

1 / Arrivals and overnight stays in Flanders

TOTAL FOREIGN AND DUTCH MARKET IN FLANDERS 2013

	Overall total foreign travellers	Dutch travellers	Ranking Dutch market
Arrivals	6,488,545	1,358,757	1 th
Overnight stays	13,742,727	2,991,398	1 th
Length of stay (nights)	2.1	2.2	

Source: VISITFLANDERS based on GDS

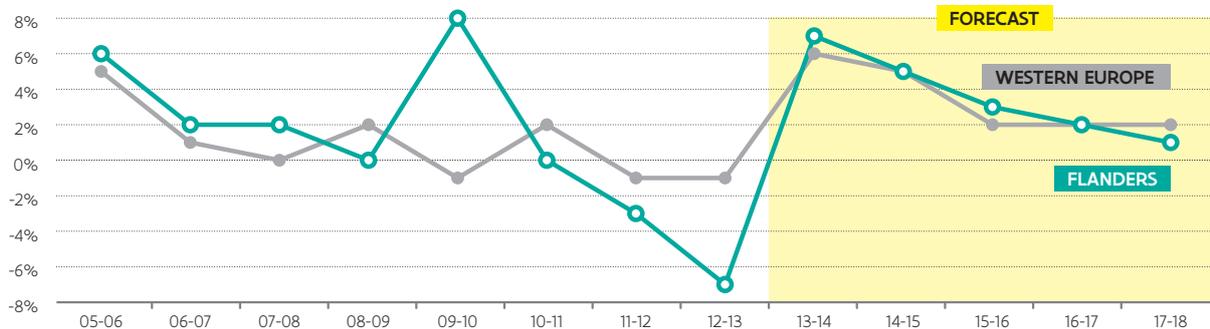
THE DUTCH MARKET IN FLANDERS BY DESTINATION 2013

	overnight stays	%
Coast	338,590	11%
Art cities	1,225,828	41%
Flemish countryside	1,426,980	48%
Flanders	2,991,398	100%

Source: VISITFLANDERS based on GDS

2 / Trend and forecast

TREND AND FORECAST OF THE DUTCH MARKET IN FLANDERS AND WESTERN EUROPE (2006-2018, IN ARRIVALS)



Source: VISITFLANDERS based on TDM and GDS

3 / Purpose of stay

THE DUTCH MARKET IN FLANDERS BY TYPE OF ACCOMMODATION 2013 (OVERNIGHT STAYS)



THE DUTCH MARKET IN FLANDERS BY PURPOSE OF STAY (OVERNIGHTS STAYS)



4 / Visitor profile

The average age of Dutch **leisure** tourists at the coast is 50. This makes the Dutch market the youngest at the coast. Dutch visitors in the Flemish countryside are on average one year younger than at the coast. The art cities attract the youngest travellers, the average age of a Dutch visitor is 46.

At the coast and in the countryside, 44% of travelling parties include children. This is in stark contrast to the art cities, where 96% of Dutch travelling parties are on holiday without children.



AVERAGE EXPENDITURE OF THE DUTCH OVERNIGHT LEISURE TOURIST IN FLANDERS (RESEARCH OF 2011, INDEXED FOR 2013)

Spend, per person per night (euros)	Coast	Art cities	Flemish countryside
Accommodation	30	42	35
Meals, food and drinks	27	52	22
Attractions and entertainment	3	6	3
Shopping	9	33	6
Transport at destination	1	3	3
Other	0	0	0
Total	71	136	71

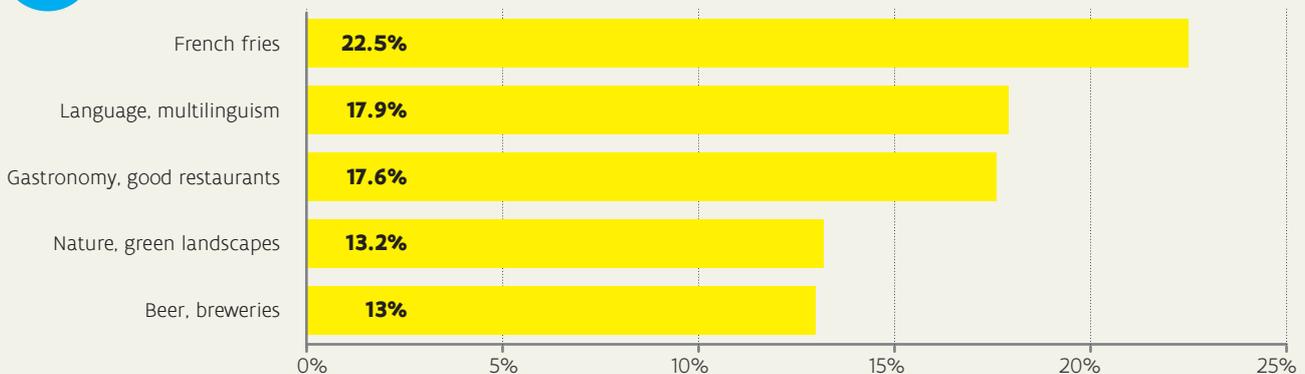
The average expenditure* per Dutch residential **meeting delegate** in Flanders is...

* this amount comprises the expenditure of the meeting delegate and the meeting organizer.



5 / Reputation

TOP 5 ASPECTS FLANDERS IS KNOWN FOR IN THE NETHERLANDS



Source: Flemish Government: Brand Policy of Flanders