



American visitors arriving by air ✈

- **Total population: 307.0 million inhabitants**
- **Economic growth rate: -2.4%: forecast 2010: +2.8%**
- **Average rate of exchange: 1 € = 1.39 USD: variation 2009/2008: -5.3%**
- **Unemployment rate: 9.3%**
- **Inflation rate: -0.4%**

Sources: U.S. Census Bureau, the Bank of France, Eurostat.

What type of profile?

- The average age of the American visitors (42 years old) is higher than the average age of the other foreign visitors as a whole (38 years old).
- 52.0% (+12.2 points compared to the other foreign visitors as a whole) come from the upper socio-professional categories*.
- The majority come from New York/Boston (24.1%), Pennsylvania/Illinois (16.0%) and California (9.9%).

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

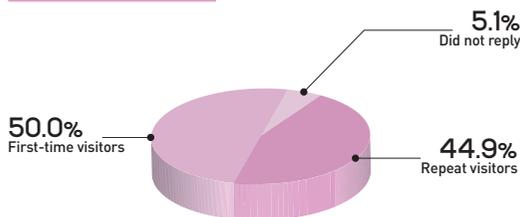
What type of travel?

- 78.1% (+5.4 points) travel for personal reasons. They come in couples (31.6%, +3.1 points) or alone (29.0%, -4.4 points).
- Paris Ile-de-France is the unique destination for 54.7% (-20.0 points). As part of a European tour for 18.3% (+8.1 points) and as part of a French tour for 17.8% (+9.2 points).
- 78.9% (+3.0 points) make their own travel arrangements. 14.6% (-5.9 points) travel individually with organized trips and 6.5% (+2.9 points) travel with organized groups.

What type of accommodation?

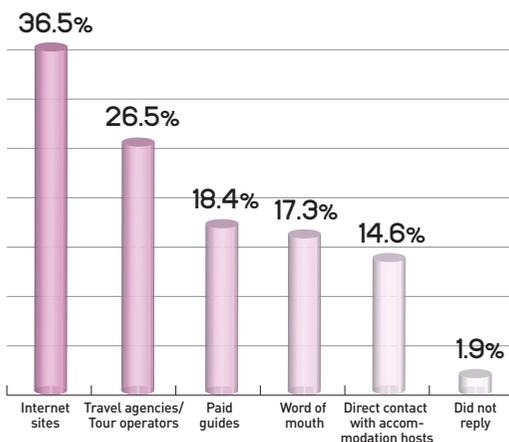
- 81.1% of stays (+1.6 point) are spent in paid accommodation.
- The main types of paid accommodation used include hotels for 70.1% (2 or 3 star hotels for 59.7% and 4 star hotels for 33.2%) as well as tourist apartments and seasonal rentals (4.2%).
- The main types of non-paid accommodation used include staying with friends (7.6%) and relatives (5.1%).

A MAJORITY OF AMERICAN FIRST-TIME VISITORS TO PARIS ILE-DE-FRANCE



Reference period: the last 5 years.

INTERNET PLAYS A DOMINANT ROLE AS A SOURCE OF INFORMATION



Several possibilities, based on paid accommodation.

More bookings are made through Internet (36.6%, +5.4 points), ahead of travel agencies and tour operators (26.0%, -11.1 points). Furthermore, the number of bookings made through travel agency Internet sites represents more than 4 out of 10 of all travel agency bookings (44.9%).

What types of activity?

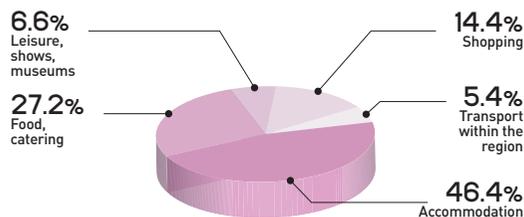
- They are more numerous to parks and gardens than the other foreign visitors (51.2%, +12.5 points), markets (41.6%, +10.8 points) and discovering French gastronomy (43.5%, +9.9 points).
- They are also particularly interested in discovering towns (83.1%, +8.9 points) and visits to museums and monuments (93.1%, +7.8 points). These two activities provide the main motivation (respectively 63.5% and 70.4%) for travel for personal reasons.

What sites are visited?

- The 5 most visited sites include: Notre-Dame de Paris (71.3%), the tour Eiffel (70.7%), the Louvre (64.4%), the Arc de triomphe (61.9%) and the Sacré-Cœur de Montmartre (42.6%).
- A particularly large number visit the musée d'Orsay (37.4%, +11.9 points), the Louvre (+9.9 points), the Arc de triomphe (+8.8 points) and Notre-Dame de Paris (+8.1 points). Fewer of them visit Disneyland® Paris (4.2%, -11.6 points), the Grande Arche de la Défense (9.7%, -6.7 points) and the Centre Pompidou (17.5%, -2.5 points).

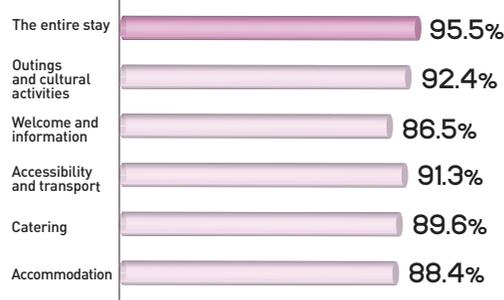


MORE THAN 45% OF AMERICAN VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average American visitor spending, per day and per person, is practically the same as for all the other foreign visitors as a whole. They allot a higher budget to accommodation (+6.2 points) and less to shopping (-7.0 points).

VERY SATISFIED VISITORS, MOST NOTABLY WITH EVENINGS OUT AND TRANSPORT*



*% of satisfied and very satisfied, Average rate of satisfaction, all foreign visitors as a whole: 94.9%.

The average age of the clientele varies depending on the type of transport used. The figures expressed in 'points' concern all foreign visitors arriving by air. Source: ongoing surveys in airports - Paris Ile-de-France Tourist Board (BVA), 2009 results.

44.9%
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

42.8%
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

- **1,126,000 stays** representing 12.6% of stays by all foreign visitors arriving by air.
- **6,740,000 overnight stays** representing 13.6% of overnight stays by all foreign visitors arriving by air.
- **6.0 nights on average.**
- **44.9%** have already visited Paris Ile-de-France.
- **93.5%** make their own travel arrangements.
- **131 € spent on average** (per day and per person).
- **95.5%** are satisfied with their stay in Paris Ile-de-France.
- **42.8%** would like to return to Paris Ile-de-France within the next two years.