



Autocar: Excursions de la journée
GIR et groupes
Evolution 2005 - 2009

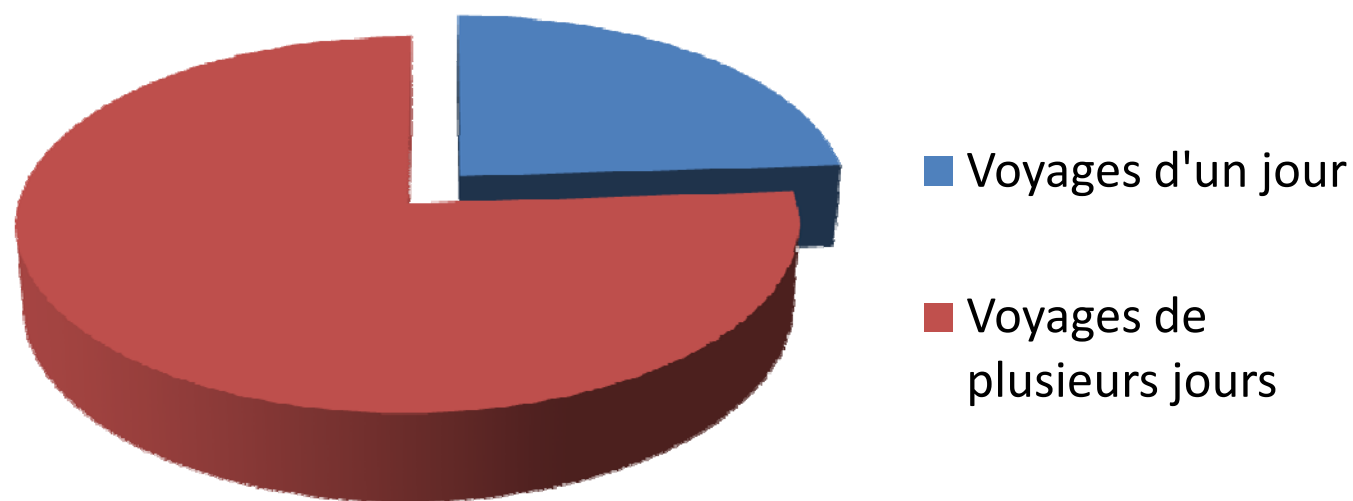


Remarques préliminaires GIR:

1. Tourisme d'un jour
2. 2009: année particulière!

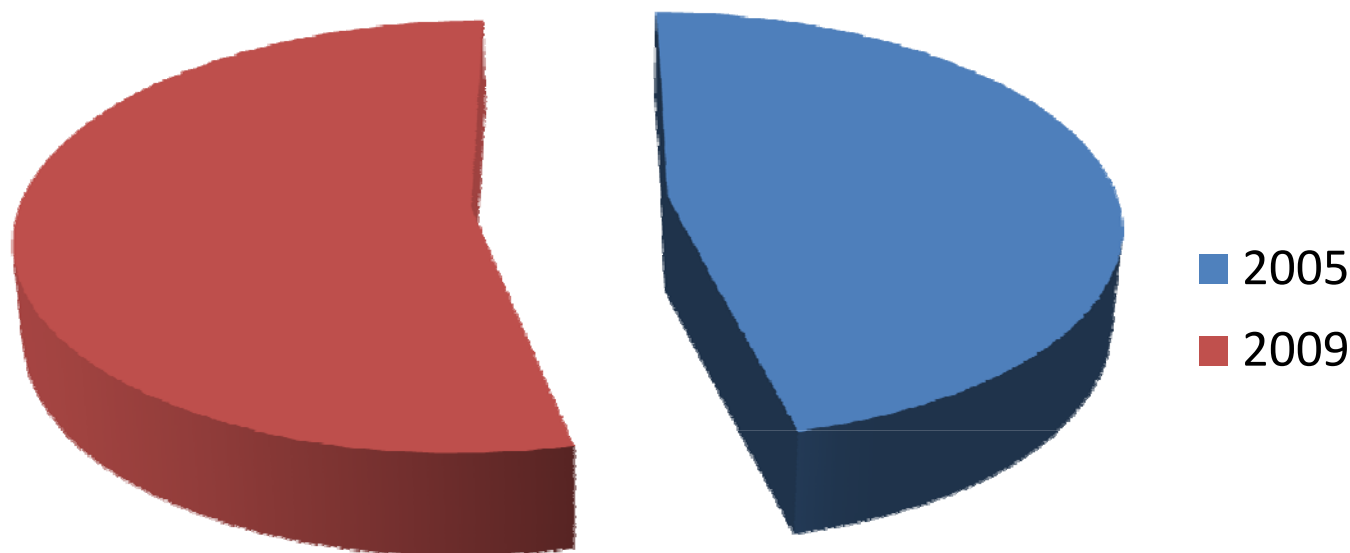
	% du CA
Voyages d'un jour	24%
Voyages de plusieurs jours – transport ou forfait avec hôtel (TO)	76%

