

# Spanish visitors

- Total population: **46.7 million inhabitants**
- Economic growth rate: **-1.2%**
- Rate of unemployment: **26.1%**
- Rate of inflation: **+1.5%**

Source: Eurostat.

- 93.6%** of Spanish tourists arrived by air.
- 6.4%** of Spanish tourists arrived by train.

Road transports not taken into account.



## What type of profile?

The average age of Spanish visitors (39 years old) is lower than the overall average for international visitors arriving by air and by train (40 years old). 43.2% come from the upper socio-professional categories<sup>1</sup> (43.2%, up 0.9 point) and 19.9% are employees (down 0.6 point). They come mainly from the Madrid area (30.3%) and the region of Catalonia (29.4%).

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

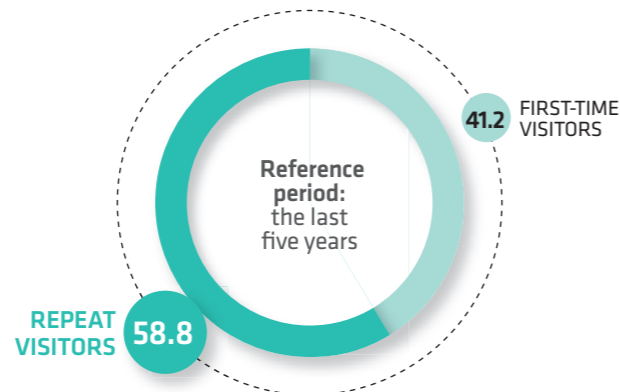
## What type of travel?

More than two thirds (69.7%, down 1.7 point) travel for solely personal reasons. They come as families (30.2%, up 8.2 points), alone (28.4%, down 3.9 points) or as couples (27.8%, up 0.2 point). The majority make their own travel arrangements (74.5%, down 5.4 points). 2 visitors out of 10 choose to travel individually with organized trips (21.4%, up 7.6 points), while relatively few (4.1%, down 2.2 points) opt for organized groups.

## What type of accommodation?

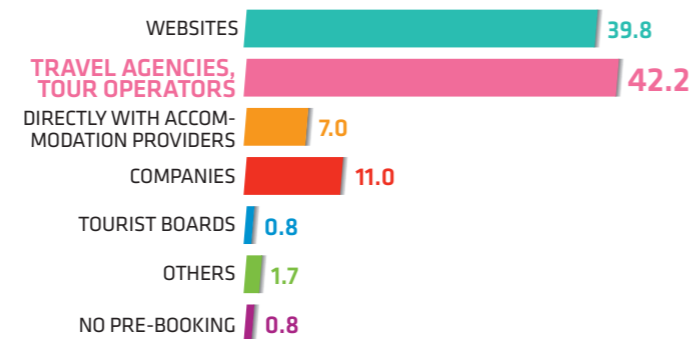
More than 8 stays out of 10 (84.2%, up 1.3 point) are in paid accommodation. The main types of paid accommodation used are hotels, with 76.3% (mid-range for 67.1% and high-range for 24.8%), furnished accommodation and seasonal rentals (3.8%) and apartment hotels (2.0%). The main types of non-paid accommodation used are staying with friends (8.1%) and parents (4.3%).

## THE MAJORITY OF SPANISH VISITING PARIS REGION ARE REPEAT 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 METHODS OF RESERVATION USED FOLLOWED BY THE INTERNET (%)



Several possible answers, based on paid accommodation.

Spanish visitors favour the Internet for their travel planning (44.5%, down 4.8 points), followed by travel agencies and tour operators (40.4%, up 14.4 points).

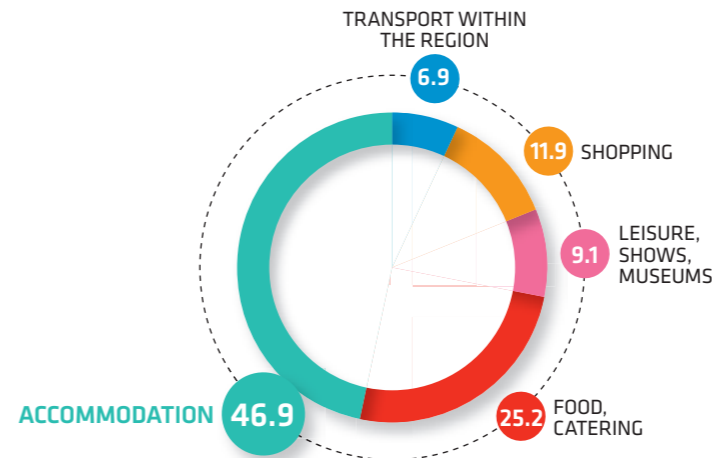
## What types of activity?

Spanish visitors spend less time on shopping (29.6%, down 16.1 points), on visiting museums and monuments (81.2%, down 6.5 points), parks and gardens (28.6%, down 6.2 points) and markets and flea markets (16.6%, down 5.6 points) and on guided tours of neighbourhoods (2.5%, down 5.5 points). They are also less interested in discovering gastronomy (31.9%, down 3.7 points) and events and cultural exhibitions (8.5%, down 3.2 points). On the other hand, they are more interested in visiting theme parks (30.9%, up 13.9 points) and discovering fashionable neighbourhoods (18.8%, up 1.6 point).

## Which sites are visited?

The 5 most visited sites are: the tour Eiffel (67.6%), the Arc de triomphe (56.9%), the Louvre (51.4%), Notre-Dame de Paris (48.2%) and the Sacré-Coeur de Montmartre (47.6%). More of them visit Disneyland® Paris (29.5%, up 14.5 points), the centre Pompidou (25.2%, up 5.1 points) and the Sacré-Coeur de Montmartre (up 4.7 points). On the other hand, fewer visit Notre-Dame de Paris (down 11.8 points), the château de Versailles (12.2%, down 4.8 points), the Louvre (down 3.7 points) and the musée d'Orsay (22.0%, down 2.0 points).

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



Spanish visitors have a much lower average daily spend per person than international visitors as a whole. They spend more on accommodation (up 4.7 points) and catering (up 2.3 points) and less on shopping (down 7.6 points).

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



\* % 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

- Meet the specific requirements of families.
- Work with travel agencies and tour operators.
- Step up efforts on welcome to encourage the Spanish tourists to come back more often.

## Key points

- 899,000 stays**, or 6.0% of stays by international visitors arriving by air and by train.
- 4,272,000 overnight stays**, or 5.2% of overnight stays by international visitors arriving by air and by train.
- 4.8 nights** on average.
- 58.8%** of visitors have already visited Paris Region.
- 95.9%** of visitors have tailored travel arrangements.
- 69.7%** of visitors travel for solely personal reasons.
- €128** average spend (per person and per day).
- 92.4%** of visitors are satisfied with their stay in Paris Region.
- 97.3%** of visitors would recommend the destination to their friends and family.
- 36.7%** would like to return to Paris Region within the next 2 years.