



➤ FOREIGN VISITORS ARRIVING BY AIR

BRAZILIAN VISITORS

Total population: 193.9 million inhabitants
Economic growth rate: +0.9%
Average rate of exchange: €1 = BRL 2.51 ; variation 2012/2011: +7.9%
Unemployment rate: 5.5%
Inflation rate: +5.4%



Sources: Brazilian Institute of Geography and Statistics – IMF – Banque de France.

What type of profile?

The average age of Brazilian visitors is the same as that for other international visitors as a whole arriving by air (39 years old). More than one half (57.6%, +11.7 points) come from the upper socio-professional categories¹.

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

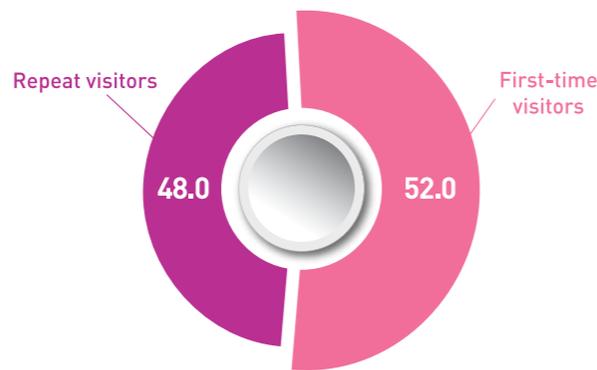
What type of travel?

More than 8 visitors out of 10 (81.6%, +9.1 points) travel for solely personal reasons. They come as couples (30.3%, +4.2 points), as a family (26.1%, +5.1 points) or alone (25.7%, -11.2 points). Paris Ile-de-France is the sole destination for the trip in 50.3% of cases (-21.6 points). For 40.3% (+22.2 points) it is part of a European tour and for 11.1% (-0.8 point) it is part of a French tour. 76.8% (-3.1 points) of Brazilian visitors make their own travel arrangements. 14.9% (+0.5 point) travel individually with organized trips and 8.3% (+2.6 points) opt to travel with organized groups.

What type of accommodation?

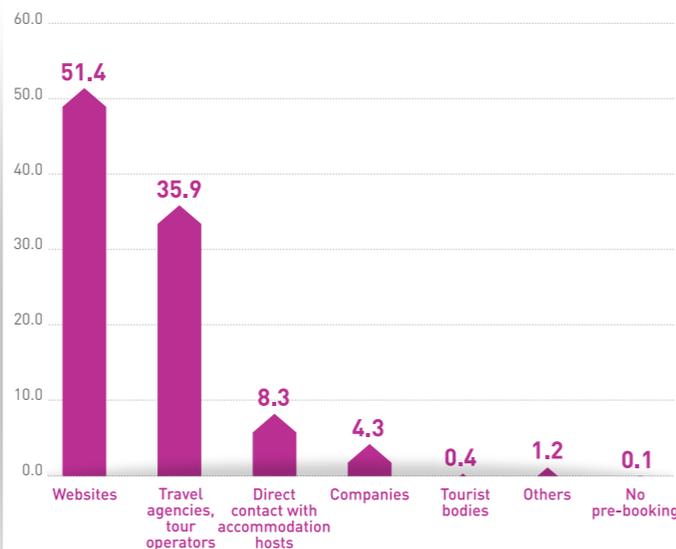
Almost 9 stays out of 10 (89.9%, +8.3 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 76.7% (2-star or 3-star hotels for 60.6% and 4-star and more for 30.9%), furnished accommodation and seasonal rentals (6.5%), youth hostels (2.9%) and apartment hotels (2.3%). The main types of non-paid accommodation used are staying with friends (5.2%) and parents (3.0%).

THE MAJORITY OF BRAZILIANS VISITING PARIS ILE-DE-FRANCE ARE FIRST-TIME VISITORS (%)



Reference period: the last 5 years.
 The average figures for foreign visitors as a whole are 54.9% repeat visitors and 45.1% first-time visitors.

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.
 Brazilian visitors also use the Internet (51.7%, +3.7 points) as their preferred method of making travel arrangements, followed by travel agencies and tour operators (33.1%, +3.4 points).

