



FOREIGN VISITORS ARRIVING BY AIR AND TRAIN

BRITISH VISITORS

Total population: 63.3 million inhabitants
Economic growth rate: +0.3%
Average rate of exchange: €1 = £0.81; variation 2012/2011: -6.5%
Unemployment rate: 7.9%
Inflation rate: +2.8%



Sources: Eurostat - Banque de France.

What type of profile?

The average age of British visitors is the same as that of all international visitors arriving by air and train (40 years old). Around 4 visitors out of 10 (41.7%, -3.2 points) come from the upper socio-professional categories¹ and 18.9% are employees (-0.3 point). Almost 9 visitors out of 10 (85.9%) come from England: 41.0% of them are from the South of England (Southampton, Bristol), 30.4% from Greater London, 16.5% from the North (Manchester, Leeds, Liverpool) and 12.1% from the Midlands (Birmingham, Nottingham).

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

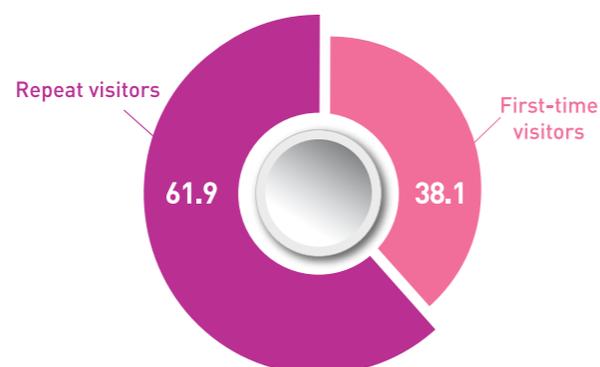
What type of travel?

Three-quarters (75.7%, +3.7 points) travel for solely personal reasons. They come as couples (33.6%, +6.8 points), alone (28.0%, -7.3 points) or as a family (24.6%, +3.3 points). 81.5% (+1.2 point) make their own travel arrangements. 16.3% (+1.9 point) travel individually with organized trips and 2.2% (-3.1 points) opt for organized groups.

What type of accommodation?

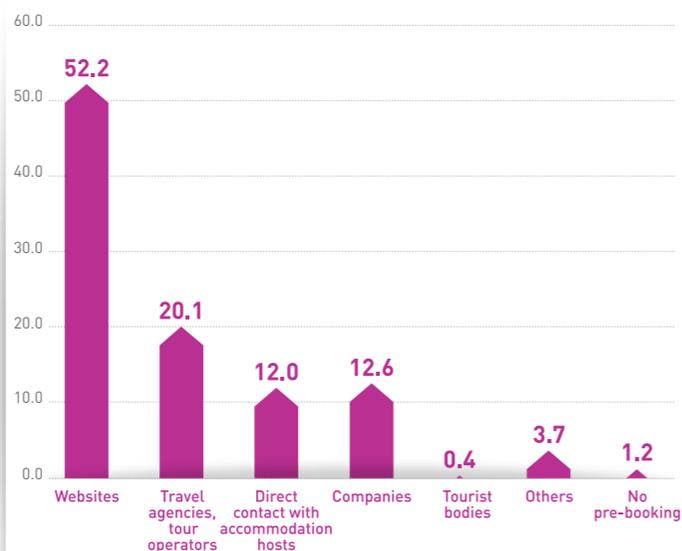
Almost 9 stays out of 10 (87.7%, +6.0 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 81.4% (2-star or 3-star hotels for 61.2% and 4-star and more for 35.3%), apartment hotels (2.8%) and furnished accommodation and seasonal rentals (2.3%). The main types of non-paid accommodation used are staying with friends (5.1%), parents (3.9%) and parents' or friends' holiday homes (1.6%).

THE MAJORITY OF BRITISH VISITING PARIS ILE-DE-FRANCE ARE REPEAT VISITORS (%)



Reference period: the last 5 years.
 The average figures for foreign visitors as a whole are 56.9% repeat visitors and 43.1% first-time visitors.

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.
 British visitors also favour the Internet as their preferred method of making travel arrangements (53.4%, +5.0 points), followed by travel agencies and tour operators (20.2%, -7.5 points), companies (11.9%, +2.3 points) and direct hosts (9.8%, +1.5 point).

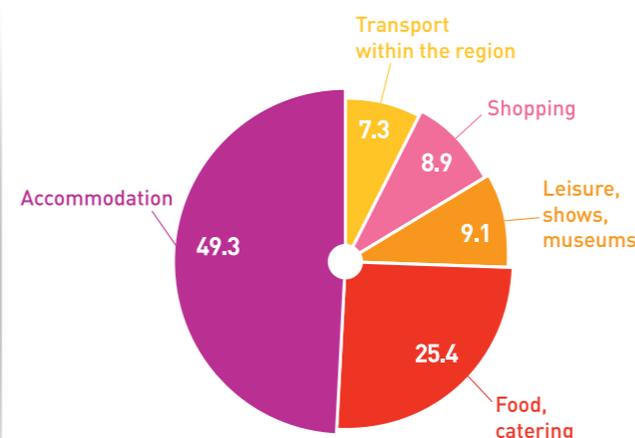
What types of activity?

Overall, British visitors do fewer activities than other visitors, with the exception of visiting theme parks (21.1%, +3.4 points) and events and cultural exhibitions (11.0%, +1.6 point). They are less attracted by visiting museums and monuments (75.0%, -11.7 points), shopping (38.0%, -11.7 points), parks and gardens (28.5%, -9.8 points), markets and flea markets (16.5%, -9.1 points), discovering gastronomy (30.8%, -8.4 points) and towns and cities (63.7%, -8.3 points).

Which sites are visited?

The 5 most visited sites are: the tour Eiffel (50.6%), Notre-Dame de Paris (49.0%), the Arc de triomphe (41.8%), the Louvre (40.8%) and the Sacré-Coeur de Montmartre (31.1%). Overall, they visit fewer attractions than other international visitors. This is particularly the case for the tour Eiffel (-16.2 points), the Arc de triomphe (-13.7 points), the Louvre (-12.9 points) and Notre-Dame de Paris (-12.6 points). On the other hand, they are more frequent visitors to Disneyland® Paris (19.7%, +3.5 points).

ALMOST HALF OF THE BRITISH VISITORS' SPEND IS ALLOCATED TO ACCOMMODATION (%)



British visitors, whose average spend per day and per person is slightly higher than that for all visitors, allocate a higher budget to accommodation (+7.8 points) but a lower budget to shopping (-10.4 points).

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 air and train.

Sources: ongoing surveys in airports and trains - Paris Ile-de-France Tourist Board, ADP, SVD (BVA) - 2012 results.

Suggestions

- Establish clear positioning with the aim of generating repeat visits.
- Favour the Internet and monitor the opinions of Internet users.
- Keep the British informed of upcoming events to encourage them to return.

KEY POINTS

- 1,157,000 stays representing 8.5% of stays by all international visitors arriving by air and train.
- 3,822,000 overnight stays representing 5.1% of overnight stays by all international visitors arriving by air and train.
- 3.3 nights on average.
- 61.9% have already visited Paris Ile-de-France.
- 97.8% have tailored travel arrangements.
- 75.7% travel for solely personal reasons.
- €150 average spend (per day and per person).
- 96.9% are satisfied with their stay in Paris Ile-de-France.
- 97.0% would recommend the destination to their friends and family.
- 56.7% would like to return to Paris Ile-de-France within the next 2 years.