Part du ca



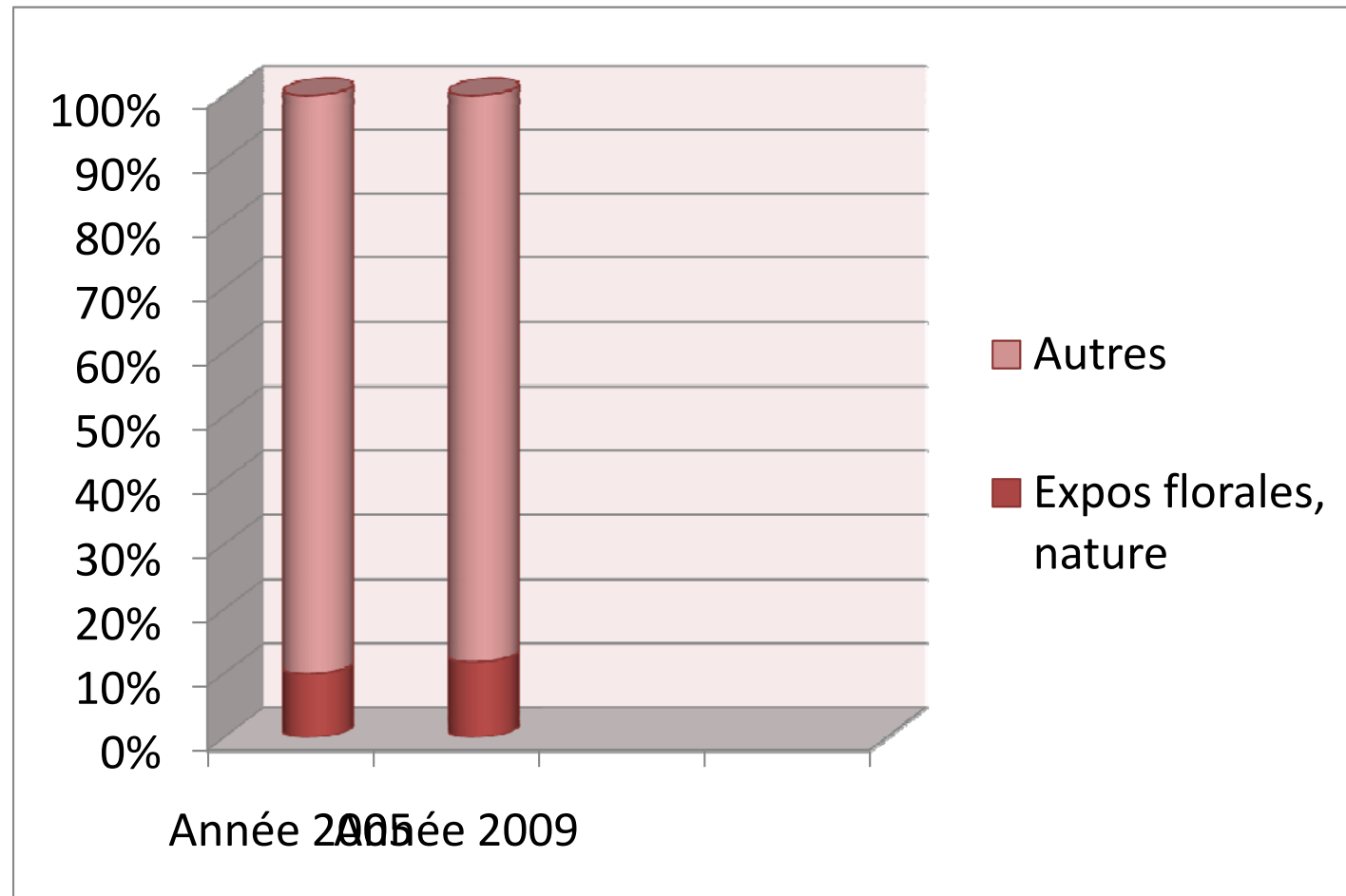
	2005	2009	Tendance 2010
Voyages d'un jour		+15.80%	↔

Evolution CA voyages d'un jour



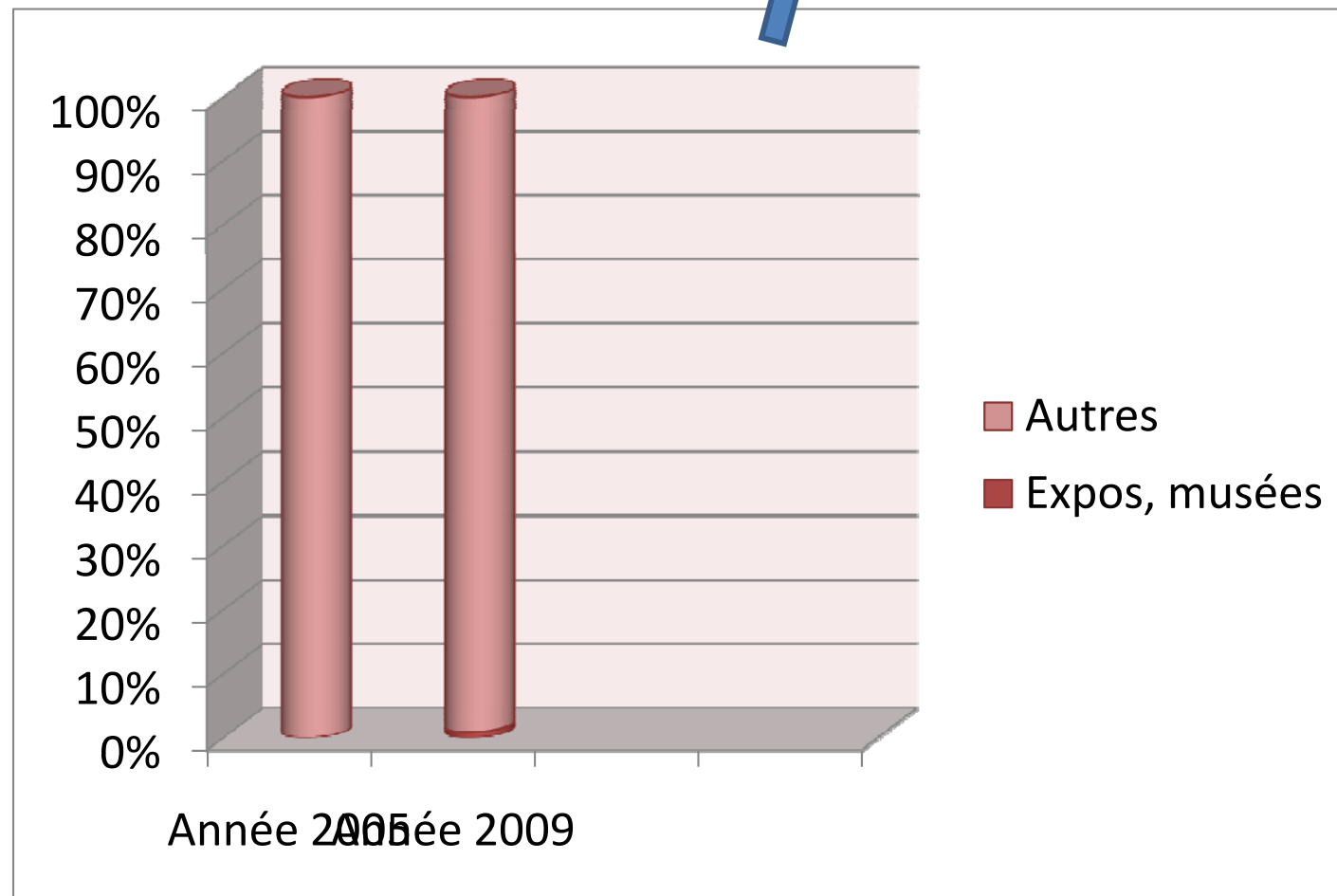
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Expos florales, nature	9,91%	11,79%	↔