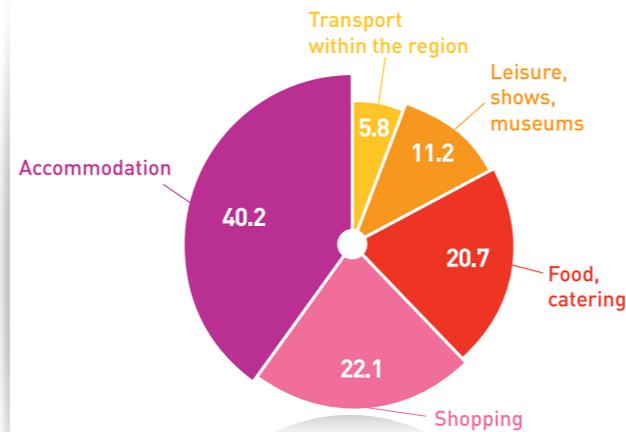
What types of activity?

Brazilian visitors are particularly interested in nights out (32.6%, +12.8 points), visiting museums and monuments (97.1%, +9.1 points), visiting parks and gardens (50.1%, +8.5 points), discovering gastronomy (49.3%, +6.5 points) and new trendy areas (16.0%, +3.4 points). On the other hand, they are less interested in visiting theme parks (17.3%, -1.9 point) and events and cultural exhibitions (6.6%, -1.6 point).

Which sites are visited?

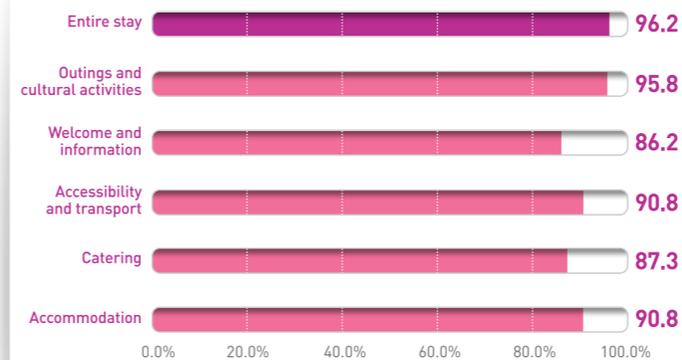
The 5 most visited sites are: the tour Eiffel (84.3%), the Arc de triomphe (83.1%), the Louvre (75.6%), the Sacré-Coeur de Montmartre (58.0%) and Notre-Dame de Paris (50.3%). More of them visit some of the "classic" sites quoted above, such as the Arc de triomphe (+24.1 points) and the Louvre (+18.6 points). More of them also visit the château de Versailles (31.4%, +12.8 points) and the musée d'Orsay (34.4%, +9.8 points). However, fewer of them visit Notre-Dame de Paris (-14.3 points) and Disneyland® Paris (14.5%, -2.8 points).

22% OF BRAZILIAN VISITORS' SPEND IS ALLOCATED TO SHOPPING (%)



Brazilian visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+2.3 points) and leisure activities (+2.1 points) and a lower budget to transport (-2.3 points).

VISITORS RATE THEMSELVES AS VERY SATISFIED, WITH IMPROVEMENTS NEEDED IN WELCOME (%)*



* % satisfied and very satisfied.
 Average satisfaction rating, all foreign visitors as a whole: 96.0%.

The figures are expressed in "points" and relate to all foreign visitors arriving by air.

Source: ongoing survey in airports - Paris Ile-de-France Tourist Board, ADP (BVA) – 2012 results.

Suggestions

- Offer numerous activities for first-time visitors, paying particular attention to nights out.
- Adapt to the requirements of couples and families.
- Step up efforts in the areas of welcome, information and Internet services.

KEY POINTS

- **398,000 stays** representing 3.7% of stays by all international visitors arriving by air.
- **2,673,000 overnight stays** representing 4.1% of overnight stays by all international visitors arriving by air.
- **6.7 nights** on average.
- **48.0%** have already visited Paris Ile-de-France.
- **91.7%** have tailored travel arrangements.
- **81.6%** travel for solely personal reasons.
- **€168** average spend (per day and per person).
- **96.2%** are satisfied with their stay in Paris Ile-de-France.
- **97.3%** would recommend the destination to their friends and family.
- **56.9%** would like to return to Paris Ile-de-France within the next 2 years.