



Canadian visitors

- Total population: **35.2 million inhabitants**
- Economic growth rate: **+2.0%**
- Average exchange rate: **€1 = CAD 1.37**; variation 2013/2012: **+6.5%**
- Rate of unemployment: **7.1%**
- Rate of inflation: **+1.0%**

Sources: Statistics Canada, Banque de France, IMF.

- ✈ **83.1 %** of Canadian tourists arrived by air.
 - 🚆 **16.9 %** of Canadian tourists arrived by train.
- Road transports not taken into account.



What type of profile?

• The average age of Canadian visitors (43 years old) is higher than the overall average for international visitors arriving by air and by train (40 years old). Nearly half (46.5%, up 4.2 points) come from the upper socio-professional categories¹.

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

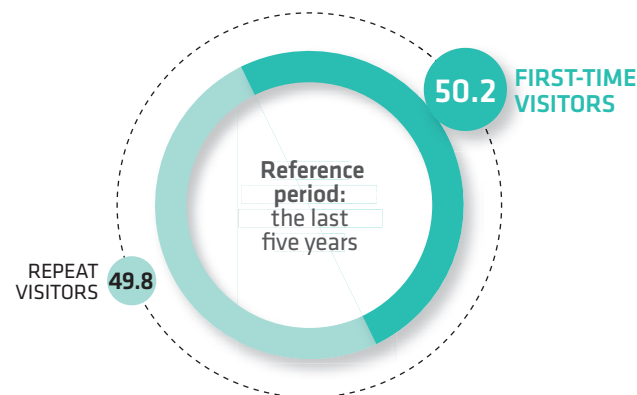
What type of travel?

• More than 8 visitors out of 10 (81.9%, up 10.5 points) travel for solely personal reasons. They come mainly as couples (36.2%, up 8.6 points) or alone (29.0%, down 3.3 points). Paris Region is the sole destination for fewer than half of stays (44.2%, down 25.9 points). For 37.3% (up 17.0 points), it is part of a European tour and for 23.5% (up 10.7 points), it is part of a French tour. 86.5% (up 6.5 points) of Canadians make their own travel arrangements. 7.3% (down 6.4 points) choose to travel individually with organized trips, while 6.2% (down 0.1 point) prefer organized groups.

What type of accommodation?

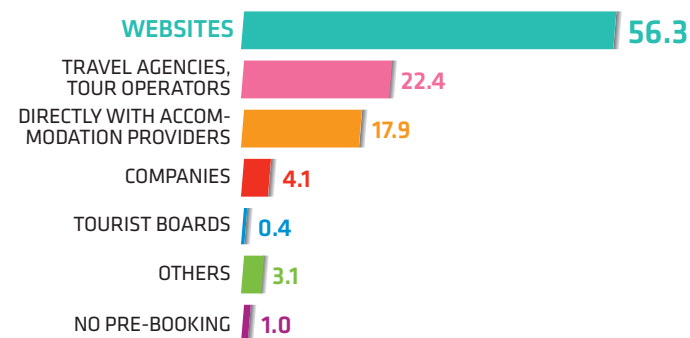
• Nearly 8 stays out of 10 (78.9%, down 4.0 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 59.7% (mid-range for 69.9% and high-range for 25.2%), furnished accommodation and seasonal rentals (8.8%), apartment hotels (3.7%) and youth hostels (3.5%). The main types of non-paid accommodation used are staying with friends (10.5%), parents (4.7%), apartment swaps (1.9%) and parents' or friends' holiday homes (1.7%).

EQUAL NUMBERS OF REPEAT AND FIRST-TIME VISITORS AMONG CANADIANS VISITING PARIS REGION (%)



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.

Canadian visitors also favour the Internet for their travel planning (56.8%, up 7.5 points), followed by travel agencies and tour operators (20.5%, down 5.5 points) and word of mouth (14.7%, up 6.0 points).

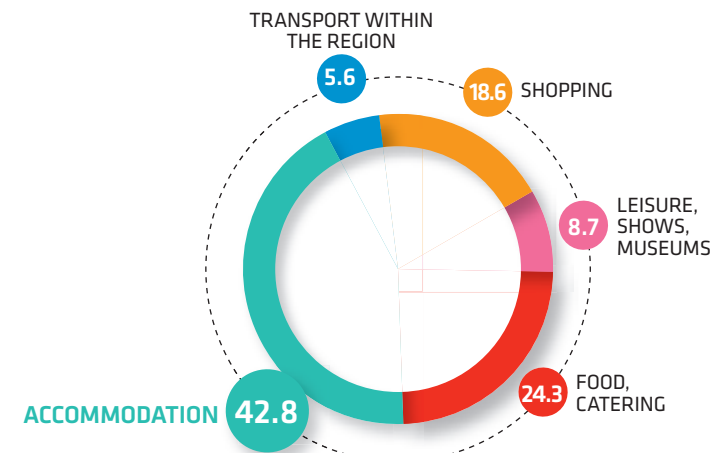
What types of activity?

• Canadian visitors are particularly interested in visiting parks and gardens (48.6%, up 13.8 points), discovering fashionable new neighbourhoods (29.3%, up 12.1 points), towns and cities (78.2%, up 8.1 points) and markets and flea markets (29.5%, up 7.3 points). They also spend more time on visiting museums and monuments (93.9%, up 6.2 points) and on guided tours of neighbourhoods (12.4%, up 4.4 points). On the other hand, they are less interested in theme parks (5.9%, down 11.2 points) and nights out (15.8%, down 2.6 points).

Which sites are visited?

• The 5 most visited sites are: the tour Eiffel (71.6%), Notre-Dame de Paris (66.4%), the Arc de triomphe (61.9%), the Louvre (57.7%) and the Sacré-Coeur de Montmartre (40.6%). More Canadians visit the château de Versailles (24.8%, up 7.8 points), Notre-Dame de Paris (up 6.4 points), the Arc de triomphe (up 5.2 points), the musée d'Orsay (27.7%, up 3.7 points) and the tour Eiffel (up 3.4 points). On the other hand, fewer visit Disneyland® Paris (3.5%, down 11.5 points) and the centre Pompidou (16.0%, down 4.1 points).

CANADIAN VISITORS SPEND 43% OF THEIR BUDGET ON ACCOMMODATION (%)



Canadian visitors have a lower average daily spend per person than international visitors as a whole. They spend more on catering (up 1.5 point) and less on transport (down 1.2 point).

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

- Establish a visible presence on the Internet to cater for independent purchasing behaviour.
- Step up efforts on welcome in accommodation.
- Owners of furnished accommodation and seasonal rentals: focus in particular on these visitors seeking this type of accommodation.

Key points

- **457,000 stays**, or 3.0% of stays by international visitors arriving by air and by train.
- **2,872,000 overnight stays**, or 3.5% of overnight stays by international visitors arriving by air and by train.
- **6.3 nights** on average.
- **49.8%** of visitors have already visited Paris Region.
- **93.8%** of visitors have tailored travel arrangements.
- **81.9%** of visitors travel for solely personal reasons.
- **€131** average spend (per person and per day).
- **96.4%** of visitors are satisfied with their stay in Paris Region.
- **96.4%** of visitors would recommend the destination to their friends and family.
- **39.2%** would like to return to Paris Region within the next 2 years.