



British visitors

- Total population: **63.9 million inhabitants**
- Economic growth rate: **+1.7%**
- Average exchange rate: **€1 = £0.85**; variation 2013/2012: **+4.7%**
- Rate of unemployment: **7.5%**
- Rate of inflation: **+2.6%**

Sources : Eurostat - Banque de France.

42.8% of British tourists arrived by air.

57.2% of British tourists arrived by train.

Road transports not taken into account.



What type of profile?

• The average age of British visitors (42 years old) is higher than the overall average for international visitors arriving by air and by train (40 years old). Nearly half (45.5%, up 3.2 points) come from the upper socio-professional categories¹ and 17.2% are employees (down 3.3 points). Over 8 visitors out of 10 (82.3%) come from England: 39.8% of them are from the South of England (Southampton, Bristol), 28.0% from Greater London, 18.7% from the North (Manchester, Leeds, Liverpool) and 13.5% from the Midlands (Birmingham, Nottingham).

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

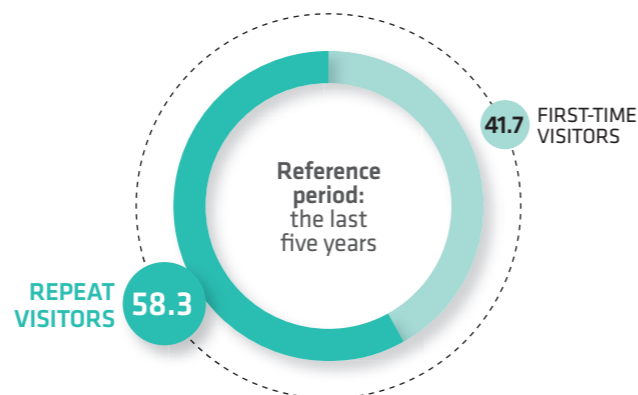
What type of travel?

• Three quarters (74.9%, up 3.4 points) travel for solely personal reasons. They come as couples (33.9%, up 6.3 points), alone (25.2%, down 7.1 points) or as families (24.3%, up 2.3 points). 79.3% (down 0.6 point) make their own travel arrangements. 16.0% (up 2.3 points) choose to travel individually with organized trips and 4.6% (down 1.7 point) prefer organized groups.

What type of accommodation?

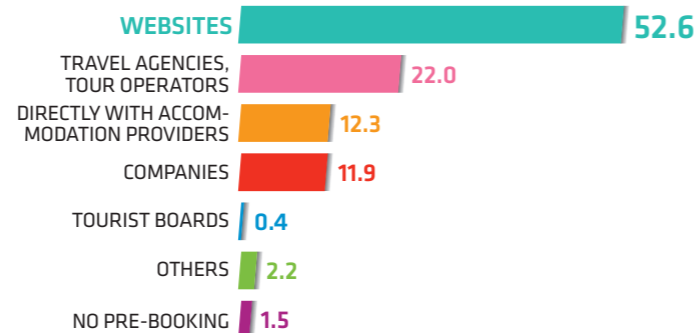
• Nearly 9 stays out of 10 (89.9%, up 7.0 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 82.9% (mid-range for 61.9% and high-range for 33.6%), apartment hotels (3.7%) and furnished accommodation and seasonal rentals (2.0%). The main types of non-paid accommodation used are staying with friends (3.8%), parents (2.5%) and parents' or friends' holiday homes (1.8%).

THE MAJORITY OF BRITISH 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.

British visitors also favour the Internet for their travel planning (53.0%, up 3.8 points), followed by travel agencies and tour operators (20.5%, down 5.5 points), companies (10.8%, up 1.3 point) and direct bookings (10.1%, up 0.2 point).

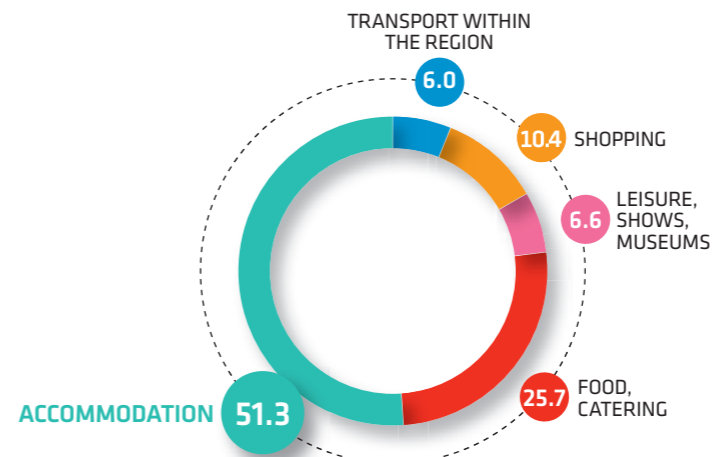
What types of activity?

• Overall, British visitors do fewer activities than the other ones, with the exception of visiting theme parks (20.6%, up 3.6 points). They are less attracted by visiting museums and monuments (75.9%, down 11.7 points), shopping (37.4%, down 8.4 points), nights out (10.9%, down 7.4 points) and parks and gardens (28.3%, down 6.4 points). They also spend time at markets and flea markets (16.7%, down 5.5 points), discovering gastronomy (30.2%, down 5.3 points) and towns and cities (65.1%, down 5.1 points).

Which sites are visited?

• The 5 most visited sites are: the tour Eiffel (52.7%), Notre-Dame de Paris (50.2%), the Arc de triomphe (42.8%), the Louvre (39.7%) and the Sacré-Coeur de Montmartre (31.8%). Overall, the British visit fewer attractions than other international visitors. This is particularly true of the tour Eiffel (down 15.5 points), the Louvre (down 15.3 points), the Arc de triomphe (down 13.9 points), the Sacré-Coeur de Montmartre (down 11.0 points) and the château de Versailles (6.0%, down 11.0 points). On the other hand, more visit Disneyland® Paris (19.8%, up 4.8 points).

BRITISH VISITORS SPEND MORE THAN HALF OF THEIR BUDGET ON ACCOMMODATION (%)



British visitors have the same average daily spend per person as international visitors as a whole. They spend more on accommodation (up 9.1 points) and less on shopping (down 9.2 points).

VISITORS RATE THEMSELVES AS 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

- Give priority to the Internet, both as an information and a booking tool.
- Focus in particular on couples.
- Communicate via the commercial accommodation sector, in particular hotels, which the British frequently use.

Key points

- **1,355,000 stays**, or 9.0% of stays by international visitors arriving by air and by train.
- **4,456,000 overnight stays**, or 5.4% of overnight stays by international visitors arriving by air and by train.
- **3.3 nights** on average.
- **58.3%** of visitors have previously visited Paris Region.
- **95.4%** of visitors have tailored travel arrangements.
- **74.9%** of visitors travel for solely personal reasons.
- **€154** of average spend (per person and per day).
- **95.0%** of visitors are satisfied with their stay in Paris Region.
- **96.3%** of visitors would recommend the destination to their friends and family.
- **51.6%** would like to return to Paris Region within the next 2 years.