

BRAZILIAN VISITORS arriving by air

Total population: 203.4 million inhabitants
Economic growth rate: +7.5%
Average exchange rate: €1 = BRL 2.3; variation 2010/2009: -15.7%
Unemployment rate: 6.7%
Inflation rate: +5.0%

Sources: CIA, IMF and Banque de France.



What type of profile?

The average age of Brazilian visitors (37 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). More than half come from upper socio-professional categories¹ (53.6%, +9.6 points).

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

What type of travel?

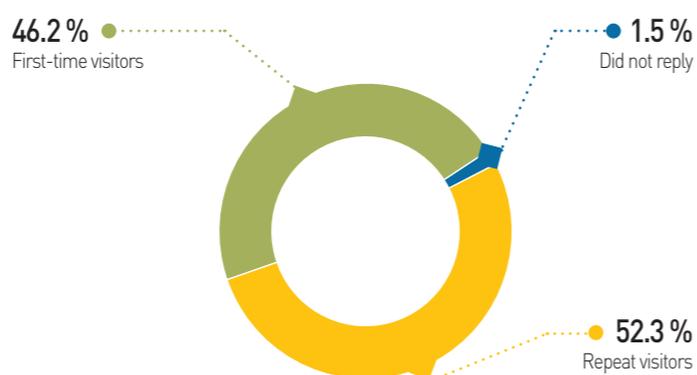
More than three-quarters (76.6%, +4.7 points) travel for personal reasons. They come alone (39.3%, +5.2 points) or in couples (29.2%, +0.8 point). Paris Ile-de-France is the unique destination for 75.2% of stays (+1.6 point). For 16.6%, it is part of a European tour (+5.1 points) and for 5.0%, it is part of a French tour (-4.0 points).

60.4% (-11.4 points) of Brazilian visitors make their own travel arrangements. More than one-third travel individually with organized trips (37.3%, +15.2 points) and 2.2% opt for travel with organized groups (-3.8 points).

What type of accommodation?

More than 8 out of 10 stays (82.0%, +0.4 point) are spent in paid accommodation. The main types of paid accommodation used include hotels for 74.5% (2- or 3-star hotels for 75.6% and 4-star and more hotels for 16.9%), youth hostels (3.7%) and apartment hotels (1.8%). The main non-paid accommodation includes staying with friends (10.6%) and parents (5.4%).

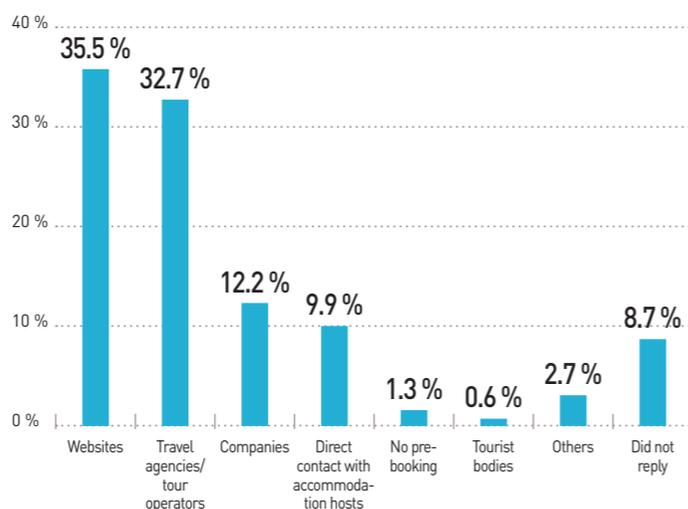
The majority of Brazilians visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average of foreign visitors as a whole is 53.1% repeat visitors and 42.8% first-time visitors (4.1% did not reply).

The Internet is the primary method of reservation, ahead of travel agencies and tour operators



Several possibilities, based on paid accommodation.

Brazilian visitors also use the Internet as their preferred method of making travel arrangements (39.4%, -1.7 point), followed by travel agencies and tour operators (28.8%, +3.3 points) and companies (13.3%, +1.5 point).

What types of activity?

Brazilian visitors are particularly interested in visiting parks and gardens (76.9%, +34.6 points), going out at night (61.1%, +34.5 points), discovering French gastronomy (74.8%, +32.4 points), markets (64.5%, +31.8 points) and shopping (72.8%, +21.6 points). On the other hand, they are less interested in theme parks (1.6%, -5.7 points), discovering trendy new areas (5.3%, -5.2 points) and visiting events and exhibitions (3.3%, -4.7 points).

Which sites are visited?

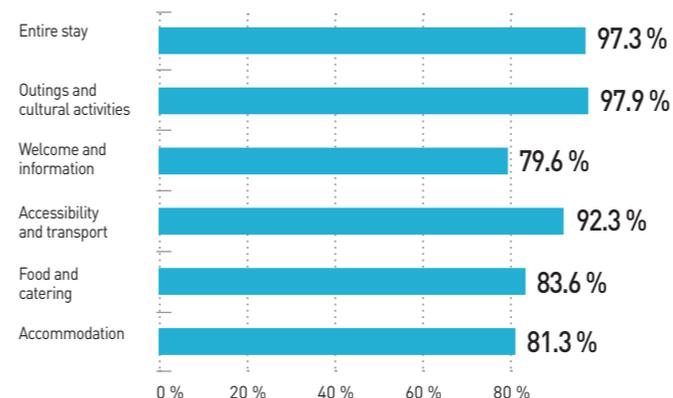
The 5 most-visited sites include: the tour Eiffel (83.3%), the Arc de triomphe (79.4%), the Louvre (74.2%), the Sacré-Cœur de Montmartre (50.9%) and Notre-Dame de Paris (46.0%). Many visit some of the "classic must see" cited above: the Arc de triomphe (+23.9 points), the Louvre (+18.3 points) and the tour Eiffel (+15.2 points). Many also visit the château de Versailles (34.4%, +17.7 points) and the musée d'Orsay (41.1%, +16.5 points). On the other hand, fewer visit Notre-Dame de Paris (-17.0 points).

Almost a quarter of Brazilian visitor spend is allocated to shopping



Brazilian visitors, whose average spend per day and per person is very much higher than that for all other foreign visitors, allocated a greater budget to leisure, shows and museums (+2.3 points) and spend less on accommodation (-2.0 points).

Visitors rating themselves as satisfied, with improvements needed in welcome and accommodation*



*% 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 in airports - Paris Ile-de-France Tourist Board, ADP (BVA) - 2010 results.

52.3% have already visited Paris Ile-de-France during the last 5 years

60.0% would like to return to Paris Ile-de-France within the next 2 years²

²This figure is higher than the average of all other foreign visitors

KEY POINTS

... 273,000 stays representing 2.6% of stays by all foreign visitors arriving by air (↑ 46.3% compared with 2009).

... 1,860,000 overnight stays representing 3.1% of overnight stays by all foreign visitors arriving by air (↑ 56.6% compared with 2009).

... 6.8 nights on average (↑ 0.4 night compared with 2009).

... 52.3% have already visited Paris Ile-de-France.

... 97.8% make their own travel arrangements.

... 76.6% travel for personal reasons only.

... €166 average spend (per day and per person).

... 97.3% are satisfied with their stay in Paris Ile-de-France.

... 97.2% would recommend the destination to their friends and family.

... 60.0% would like to return to Paris Ile-de-France within the 2 years.