

# American visitors

- Total population: **316.1 million inhabitants**
- Economic growth rate: **+1.9%**
- Average exchange rate: **€1 = \$1.33**; variation 2013/2012: **+3.3%**
- Rate of unemployment: **7.4%**
- Rate of inflation: **+1.5%**

Sources: US Census Bureau, Banque de France, IMF.

- **85.9%** of American tourists arrived by air.
  - **14.1%** of American tourists arrived by train.
- Road transports not taken into account.



## What type of profile?

• The average age of American visitors (45 years old) is higher than the overall average for international visitors arriving by air and by train (40 years old). More than half (51.3%, up 9.0 points) come from the upper socio-professional categories<sup>1</sup>. The majority come from California (20.5%), New York/Boston (15.7%) and Pennsylvania/Ohio/Michigan/Illinois (12.0%).

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

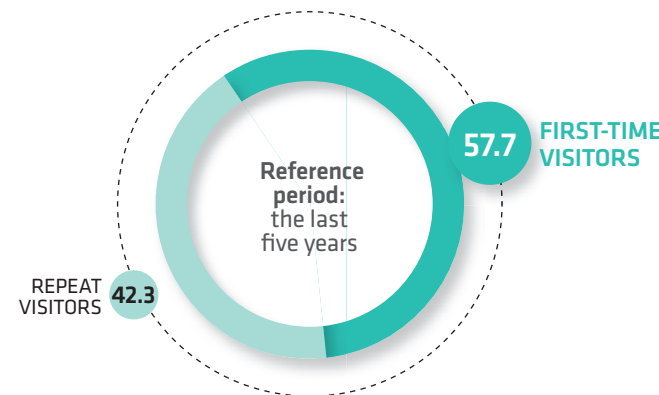
## What type of travel?

• Nearly 8 visitors out of 10 (79.4%, up 7.9 points) travel for solely personal reasons. They come mainly as couples (32.4%, up 4.8 points), alone (24.1%, down 8.3 points) or as families (22.8%, up 0.8 point). Paris Region is the sole destination for more than half of stays (53.0%, down 17.0 points). For 30.9% (up 10.6 points), it is part of a European tour and for 21.6% (up 8.9 points), it is part of a French tour. 79.7% (down 0.2 point) of Americans make their own travel arrangements. 11.6% (down 2.1 points) choose to travel individually with organized trips and 8.7% (up 2.4 points) prefer organized groups.

## What type of accommodation?

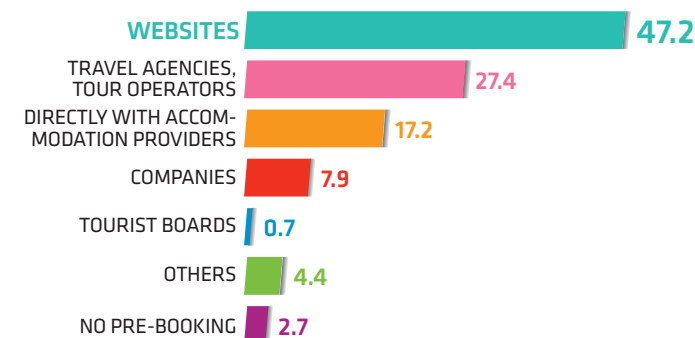
• More than 8 stays out of 10 (85.9%, up 3.0 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 71.5% (mid-range for 56.7% and high-range for 35.6%) and furnished accommodation and seasonal rentals (7.3%). The main types of non-paid accommodation used are staying with friends (5.0%), parents (2.9%) and apartment swaps (2.3%).

## THE MAJORITY OF AMERICANS VISITING PARIS REGION ARE FIRST-TIME 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.

American visitors also favour the Internet for their travel planning (46.5%, down 2.8 points), followed by travel agencies and tour operators (24.1%, down 1.9 point).

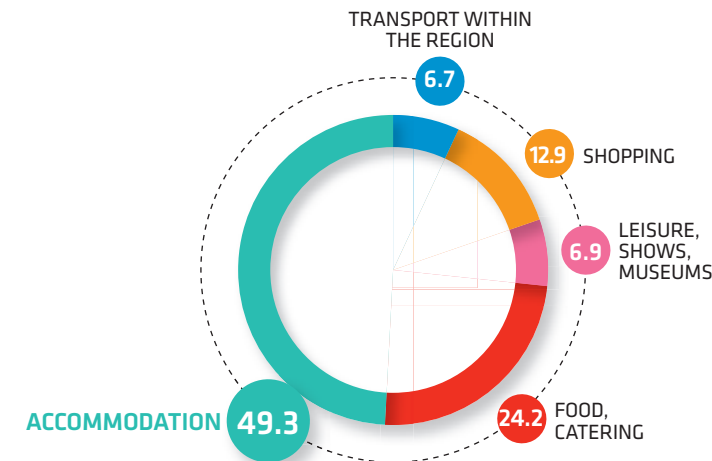
## What types of activity?

• American visitors are particularly interested in visiting parks and gardens (47.6%, up 12.9 points), discovering gastronomy (47.7%, up 12.1 points), markets and flea markets (32.2%, up 10.0 points) and guided tours of neighbourhoods (16.1%, up 8.1 points). They also enjoy visiting museums and monuments (95.3%, up 7.6 points) and discovering towns and cities (77.5%, up 7.3 points). The only activity in which they engage less than other visitors is visiting theme parks (6.1%, down 10.9 points).

## Which sites are visited?

• The 5 most visited sites are: the tour Eiffel (76.1%), Notre-Dame de Paris (75.5%), the Louvre (64.7%), the Arc de triomphe (62.3%) and the Sacré-Coeur de Montmartre (40.9%). Particularly large numbers of Americans visit the musée d'Orsay (39.7%, up 15.7 points), Notre-Dame de Paris (up 15.5 points), the Louvre (up 9.7 points), the château de Versailles (26.2%, up 9.2 points) and the tour Eiffel (up 7.8 points). On the other hand, fewer visit Disneyland® Paris (4.6%, down 10.3 points), the centre Pompidou (16.7%, down 3.4 points), the Grande Arche de La Défense (6.2%, down 3.0 points) and the Sacré-Coeur de Montmartre (down 2.0 points).

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



American visitors have a higher average daily spend per person than international visitors as a whole. They spend more on accommodation (up 7.1 points) and less on shopping (down 6.6 points).

## VISITORS RATE THEMSELVES AS VERY SATISFIED, PARTICULARLY WITH OUTINGS AND CULTURAL ACTIVITIES (%)\*



\* % 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

- Align the marketing message to an older, better-off clientele, looking for culture and events.
- Continue efforts on accommodation, in particular the high range of the market, which is used more by Americans.
- Focus in particular on couples.

## Key points

- **1,703,000 stays**, or 11.3% of stays by international visitors arriving by air and by train.
- **10,750,000 overnight stays**, or 13.1% of overnight stays by international visitors arriving by air and by train.
- **6.3 nights** on average.
- **42.3%** of visitors have already visited Paris Region.
- **91.3%** of visitors have tailored travel arrangements.
- **79.4%** of visitors travel for solely personal reasons.
- **€160** average spend (per person and per day).
- **97.0%** of visitors are satisfied with their stay in Paris Region.
- **97.6%** of visitors would recommend the destination to their friends and family.
- **41.5%** would like to return to Paris Region within the next 2 years.