



FOREIGN VISITORS ARRIVING BY AIR



BRAZILIAN VISITORS

Total population: 192.4 million inhabitants
 Economic growth rate: +2.7%
 Average rate of exchange: €1 = BRL 2.33; variation 2011/2010: -0.4%
 Unemployment rate: 6.7%
 Inflation rate: +6.6%



Sources: Brazilian Institute of Geography and Statistics – IMF – 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 the upper socio-professional categories¹ (57.2%, +10.3 points).

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

What type of travel?

Almost 9 out of 10 (87.3%, +16.2 points) travel for solely personal reasons. They come as couples (34.9%, +6.8 points), alone (27.3%, -7.6 points) or as a family (21.3%, +1.3 point). Paris Ile-de-France is the sole destination for 52.3% of stays (-14.9 points). 39.7% visit the region as part of a European tour (+23.6 points) and 7.2% as part of a French tour (-4.7 points).

78.9% (+1.7 point) of Brazilian visitors make their own travel arrangements. 17.3% travel individually with organized trips (+0.1 point) and 3.7% opt to travel in organized groups (-1.7 point).

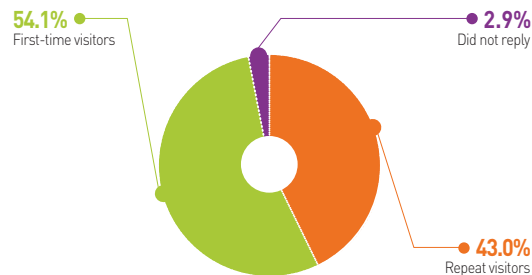
What type of accommodation?

Almost 9 out of 10 stays (85.9%, +4.1 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 75.2% (2- or 3-star hotels for 68.8% and 4-star and more hotels for 23.0%), furnished accommodation and seasonal rentals (4.0%), youth hostels (3.2%) and apartment hotels (2.8%).

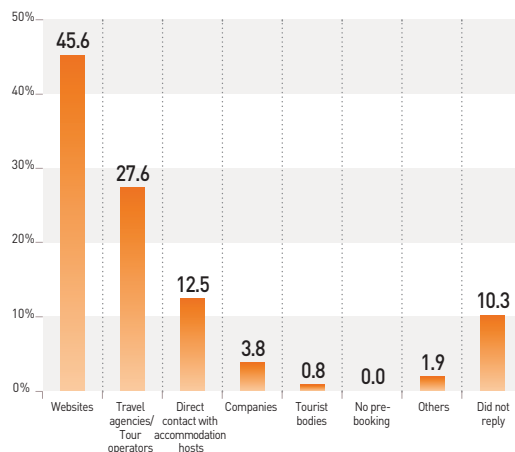
The main types of non-paid accommodation used are staying with friends (10.9%) and parents (2.0%).

THE MAJORITY OF BRAZILIANS 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 52.3% repeat visitors and 43.7% first-time visitors (4.0% did not reply).

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.
 Brazilian visitors also use the Internet as their preferred method of making travel arrangements (51.0%, +4.6 points), followed by travel agencies and tour operators (27.8%, +1.8 point) and direct contact with accommodation hosts (10.5%, +1.5 point).

What types of activity?

Brazilian visitors are particularly interested in nights out (41.3%, +17.2 points), visiting parks and gardens (56.2%, +14.9 points), discovering French gastronomy (54.0%, +13.7 points), going to markets and flea markets (37.3%, +9.0 points) and visiting museums and monuments (97.7%, +8.5 points). On the other hand, they are less interested in events and cultural exhibitions (4.9%, -3.4 points), guided tours discovering different neighbourhoods (4.2%, -3.0 points) and theme parks (16.0%, -2.7 points).

Which sites are visited?

The 5 most-visited sites are: the tour Eiffel (89.0%), the Arc de triomphe (83.6%), the Louvre (83.2%), the Sacré-Cœur de Montmartre (55.6%) and Notre-Dame de Paris (53.2%).

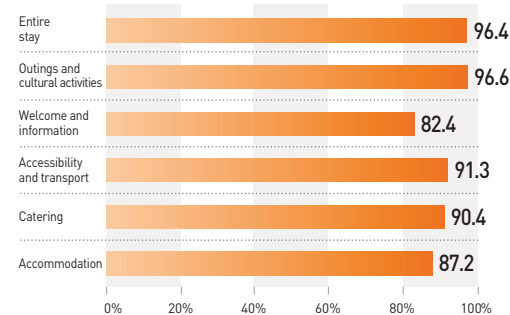
More are also visiting 'classics', like the Louvre (+25.7 points), as well as the château de Versailles (33.0%, +13.6 points) and the musée d'Orsay (38.8%, +13.3 points). On the other hand, fewer visit Notre-Dame de Paris (-11.0 points) and Disneyland® Paris (12.4%, -6.0 points).

MORE THAN A QUARTER OF BRAZILIAN VISITORS SPEND IS ALLOCATED TO SHOPPING



Brazilian visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+3.4 points) and leisure, shows and museum visits (+3.0 points), but a lower budget to accommodation (-6.5 points).

VISITORS RATE THEMSELVES AS VERY SATISFIED, WITH IMPROVEMENTS NEEDED IN WELCOME AND ACCOMMODATION (%)*



*% satisfied and very satisfied.
 Average satisfaction rating, all foreign visitors as a whole: 95.3%.

The figures are expressed in "points" and relate to all foreign visitors arriving by air.
 Source: ongoing survey in airports – Paris Ile-de-France Tourist Board, ADP (BVA) - 2011 results.

43.0% **50.0%**

have already visited Paris Ile-de-France during the last 5 years²

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

²Which is lower than the average for all visitors.

KEY POINTS

- **334,000 stays** representing 3.2% of stays by all foreign visitors arriving by air (↗22.2% compared with 2010).
- **2,219,000 overnight stays** representing 3.5% of overnight stays by all foreign visitors arriving by air (↗19.3% compared with 2010).
- **6.6 nights** on average (↘0.2 night compared with 2010).
- **43.0%** have already visited Paris Ile-de-France.
- **96.3%** have tailored travel arrangements.
- **87.3%** travel for solely personal reasons.
- **€167 average spend** (per day and per person).
- **96.4%** are satisfied with their stay in Paris Ile-de-France.
- **97.8%** would recommend the destination to their friends and family.
- **50.0%** would like to return to Paris Ile-de-France within the next 2 years.