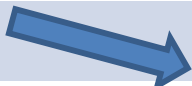


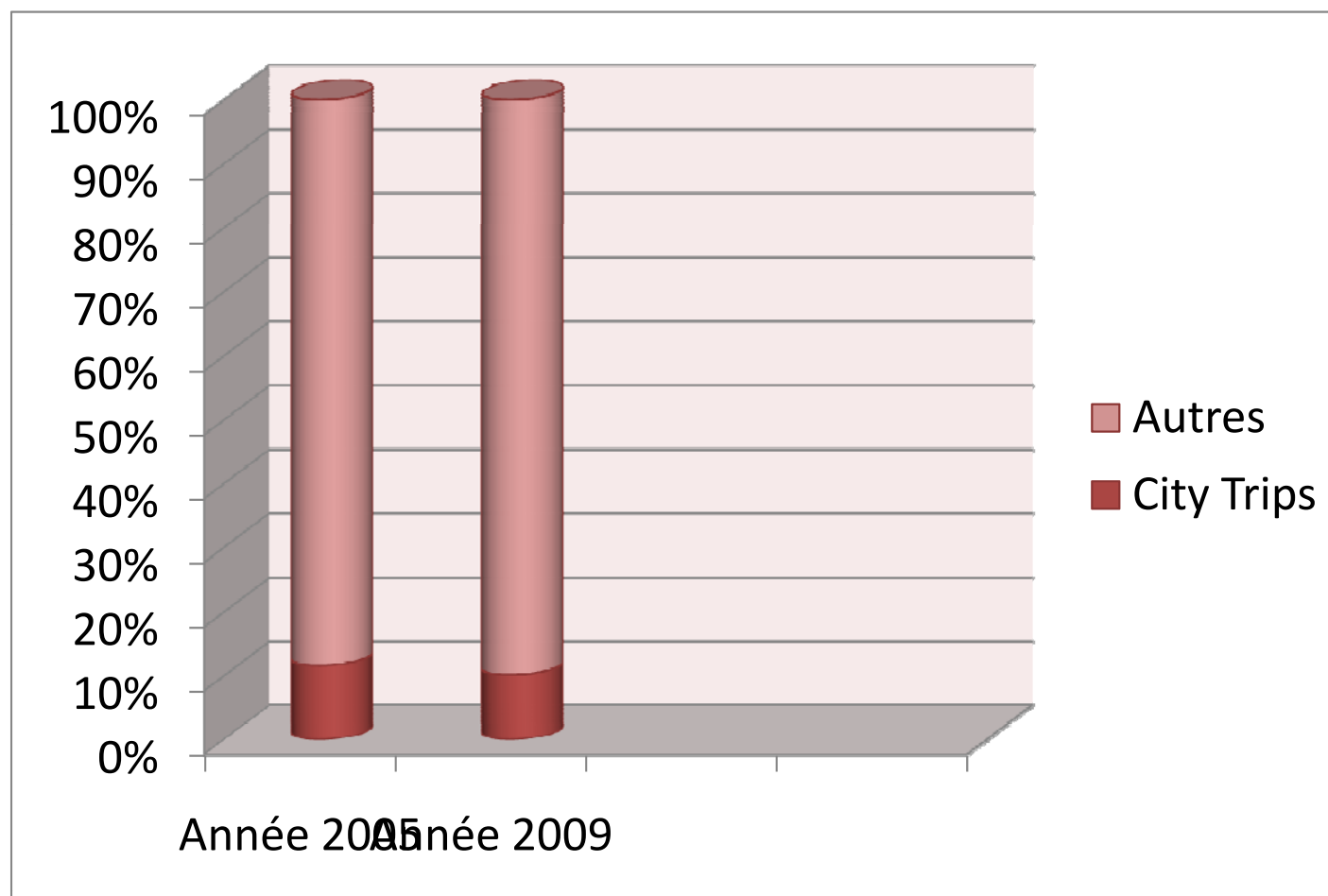
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Expos, musées	0%	0,9%	



