



Chinese visitors

- ✓ Total population: **1.361 billion inhabitants**
- ✓ Economic growth rate: **+7.7%**
- ✓ Average exchange rate: **€1 = CNY 8.17**; variation 2013/2012: **+0.7%**
- ✓ Rate of unemployment: **4.1%**
- ✓ Rate of inflation: **+2.6%**

Sources: National Bureau of Statistics of China, Banque de France, IMF.

- ✈ **89.7%** of Chinese tourists arrived by air.
 - 🚆 **10.3%** of Chinese tourists arrived by train.
- Road transports not taken into account.



What type of profile?

✓ The average age of Chinese visitors (32 years old) is lower than the overall average for international visitors arriving by air and by train (40 years old). Nearly one third (32.8%, down 9.5 points) come from the upper socio-professional categories¹, 26.4% (up 5.8 points) are employees and 14.7% (up 6.4 points) are artisans, shopkeepers or company managers.

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

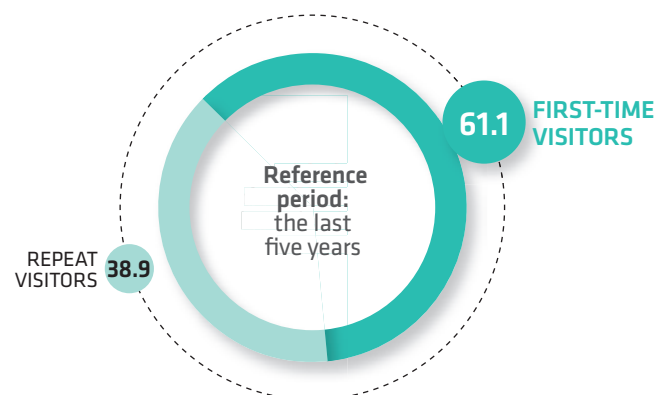
What type of travel?

✓ More than 6 visitors out of 10 (65.9%, down 5.6 points) travel for solely personal reasons. They come mainly with friends (24.7%, up 14.3 points), as couples (22.5%, down 5.1 points) or alone (22.4%, down 10.0 points). For nearly half of visitors (48.3%, up 28.0 points), the stay is included as part of a European tour. Paris Region is the sole destination for 38.8% of stays (down 31.3 points). For 28.4% (up 15.6 points), it is part of a French tour. 68.7% (down 11.2 points) of Chinese make their own travel arrangements. 15.9% (up 2.1 points) choose to travel individually with organized trips, while 15.4% (up 9.1 points) prefer organized groups.

What type of accommodation?

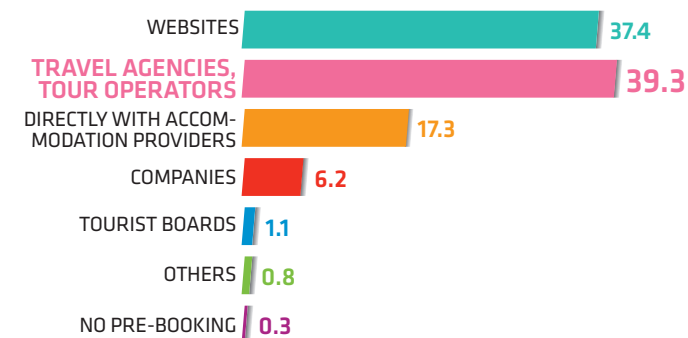
✓ More than 9 stays out of 10 (90.4%, up 7.5 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 78.8% (mid-range for 56.6% and high-range for 32.5%), apartment hotels (5.6%), furnished accommodation and seasonal rentals (2.3%), youth hostels (1.8%) and bed & breakfast accommodation (1.6%). The main types of non-paid accommodation used are staying with friends (4.7%) and parents (2.6%).

THE MAJORITY OF CHINESE VISITING PARIS REGION ARE FIRST-TIME VISITORS (%)



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

TRAVEL AGENCIES AND TOUR OPERATORS ARE THE PRIMARY METHOD OF RESERVATION, JUST AHEAD OF THE INTERNET (%)



Several possible answers, based on paid accommodation.

