



# 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.

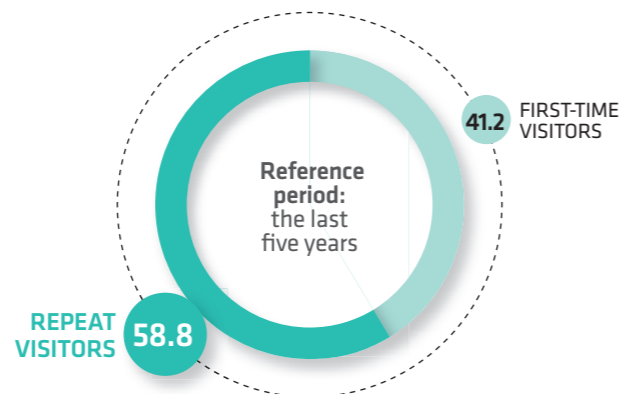
## What type of travel?

• 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?

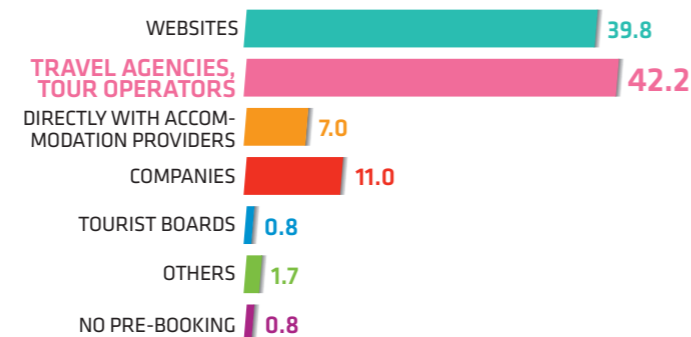
• More than 8 stays out of 10 (84.2%, up 1.3 point) are in paid accommodation. The main types of paid accommodation used are hotels, with 76.3% (mid-range for 67.1% and high-range for 24.8%), furnished accommodation and seasonal rentals (3.8%) and apartment hotels (2.0%). The main types of non-paid accommodation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

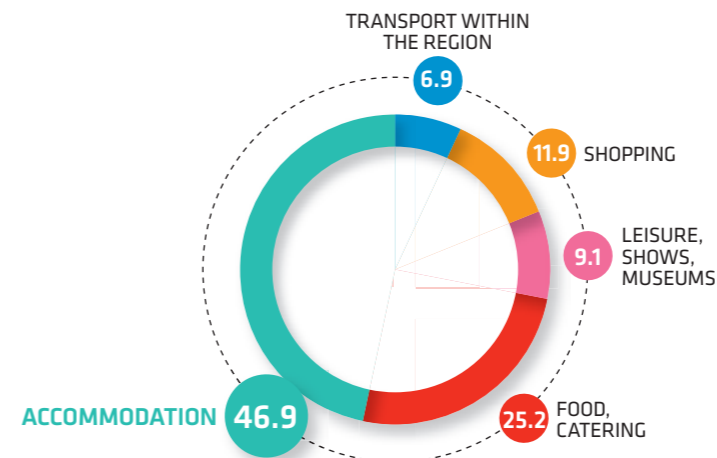
## What types of activity?

• 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.