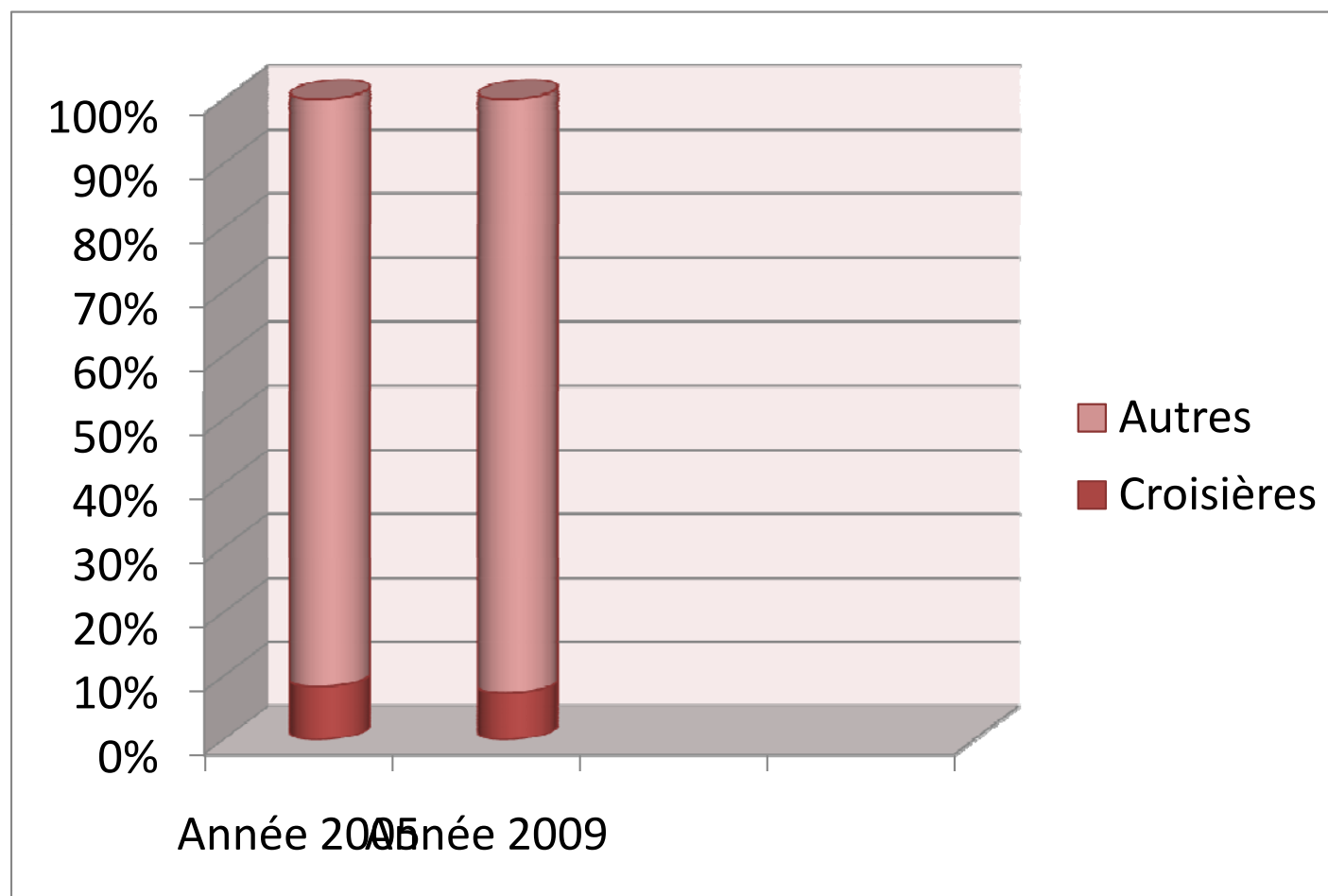
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
City trips	11.66%	10.17%	




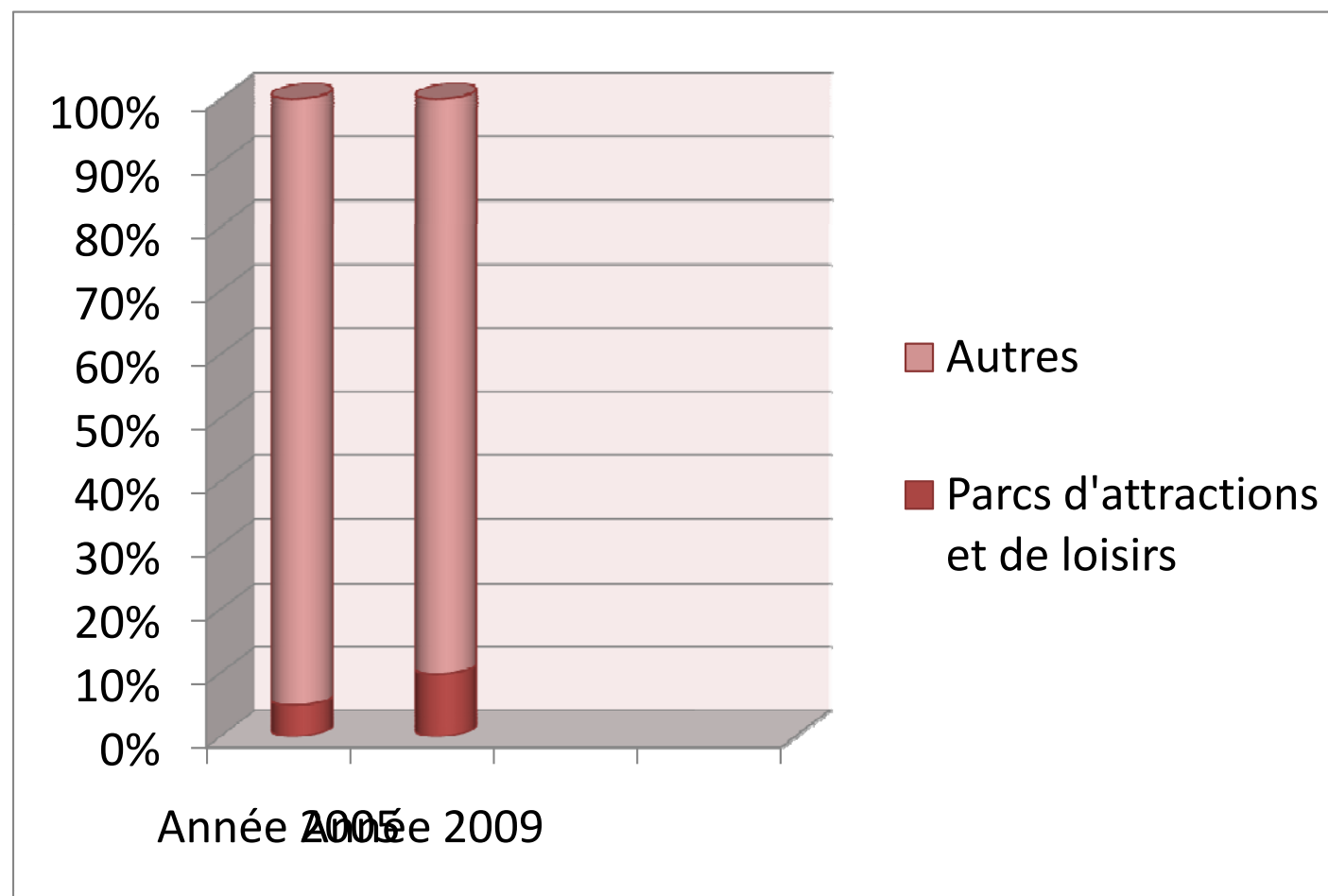
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Croisières	8.36%	7.35%	↔



