



## AMERICAN VISITORS arriving by air

**Total population:** 309.1 million inhabitants  
**Economic growth rate:** +2.9%  
**Average rate of exchange:** €1 = \$1.33; variation 2010/2009: -4.8%  
**Unemployment rate:** 9.6%  
**Inflation rate:** +1.4%



Sources: U.S. Census Bureau, Banque de France and Eurostat.

### What type of profile?

The average age of American visitors (42 years old) is higher than that for other foreign visitors as a whole arriving by air (39 years old). More than half come from the upper socio-professional categories<sup>1</sup> (54.5%, +10.5 points). The majority come from New York/Boston (28.6%), Pennsylvania/Ohio, Michigan/Illinois (14.3%) and California (11.4%).

<sup>1</sup> Liberal professions, teachers, scientific professions, executives and other intellectual professions.

### What type of travel?

Almost 8 out of 10 (78.2%, +6.3 points) travel for personal reasons. They come mainly alone (30.1%, -4.1 points) or in couples (29.2%, +0.8 point). Paris Ile-de-France is the unique destination for 51.6% of stays (-21.9 points). For 23.4%, it is part of a European tour (+11.9 points) and for 17.4% it is part of a French tour (+8.4 points). 74.9% (+3.1 points) of American visitors make their own travel arrangements. 18.3% (-3.8 points) travel individually with organized trips and 6.7% (+0.7 point) travel with organized groups.

### What type of accommodation?

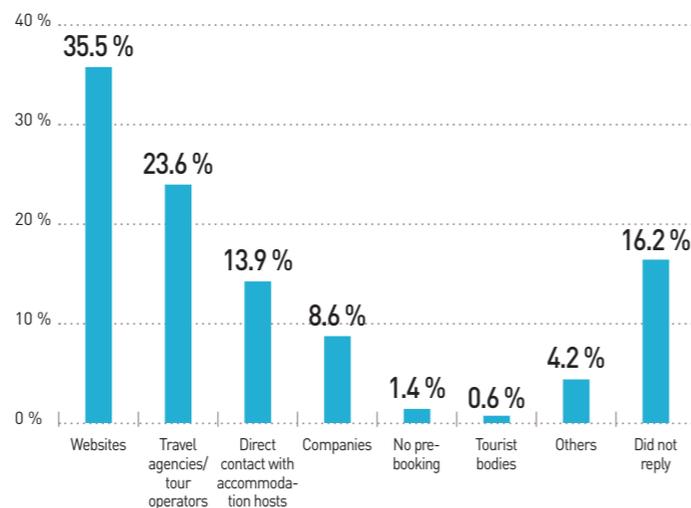
More than 8 out of 10 stays (81.5%, -0.1 point) are spent in paid accommodation. The main types of paid accommodation used include hotels for 69.6% (2- or 3-star hotels for 62.4% and 4-star and more hotels for 30.5%), as well as furnished and seasonal rentals (4.6%). The main non-paid accommodation includes staying with friends (6.3%), parents (3.7%) and apartment swaps (2.8%).

### The majority of Americans 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: 53.1% repeat visitors and 42.8% first-time visitors (4.1% did not reply).

### The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.  
 American visitors also use the Internet as their preferred method of making travel arrangements (40.5%, -0.5 point), followed by travel agencies and tour operators (23.1%, -2.4 points) and paid guides (15.1%, +10.5 points).

### What types of activity?

American visitors are particularly interested in discovering French gastronomy (50.6%, +8.2 points), guided tours discovering different neighbourhoods (16.7%, +7.5 points), visiting parks and gardens (49.6%, +7.3 points) and discovering trendy new areas (17.6%, +7.1 points), as well as visiting markets (39.1%, +6.4 points). Visiting museums and monuments, which is the primary reason for 71.7% of visits made for personal reasons, is very popular (95.7%, +3.5 points). On the other hand, American visitors are less interested in going out at night (25.7%, -1.0 point).

### Which sites are visited?

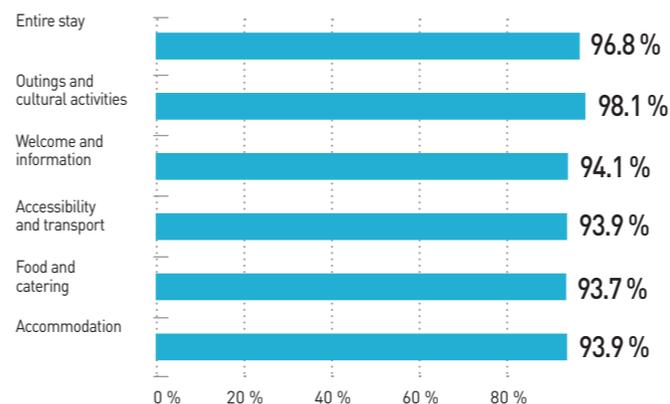
The 5 most-visited sites include: Notre-Dame de Paris (72.1%), the tour Eiffel (70.9%), the Louvre (63.2%), the Arc de triomphe (59.9%) and the Sacré-Cœur de Montmartre (42.6%). Particularly large numbers of American visitors visit the musée d'Orsay (35.6%, +11.1 points), Notre-Dame de Paris (+9.1 points) and the Louvre (+7.2 points). More visit the Arc de triomphe (+4.4 points) and the château de Versailles (21.2%, +4.4 points). On the other hand, fewer visit Disneyland® Paris (6.0%, -12.2 points).

### More than 46% of American visitor spend is allocated to accommodation



American visitors, whose average spend per day and per person is lower than that for all other foreign visitors, allocate a greater budget to accommodation (+5.0 points) and food and catering (+3.4 points), but spend less on shopping (-7.6 points).

### Visitors rating themselves as very satisfied, particularly with outings and cultural activities\*



\*% of satisfied and very satisfied.  
 Average rate of satisfaction, all foreign visitors as a whole: 95.1%.

The figures expressed in "points" relate to all foreign visitors arriving by air.  
 Source: ongoing survey at airports - Paris Ile-de-France Tourist Board, ADP (BVA) - 2010 results.

**44.4%** have already visited Paris Ile-de-France during the last 5 years

**45.8%** would like to return to Paris Ile-de-France within the next 2 years

### KEY POINTS

- 1,158,000 stays representing 11.1% of stays by all foreign visitors arriving by air (↑ 2.8% compared with 2009).
- 7,269,000 overnight stays representing 12.2% of overnight stays by all foreign visitors arriving by air (↑ 7.8% compared with 2009).
- 6.3 nights on average (↑ 0.3 night compared with 2009).
- 44.4% have already visited Paris Ile-de-France.
- 93.3% make their own travel arrangements.
- 78.2% travel for personal reasons only.
- €132 average spend (per day and per person).
- 96.8% are satisfied with their stay in Paris Ile-de-France.
- 97.5% would recommend the destination to their friends and family.
- 45.8% would like to return to Paris Ile-de-France within the next 2 years.