, +1.4 point) travel for solely personal reasons. They come as couples (27.0%, +0.1 point) or as a family (25.0%, +3.1 points). The majority make their own travel arrangements (78.1%, -3.1 points). 17.5% travel individually with organized trips (+2.7 points) and 4.4% opt to travel with organized groups (+0.4 point).

What type of accommodation?

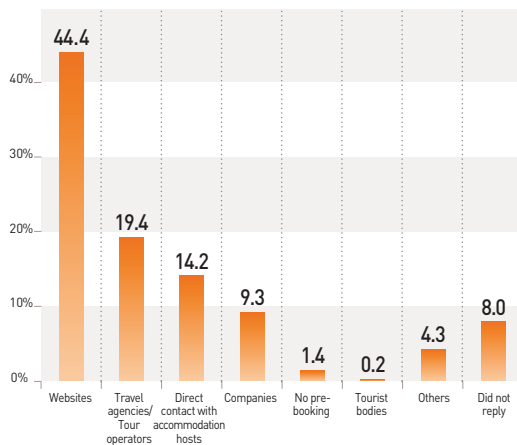
Almost 9 stays out of 10 (88.3%, +7.3 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 79.8% (2- or 3-star hotels for 77.7% and 4-star and more hotels for 16.1%), apartment hotels (4.1%), furnished accommodation and seasonal rentals (1.8%) and youth hostels (1.8%). The main types of non-paid accommodation used are staying with friends (5.8%) and parents (3.0%).

THE MAJORITY OF DUTCH 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 (%)



Several possibilities, based on paid accommodation. Dutch visitors also use the Internet as their preferred method of making travel arrangements (48.7%, +2.5 points), followed by travel agencies and tour operators (18.3%, -2.5 points) and direct contact with accommodation hosts (12.4%, +0.5 point).

What types of activity?

Dutch visitors are particularly interested in discovering towns and cities (72.6%, +6.4 points), shopping (43.1%, +5.7 points) and visiting museums and monuments (84.3%, +4.3 points). On the other hand, they are less attracted by nights out (8.3%, -5.0 points), theme parks (9.3%, -4.6 points), shows and concerts (7.7%, -3.8 points) and guided tours discovering different neighbourhoods (1.4%, -3.0 points).

Which sites are visited?

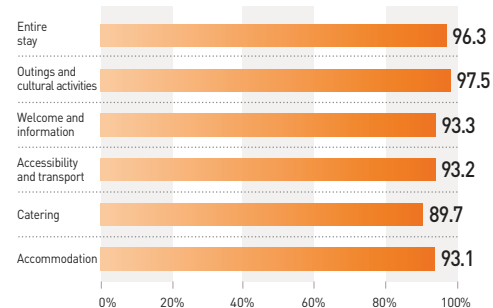
The 5 most-visited sites are: Notre-Dame de Paris (58.8%), the tour Eiffel (52.7%), the Sacré-Cœur de Montmartre (51.3%), the Arc de triomphe (43.4%) and the Louvre (42.3%). They are more likely to visit "classic" landmarks such as the Sacré-Cœur de Montmartre (+9.8 points) or Notre-Dame de Paris (+5.9 points) and the Centre Pompidou (35.8%, +15.0 points). On the other hand, they are less frequent visitors to the musée d'Orsay (13.0%, -4.3 points) and Disneyland® Paris (8.0%, -4.3 points).

ALMOST 45% OF DUTCH VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Dutch visitors, whose average spend per day and per person is higher than that for all visitors, allocate a higher budget to accommodation (+1.7 point), and a lower budget to shopping (-1.4 point) and transport (-1.0 point).

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



*% 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 (BVA) - 2011 results.

64.4% have already visited Paris Ile-de-France during the last 5 years

56.6% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

- **417,000 stays** representing 12.3% of stays by all foreign visitors arriving by train (↘3.6% compared with 2010).
- **1,217,000 overnight stays** representing 10.6% of overnight stays by all foreign visitors arriving by train (↘11.0% compared with 2010).
- **2.9 nights** on average (↘0.2 night compared with 2010).
- **64.4%** have already visited Paris Ile-de-France.
- **95.6%** have tailored travel arrangements.
- **68.9%** travel for solely personal reasons.
- **€139 average spend** (per day and per person).
- **96.3%** are satisfied with their stay in Paris Ile-de-France.
- **97.6%** would recommend the destination to their friends and family.
- **56.6%** would like to return to Paris Ile-de-France within the next 2 years.