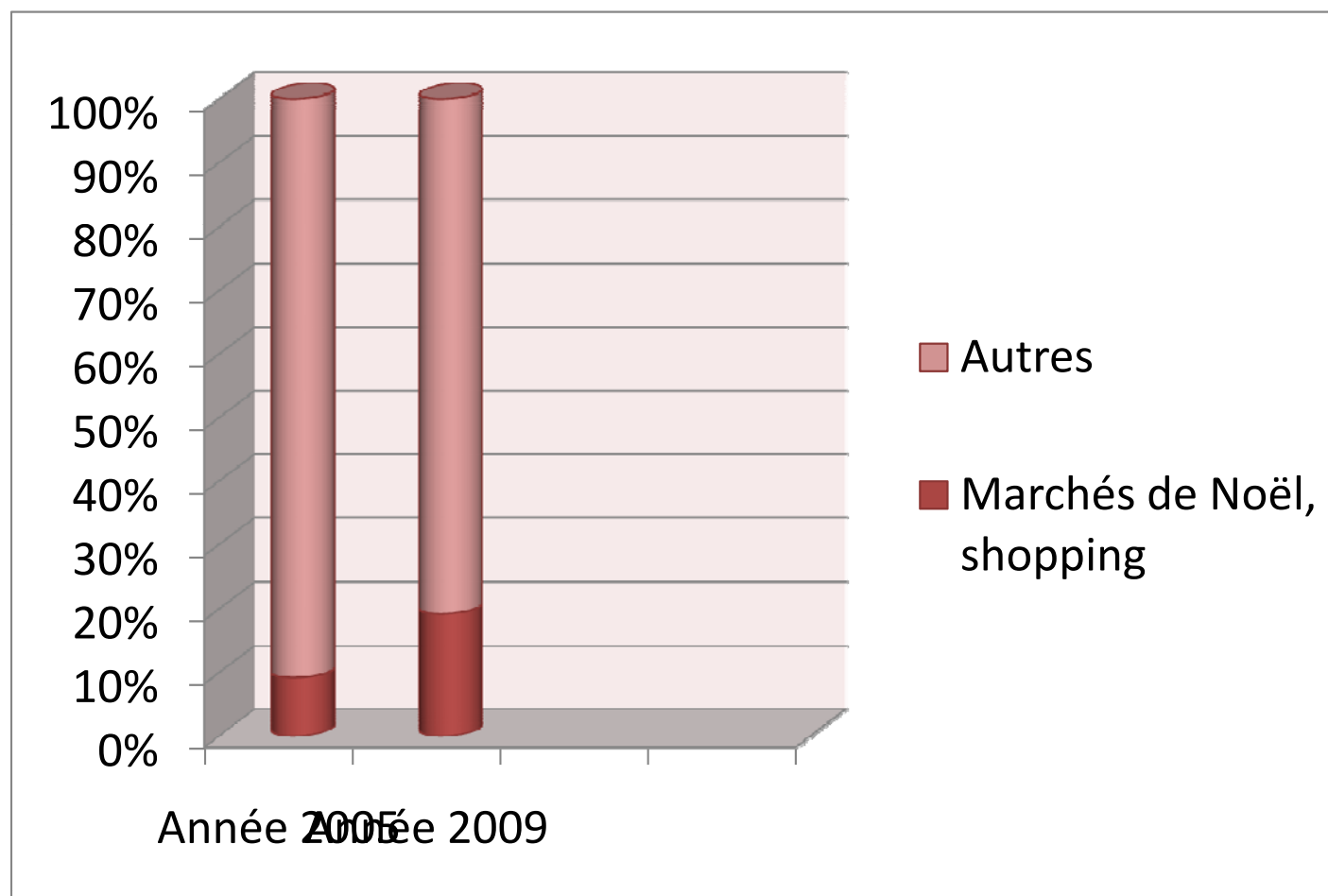
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Parcs d'attractions et de loisirs	4.88%	9.81%	



