



British visitors arriving by air and train

- **Total population: 61.6 million inhabitants**
- **Economic growth rate: -4.9%: forecast for 2010: +1.2%**
- **Average exchange rate: 1 € = 0.89 GBP; variation 2009/2008: +11.9%**
- **Unemployment rate: 7.6%**
- **Inflation rate: +2.2%**

Sources: Eurostat, The Bank of France.

What type of profile?

- The average age of the British visitors (41 years old) is higher than that of the other foreign visitors as a whole (39 years old).
- 4 out of 10 people (45.5%, +5.2 points) compared to foreign visitors as a whole come from the upper socio-professional categories*.
- Almost 8 out of 10 people (79.9%) live in England: 37.7% come from the Greater London area, 27.0% from the South of England, 13.1% from the North and 12.6% from the Midlands.

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

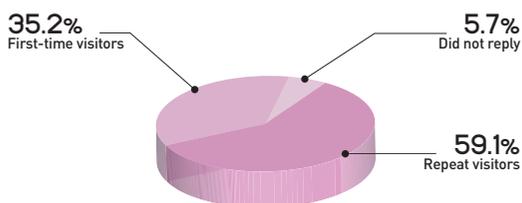
What type of travel?

- More than 8 out of 10 people (81.1%, +5.8 points) travel for personal reasons. They come in couples (39.2%, +8.8 points) or alone (24.1%, -6.9 points).
- More than 8 out of 10 people (82.2%, +4.7 points) make their own travel arrangements. 13.7% (-4.9 points) travel individually with organized trips, while few people (4.1%, +0.2 point) travel with organized groups.

What type of accommodation?

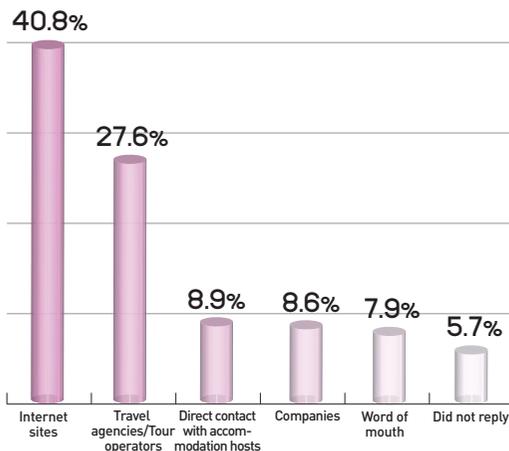
- 86.3% of stays (+6.8 points) are spent in paid accommodation.
- The main types of paid accommodation used include hotels, 81.6% (66.2% in 2 or 3 star hotels and 29.1% for 4 star hotels), hostels (1.9%) as well as tourist apartments and seasonal accommodation (1.4%).
- The main non-paid accommodation used includes staying with friends (5.1%) and relatives (5.0%).

A MAJORITY OF BRITISH REPEAT 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.

The largest number of bookings are made through Internet (38.1%, +6.3 points) ahead of travel agencies and tour operators (27.1%, -7.2 points). Furthermore, the number of bookings made directly through travel agency Internet sites represents almost half of all travel agency bookings (47.0%).

What types of activity?

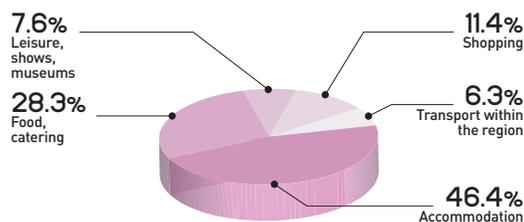
- The British visitors as a whole do fewer activities than the other foreign visitors. They do less shopping (37.1%, -10.5 points), have fewer evenings out (16.2%, -7.4 points), visit fewer markets (19.8%, -7.1 points), parks and gardens (32.8%, -5.1 points), and do less discovering of towns (69.4%, -5.0 points), which is nevertheless the main motivation for travel for personal reasons (54.4%), just ahead of visits to museums and monuments (54.0%).

What sites are visited?

- The 5 most visited sites include the tour Eiffel (49.8%), Notre-Dame de Paris (49.4%), the Arc de triomphe (41.1%), the Louvre (40.1%) and the Sacré-Cœur de Montmartre (31.7%).
- Fewer of them go to the 5 most visited sites compared to the other foreign visitors but they are more numerous at Disneyland® Paris (17.0%, +3.2 points).

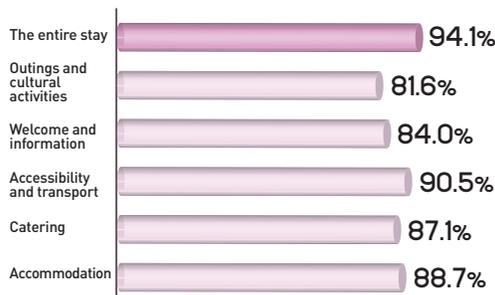


MORE THAN 45% OF ALL BRITISH VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average British visitor spending, per day and per person, is equal to that of the other foreign visitors. They allot a slightly higher budget to accommodation (+6.2 points) as well as catering (+3.6 points) and less on shopping (-9.5 points).

SATISFIED VISITORS, WITH IMPROVEMENTS NEEDED IN OUTINGS AND CULTURAL ACTIVITIES*



*% of satisfied and very satisfied. Average rate of satisfaction, all foreign visitors as a whole: 95.0%.

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 and train.

Sources: ongoing surveys in airports and trains - Paris Ile-de-France Tourist Board (BVA), 2009 results.

59.1% HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

54.1% WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

→ 1,339,000 stays representing 10.9% of stays by all foreign visitors arriving by air and train.

→ 4,570,000 overnight stays representing 7.5% of overnight stays by all foreign visitors arriving by air and train.

→ 3.4 nights spent on average.

→ 59.1% have already visited Paris Ile-de-France.

→ 95.9% make their own travel arrangements.

→ 129 € spent on average (per day and per person).

→ 94.1% are satisfied with their stay in Paris Ile-de-France.

→ 54.1% would like to return to Paris Ile-de-France within the next two years.