VISITFLANDERS Flanders State of the Art

THE NETHERLANDS

1 / Arrivals and overnight stays in Flanders

TOTAL FOREIGN AND DUTCH MARKET IN FLANDERS 2014

	Overall total foreign travellers	Dutch travellers	Ranking Dutch market
Arrivals	6,719,450	1,328,620	1st
Overnight stays	14,301,624	2,922,592	1st
Length of stay (nights)	**2.1**	**2.2**	

Source: VISITFLANDERS based on GDS

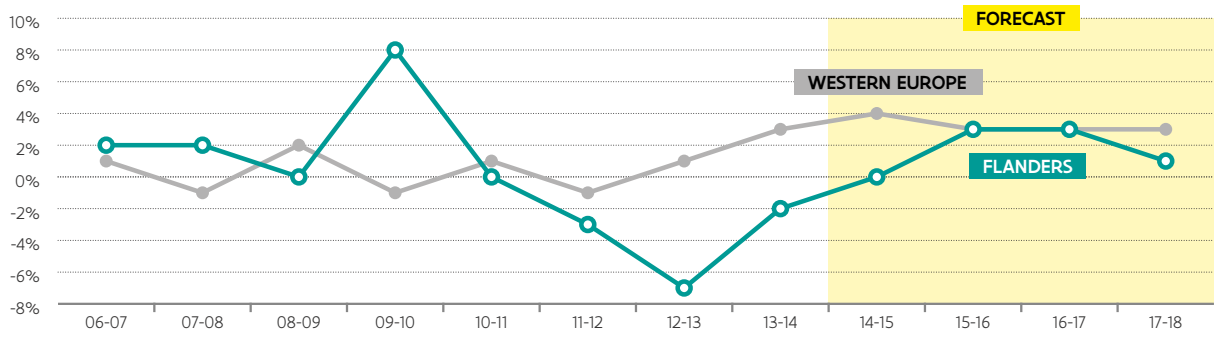
THE DUTCH MARKET IN FLANDERS BY DESTINATION 2014

	overnight stays	%
Coast	316,512	11%
Art cities	1,177,297	40%
Flemish countryside	1,428,783	49%
Flanders	**2,922,592**	**100%**

Source: VISITFLANDERS based on GDS

2 / Trend and forecast

TREND AND FORECAST OF THE DUTCH MARKET IN FLANDERS AND WESTERN EUROPE (2007-2018, IN ARRIVALS)

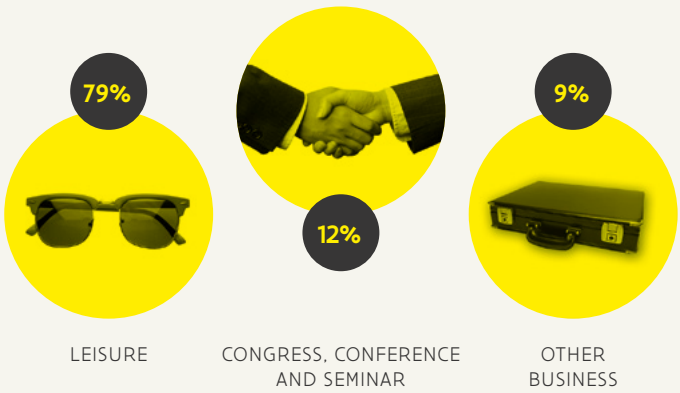


Source: VISITFLANDERS based on TDM and GDS

3 / Purpose of stay

THE DUTCH MARKET IN FLANDERS BY TYPE OF ACCOMMODATION, 2014 (OVERNIGHTS)

THE DUTCH MARKET IN FLANDERS BY PURPOSE OF STAY, 2014 (OVERNIGHTS)



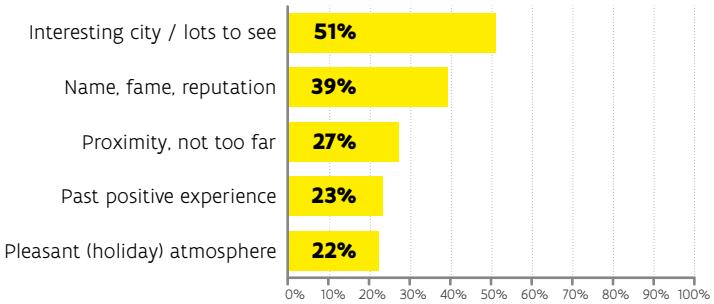
4 / Visitor profile

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 strong contrast to the art cities, where 96% of Dutch travelling parties are on holiday without children.