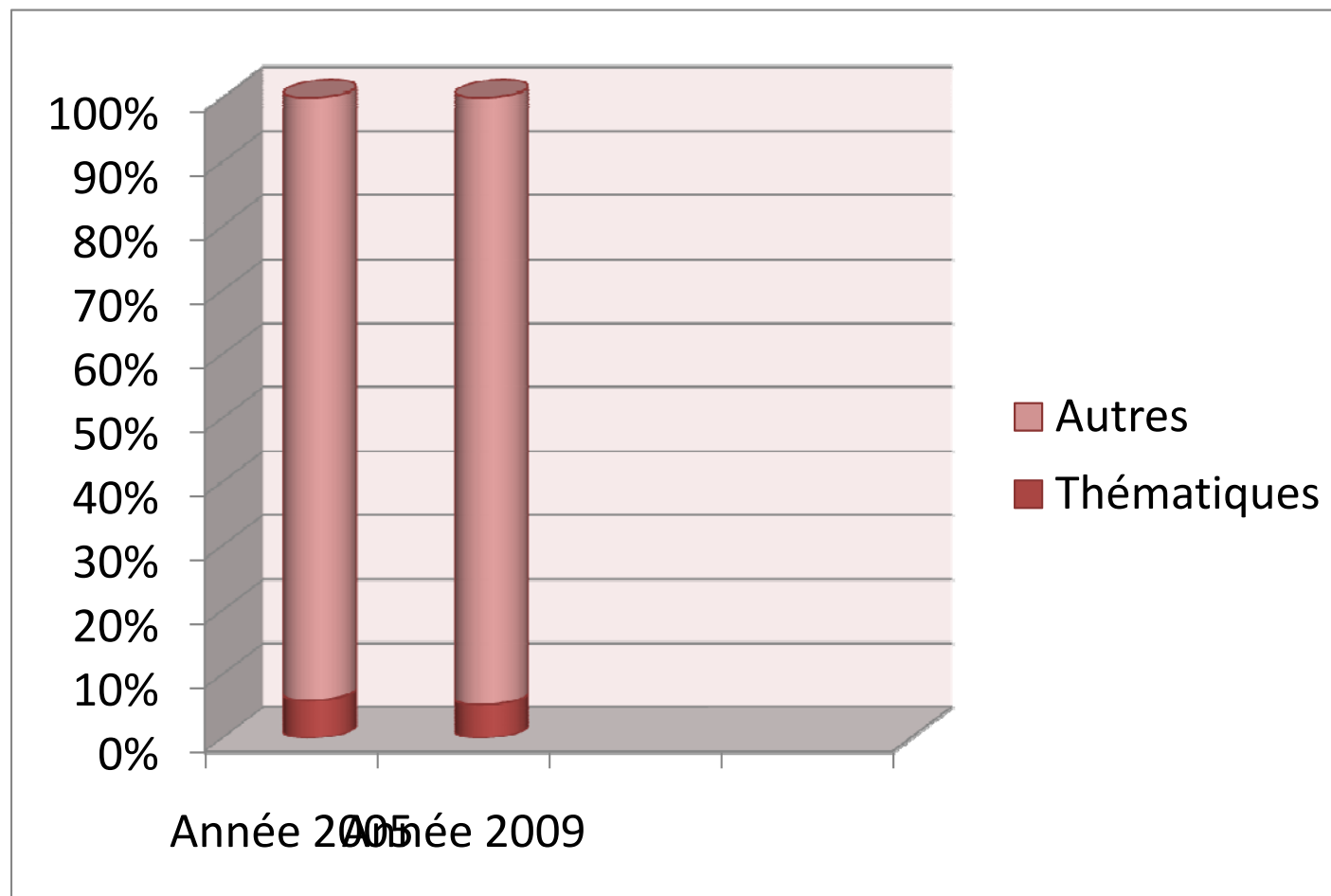
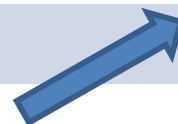
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Marchés de Noël, shopping	9.19%	19.22%	

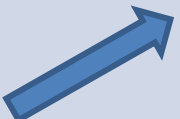


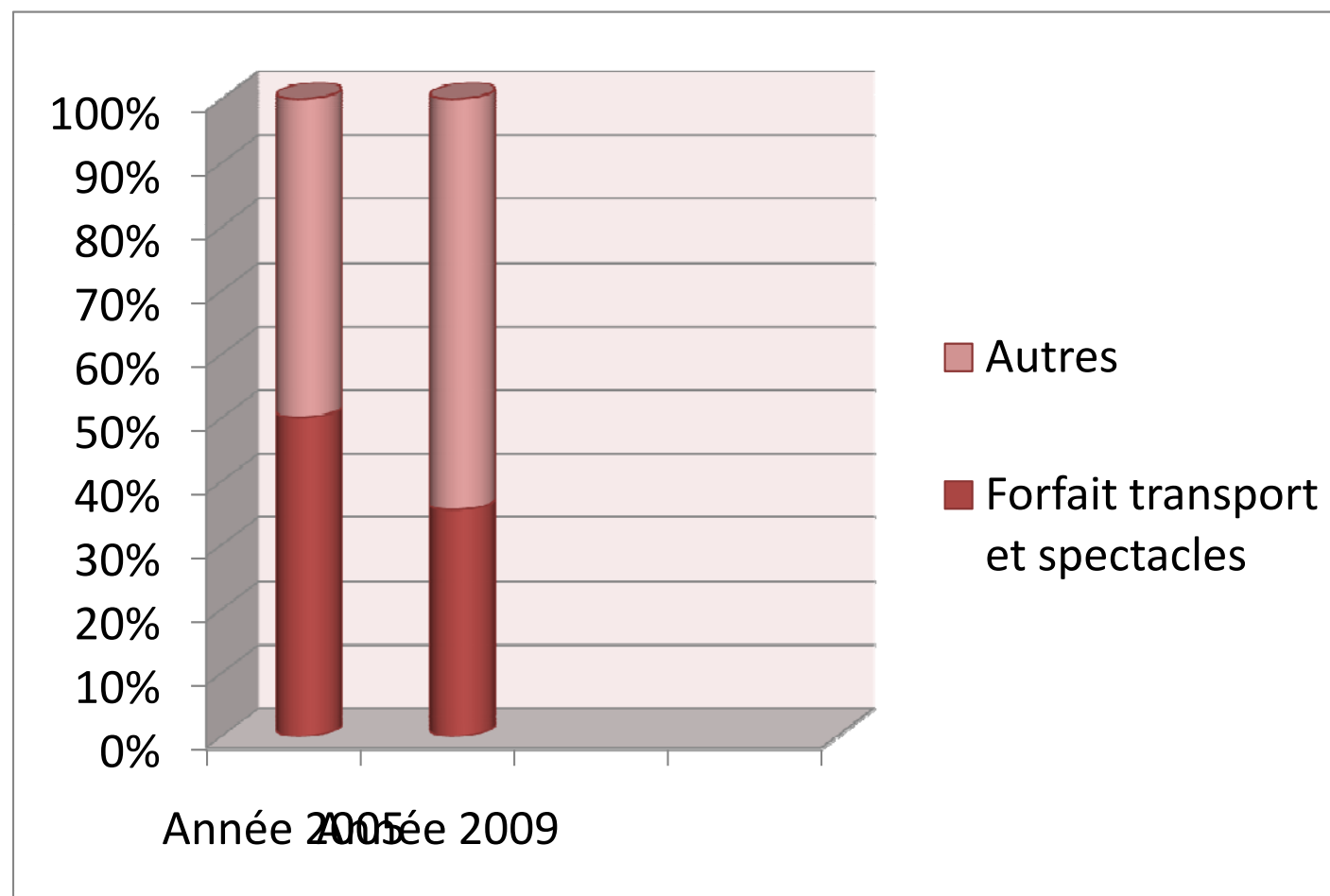
GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Thématiques	5.93%	5.24%	

