


# German visitors

- Total population: **80.5 million inhabitants**
- Economic growth rate: **+0.4%**
- Rate of unemployment: **5.3%**
- Rate of inflation: **+1.6%**

Source: Eurostat.

 **55.7%** of German tourists arrived by air.

 **44.3%** of German tourists arrived by train.

Road transports not taken into account.



## What type of profile?

• The average age of German visitors is the same as the overall average for international visitors arriving by air and by train (40 years old). 4 visitors out of 10 come from the upper socio-professional categories<sup>1</sup> (40.2%, down 2.1 points) and 23.6% are employees (up 3.1 points). They come mainly from North Rhine-Westphalia (27.4%), Bavaria (15.4%), Baden-Württemberg (13.8%), Hessen (9.0%) and Berlin (8.5%).

<sup>1</sup> Self-employed professionals, teachers, scientific professions, executives and other highly qualified occupations.

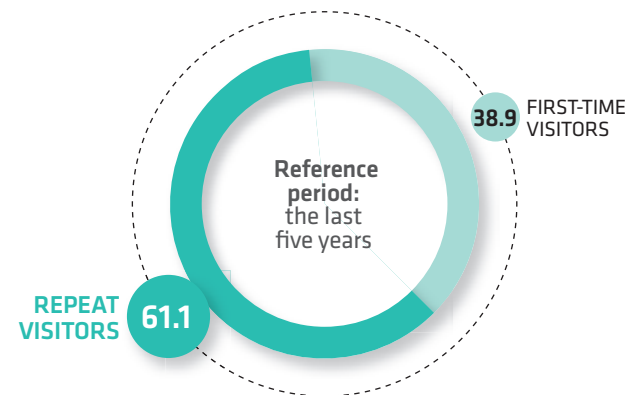
## What type of travel?

• More than two thirds (68.2%, down 3.3 points) travel for solely personal reasons. They come alone (38.3%, up 6.0 points) or as couples (25.1%, down 2.5 points). 85.5% make their own travel arrangements (up 5.5 points). 11.5% choose to travel individually with organized trips (down 2.2 points) and 3.0% prefer organized groups (down 3.3 points).

## What type of accommodation?

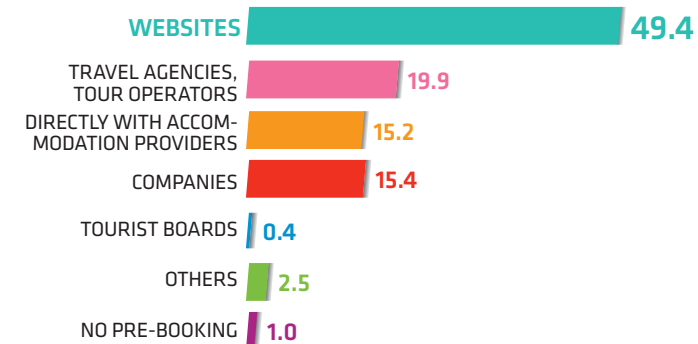
• More than 8 stays out of 10 (83.5%, up 0.7 point) are in paid accommodation. The main types of paid accommodation used are hotels, with 73.6% (mid-range for 65.9% and high-range for 27.7%), furnished accommodation and seasonal rentals (4.1%), youth hostels (2.3%) and apartment hotels (1.8%). The main types of non-paid accommodation used are staying with friends (8.6%), parents (2.7%) and parents' or friends' holiday homes (2.7%).

## THE MAJORITY OF GERMANS VISITING PARIS REGION ARE REPEAT VISITORS (%)



The overall average for international visitors is 56.1% repeat visitors and 43.9% first-time visitors.

## THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possible answers, based on paid accommodation.

German visitors also favour the Internet for their travel planning (51.1%, up 1.8 point), followed by travel agencies and tour operators (18.3%, down 7.7 points) and companies (14.1%, up 4.7 points).