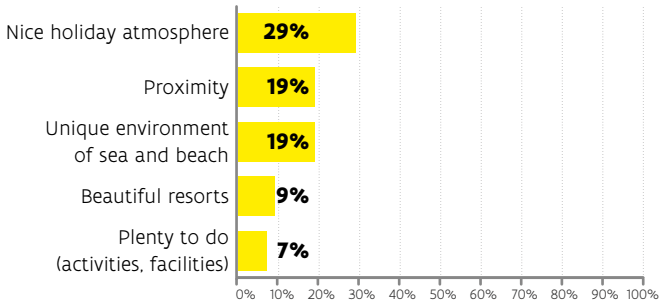
AVERAGE EXPENDITURE OF THE DUTCH OVERNIGHT LEISURE TOURIST IN FLANDERS (RESEARCH OF 2011, INDEXED FOR 2014)

Spend, per person per night (euros)	Coast	Art cities	Flemish countryside
Accommodation	30	42	36
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**	**137**	**71**

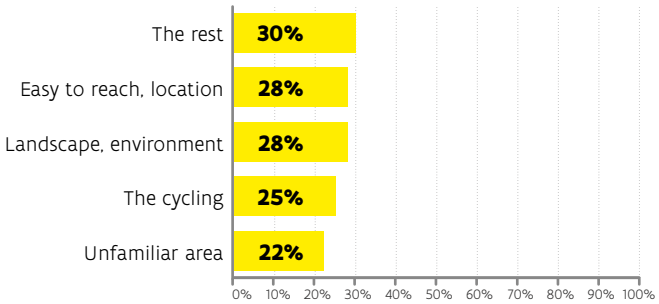
TOP 5 REASONS WHY DUTCH LEISURE TOURISTS VISIT THE ART CITIES



TOP 5 REASONS WHY DUTCH LEISURE TOURISTS VISIT THE COAST



TOP 5 REASONS WHY DUTCH LEISURE TOURISTS VISIT THE FLEMISH COUNTRYSIDE

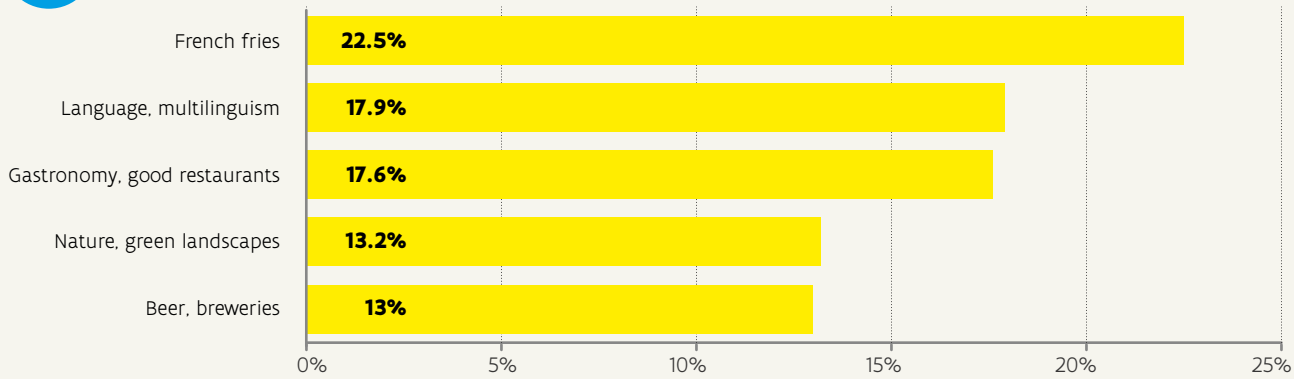


The average expenditure* per Dutch residential **meeting delegate** in Flanders is...

* in 2013
This amount comprises the expenditure of the meeting delegate and the meeting organizer.

5 / Reputation

TOP 5 THINGS FLANDERS IS KNOWN FOR IN THE NETHERLANDS



Source: Flemish Government: Brand Policy of Flanders

Verantwoordelijke uitgever: Peter De Wilde, Toerisme Vlaanderen, Grasmarkt 61, 1000 Brussel