

BRITISH VISITORS arriving by air and train

Total population: 62.0 million inhabitants
Economic growth rate: +1.3%
Average exchange rate: €1 = £0.86; variation 2010/2009: -3.7%
Unemployment rate: 7.8%
Inflation rate: +3.3%

Sources: Eurostat and Banque de France.



What type of profile?

The average age of British visitors (41 years old) is higher than that for other foreign visitors as a whole arriving by air and train (40 years old).

More than half of them (51.3%, +6.7 points) compared to foreign visitors as a whole) come from the upper socio-professional categories¹.

Almost 8 out of 10 (78.7%) are from England: amongst them, 32.7% come from the Greater London area, 29.9% from the South of England (Southampton, Bristol), 16.7% from the North (Manchester, Leeds and Liverpool) and 13.1% from the Midlands (Birmingham and Nottingham).

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

What type of travel?

Almost three-quarters (74.0%, +3.3 points) travel for personal reasons. They come in couples (35.8%, +7.5 points) or alone (25.4%, -8.9 points).

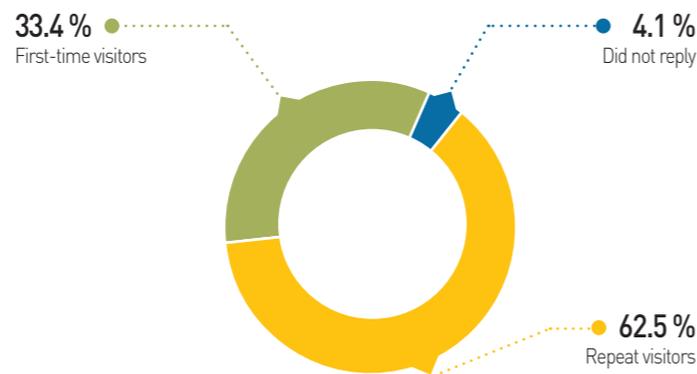
More than three-quarters (75.7%, +1.5 point) make their own travel arrangements. 18.2% (-2.1 points) travel individually with organized trips and 6.2% (+0.5 point) travel with organized groups.

What type of accommodation?

Almost 9 out of 10 stays (88.6%, +7.3 points) are spent in paid accommodation. The main types of paid accommodation used included hotels for 82.7% (2- or 3-star hotels for 64.5% and 4-star and more hotels for 31.2%), apartment hotels (2.6%) and youth hostels (1.7%).

The main types of non-paid accommodation used include staying with friends (5.4%), parents (3.3%) and parents' or friends' holiday homes (1.0%).

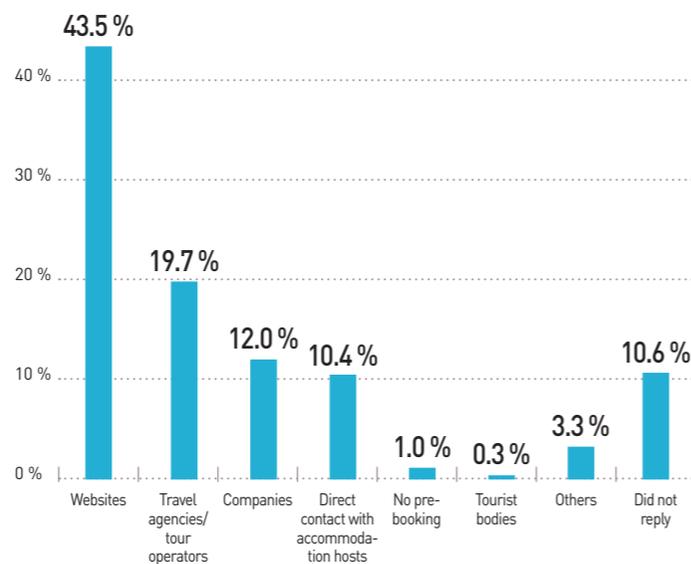
The majority of British visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average figures for foreign visitors as a whole are 56.6% repeat visitors and 39.8% first-time visitors (3.6% did not reply).

The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.

British visitors use the Internet as their preferred method of making travel arrangements (46.8%, +5.1 points), followed by travel agencies and tour operators (19.8%, -4.6 points), as well as companies (12.4%, +0.7 point).

What types of activity?

Overall, British visitors do fewer activities than the other foreign visitors, with the exception of visiting theme parks (10.6%, +3.6 points). They visit fewer parks and gardens (23.5%, -14.5 points) and markets (13.6%, -14.2 points). They spend less time shopping (33.8%, -14.1 points), going out at night (12.9%, -10.7 points), discovering French gastronomy (28.6%, -9.6 points), discovering towns and cities (64.3%, -8.6 points) and visiting museums and monuments (84.4%, -5.9 points).

Which sites are visited?

The 5 most-visited sites include: Notre-Dame de Paris (47.6%), the tour Eiffel (47.5%), the Arc de triomphe (39.6%), the Louvre (38.5%) and the Sacré-Cœur de Montmartre (28.4%).

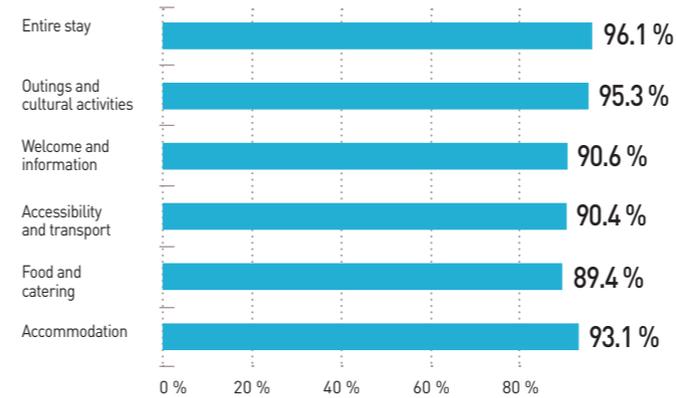
Although they visit fewer attractions overall (particularly the 5 most-visited sites), more British visitors go to Disneyland® Paris (18.8%, +2.6 points).

More than half of British visitor spend is allocated to accommodation



British visitors, whose average spend per day, per person is higher than that for all other foreign visitors, allocate a greater budget to accommodation (+9.3 points) and food and catering (+3.1 points), but spend less on shopping (-10.8 points).

Visitors rating themselves as satisfied, particularly with accommodation and cultural activities*



*% of satisfied and very satisfied.

Average rate of satisfaction, all foreign visitors as a whole: 95.0%.

The figures expressed in "points" 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) - 2010 results.

62.5% have already visited Paris Ile-de-France during the last 5 years

60.3% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

... 1,219,000 stays representing 8.8% of stays by all foreign visitors arriving by air and train (↘ 9.0% compared with 2009).

... 3,716,000 overnight stays representing 5.3% of overnight stays by all foreign visitors arriving by air and train (↘ 18.7% compared with 2009).

... 3.0 nights on average (↘ 0.4 night compared with 2009).

... 62.5% have already visited Paris Ile-de-France.

... 93.8% make their own travel arrangements.

... 74.0% travel for personal reasons only.

... €138 average spend (per day and per person).

... 96.1% are satisfied with their stay in Paris Ile-de-France.

... 96.6% would recommend the destination to friends and family.

... 60.3% would like to return to Paris Ile-de-France within the next 2 years.