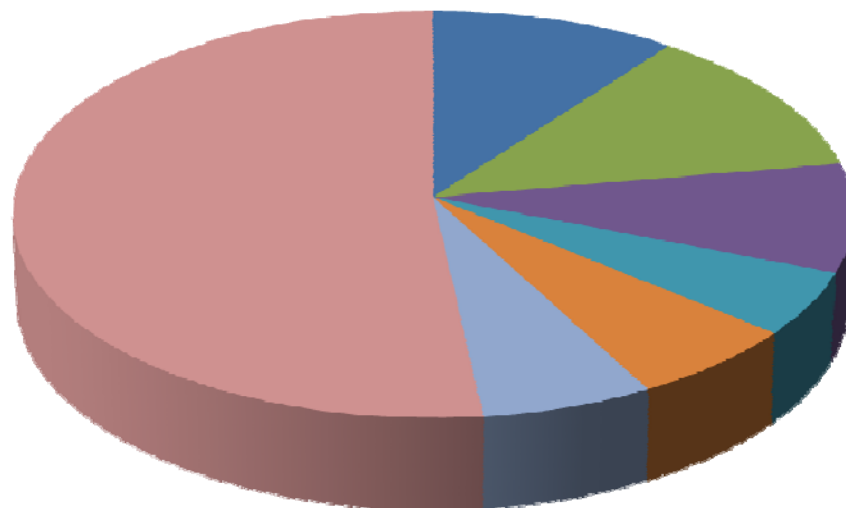


GIR: en pourcentage du ca

Type	2005	2009	Tendance 2010
Forfait transport et spectacles	50.07%	35.52%	



2005



■ Expos florales, nature

■ Expositions

■ City trips

■ Croisières

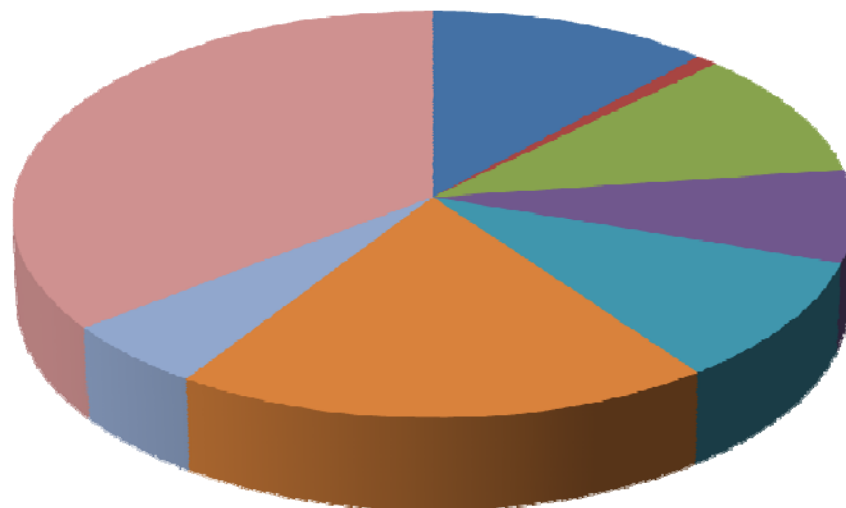
■ Parcs d'attractions et de loisirs

■ Marchés de Noël, shopping

■ Thématiques

■ Forfait transport et spectacles

2009



■ Expos florales,
nature

■ Expositions