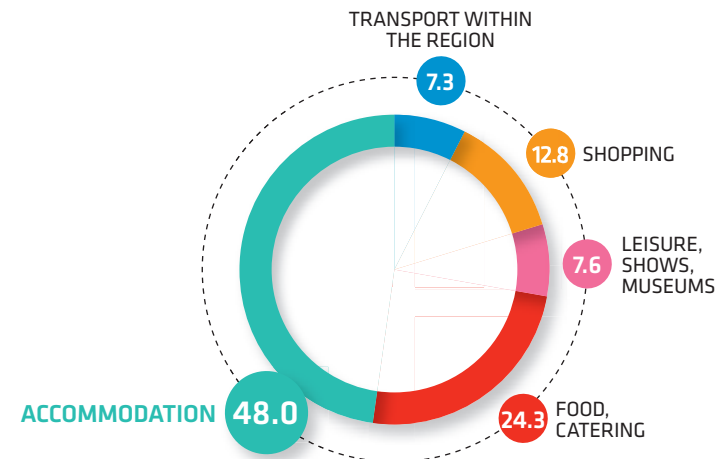
## What types of activity?

• German visitors are particularly keen on nights out (26.0%, up 7.7 points), discovering fashionable new neighbourhoods (21.7%, up 4.6 points), towns and cities (73.7%, up 3.5 points) and gastronomy (38.4%, up 2.8 points). On the other hand, they spend less time on visiting theme parks (9.7%, down 7.4 points), shopping (38.6%, down 7.2 points) and markets and flea markets (16.7%, down 5.5 points). They are also less interested in guided tours of neighbourhoods (4.4%, down 3.6 points), parks and gardens (31.5%, down 3.3 points) and visiting museums and monuments (85.3%, down 2.4 points).

## Which sites are visited?

• The 5 most visited sites are: the tour Eiffel (61.1%), Notre-Dame de Paris (60.2%), the Arc de triomphe (53.1%), the Sacré-Coeur de Montmartre (51.3%) and the Louvre (49.0%). More Germans visit the Sacré-Coeur de Montmartre (up 8.4 points) and the centre Pompidou (24.4%, up 4.3 points). On the other hand, fewer visit the tour Eiffel (down 7.1 points), the musée d'Orsay (17.5%, down 6.5 points), the Louvre (down 6.1 points), Disneyland® Paris (9.1%, down 5.9 points) and the château de Versailles (11.2%, down 5.8 points).

## GERMAN VISITORS SPEND NEARLY HALF OF THEIR BUDGET ON ACCOMMODATION (%)



German visitors have a lower average daily spend per person than international visitors as a whole. They spend more on accommodation (up 5.8 points) and less on shopping (down 6.7 points).

## VISITORS RATE THEMSELVES AS SATISFIED, WITH IMPROVEMENTS NEEDED IN CATERING AND TRANSPORT (%)\*



\* % satisfied and very satisfied.

Average satisfaction rating for international visitors as a whole: 94.3%.

The figures expressed as "points" show the comparison with the overall average for international visitors arriving by air and by train.

Sources: ongoing surveys at airports and on trains - CRT Paris Île-de-France (Paris Region Tourist Board), ADP (Paris Airports Authority), SAGEB (Paris Beauvais Airport Management Authority), SVD (SNCF Travel Development), BVA - 2013 results.

## SUGGESTIONS

- Cater for the requirements of business travellers.
- Concentrate efforts on catering and transport.
- Increase communications about nightlife and less well-known venues.

## Key points

- **875,000 stays**, or 5.8% of stays by international visitors arriving by air and by train.
- **3,787,000 overnight stays**, or 4.6% of overnight stays by international visitors arriving by air and train.
- **4.3 nights** on average.
- **61.1%** of visitors have already visited Paris Region.
- **97.0%** of visitors have tailored travel arrangements.
- **68.2%** of visitors travel for solely personal reasons.
- **€132** average spend (per person and per day).
- **93.6%** of visitors are satisfied with their stay in Paris Region.
- **95.6%** of visitors would recommend the destination to their friends and family.
- **52.7%** would like to return to Paris Region within the next 2 years.