Chinese visitors also favour travel agencies and tour operators for their travel planning (38.5%, up 12.5 points), just ahead of the Internet (36.7%, down 12.5 points).

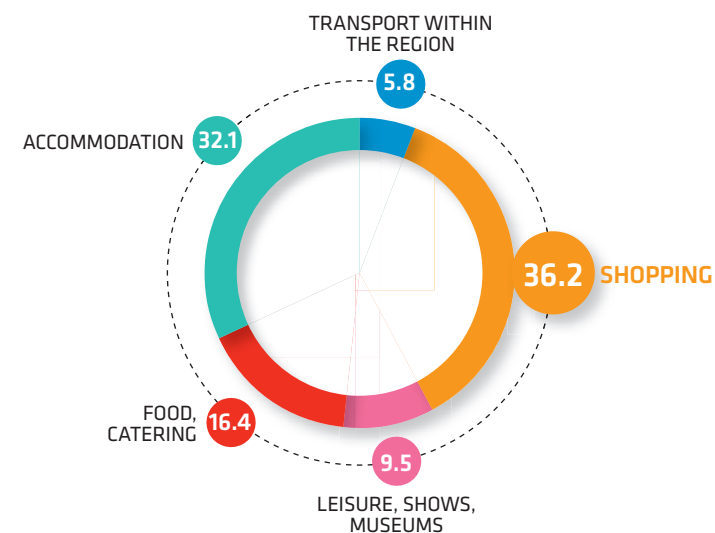
What types of activity?

✓ Chinese visitors particularly enjoy guided tours of neighbourhoods (21.1%, up 13.1 points), visiting museums and monuments (96.9%, up 9.2 points), markets and flea markets (31.2%, up 9.0 points), shopping (53.2%, up 7.4 points) and themed workshops (6.7%, up 5.1 points). On the other hand, they are less interested in discovering fashionable new neighbourhoods (12.7%, down 4.5 points), nights out (14.1%, down 4.2 points), shows and concerts (6.5%, down 2.7 points) and visiting parks and gardens (32.1%, down 2.6 points).

Which sites are visited?

✓ The 5 most visited sites are: the tour Eiffel (86.1%), the Louvre (81.3%), the Arc de triomphe (76.6%), Notre-Dame de Paris (72.5%) and the château de Versailles (35.4%). More Chinese visit the top 4 of the 5 most visited sites, in particular the Louvre (up 26.2 points). More also visit the château de Versailles (up 18.4 points) and the château de Fontainebleau (7.4%, up 4.7 points). On the other hand, fewer visit the Sacré-Coeur de Montmartre (34.8%, down 8.1 points), the musée d'Orsay (19.7%, down 4.4 points) and Disneyland® Paris (11.2%, down 3.7 points).

CHINESE VISITORS SPEND 36% OF THEIR BUDGET ON SHOPPING (%)



Chinese visitors have a much higher average daily spend per person than international visitors as a whole. They spend more on shopping (up 16.7 points) and less on accommodation (down 10.1 points) and catering (down 6.4 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.
- ✓ Inform and reassure visitors about safety issues.
- ✓ Concentrate efforts on catering and transport (in particular signposting in the streets and on public transport).

Key points

- ★ **441,000 stays**, or 2.9% of stays by international visitors arriving by air and by train.
- ★ **2,563,000 overnight stays**, or 3.1% of overnight stays by international visitors arriving by air and by train.
- ★ **5.8 nights** on average.
- ★ **38.9%** of visitors have already visited Paris Region.
- ★ **84.6%** of visitors have tailored travel arrangements.
- ★ **65.9%** of visitors travel for solely personal reasons.
- ★ **€185** average spend (per person and per day).
- ★ **91.1%** of visitors are satisfied with their stay in Paris Region.
- ★ **93.4%** of visitors would recommend the destination to their friends and family.
- ★ **48.9%** would like to return to Paris Region within the next 2 years.