■ City trips

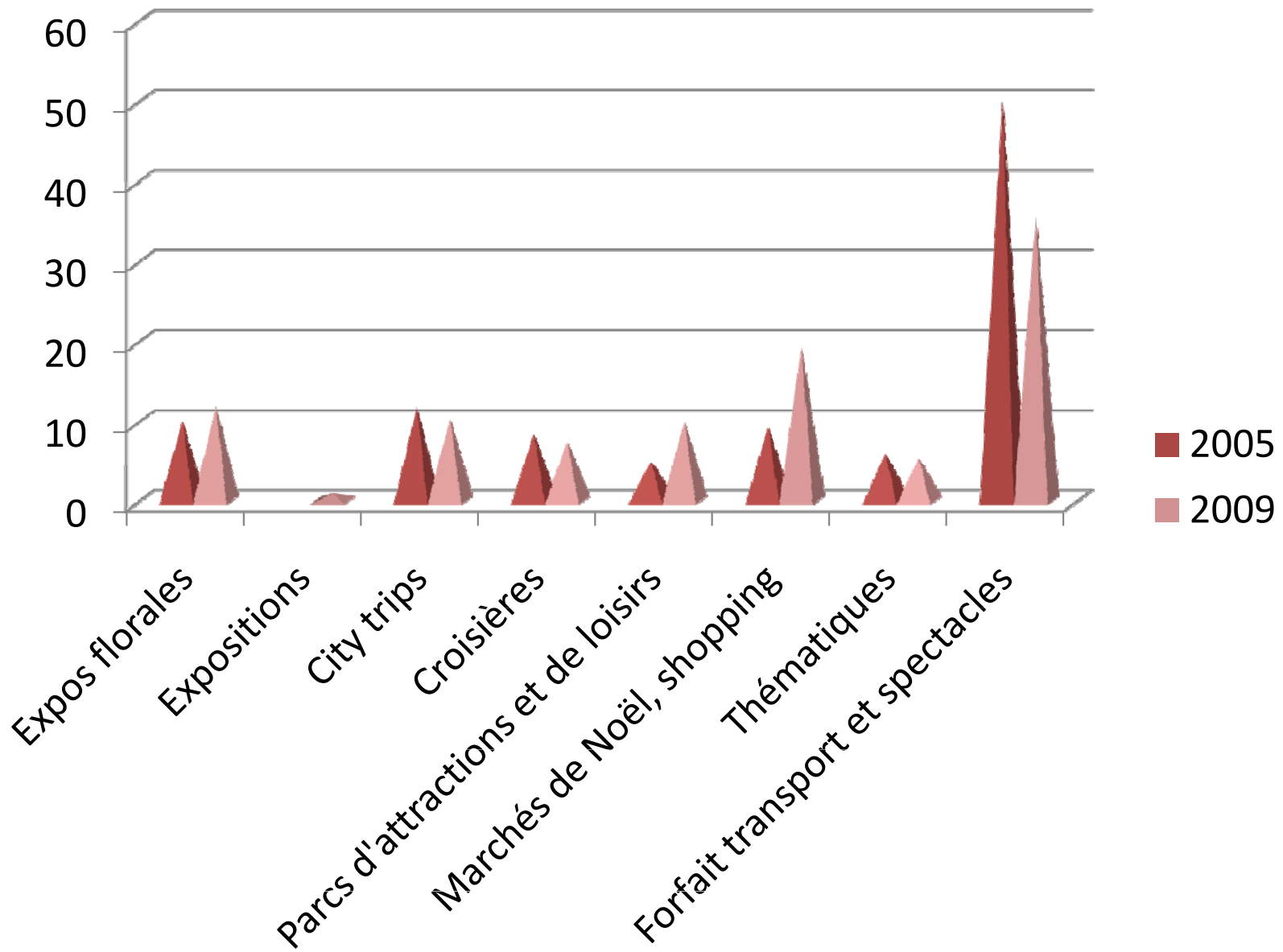
■ Croisières

■ Parcs d'attractions
et de loisirs

■ Marchés de Noël,
shopping

■ Thématiques

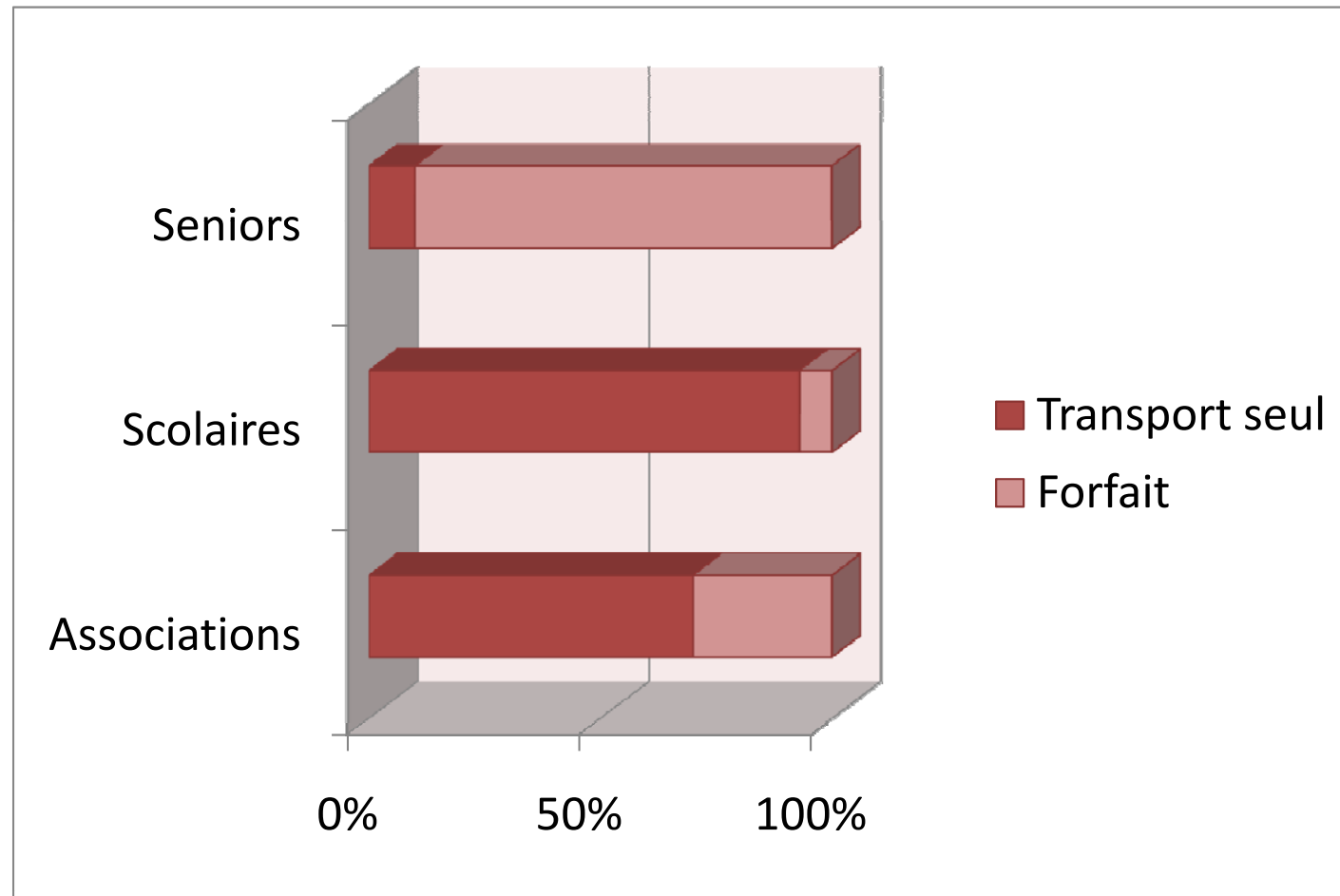
■ Forfait transport
et spectacles



Remarques préliminaires GROUPES:

1. Difficulté d'obtenir des données précises en cas de transport seul

Type	Transport seul	Forfait
Seniors	10%	90%
Scolaires	93%	7%
Associations	70%	30%





CONCLUSION