



Indian visitors

- Total population: **1.239 billion inhabitants**
- Economic growth rate: **+4.4%**
- Average exchange rate: **€1 = INR 77.88;** variation 2013/2012: **+13.5%**
- Rate of unemployment: **8.8%**
- Rate of inflation: **+9.5%**

Sources: CIA, IMF, Banque de France.

- ✈️ **87.7%** of Indian tourists arrived by air.
- 🚆 **12.3%** of Indian tourists arrived by train.

Road transports not taken into account.



What type of profile?

• The average age of Indian visitors (37 years old) is lower than the overall average for international visitors arriving by air and by train (40 years old). 40.7% are employees (up 20.2 points) and 38.9% come from the upper socio-professional categories¹ (down 3.4 points).

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

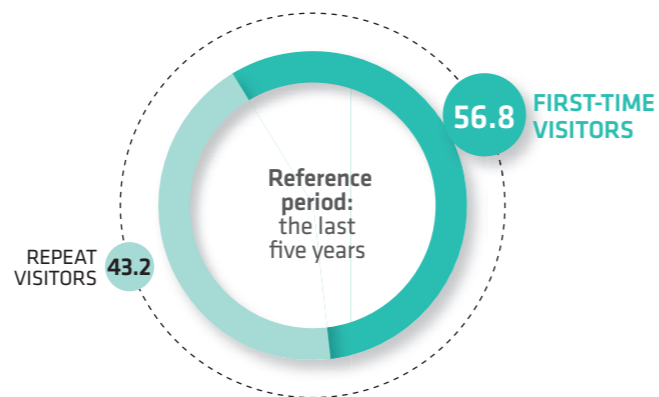
What type of travel?

• Half (50.3%, down 21.2 points) travel for solely personal reasons, while more than one third (35.0%, up 17.5 points) travel for solely business reasons. 44.1% travel alone (up 11.7 points). Paris Region is the sole destination for 56.7% of stays (down 13.3 points). It is part of a European tour for 34.1% (up 13.8 points) and part of a French tour for 10.5% (down 2.2 points). 70.2% of Indians make their own travel arrangements (down 9.8 points). One quarter (24.8%) choose to travel individually with organized trips (up 11.1 points) and 5.0% prefer organized groups (down 1.3 point).

What type of accommodation?

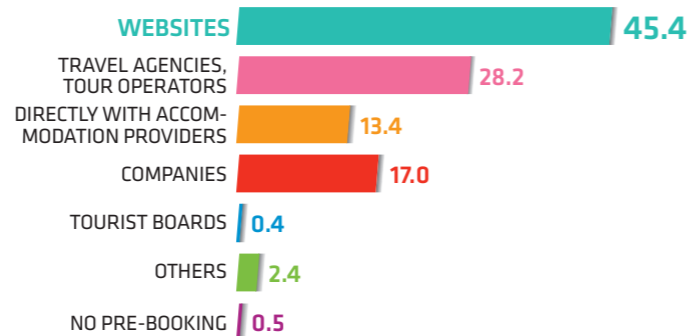
• Around 9 stays out of 10 (90.3%, up 7.4 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 73.0% (mid-range for 55.1% and high-range for 35.5%) and apartment hotels (13.9%). The main types of non-paid accommodation used are staying with friends (3.9%) and parents (2.8%).

THE MAJORITY OF INDIANS VISITING PARIS REGION ARE FIRST-TIME 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.

Indian visitors also favour the Internet for their travel planning (43.7%, down 5.6 points), followed by travel agencies and tour operators (24.9%, down 1.1 point) and companies (17.1%, up 7.7 points).

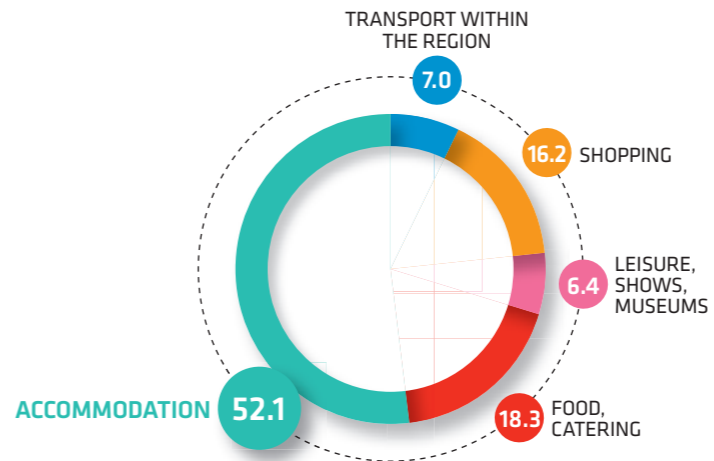
What types of activity?

• Indian visitors particularly enjoy shopping (53.6%, up 7.8 points), markets and flea markets (27.4%, up 5.2 points), guided tours of neighbourhoods (13.1%, up 5.1 points), theme parks (21.9%, up 4.8 points) and visiting parks and gardens (38.7%, up 4.0 points). On the other hand, they are less keen on discovering fashionable new neighbourhoods (5.9%, down 11.2 points), events and cultural exhibitions (6.4%, down 5.3 points) and discovering gastronomy (31.2%, down 4.4 points).

Which sites are visited?

• The 5 most visited sites are: the tour Eiffel (83.9%), Notre-Dame de Paris (64.4%), the Louvre (61.2%), the Arc de triomphe (51.9%) and the Sacré-Coeur de Montmartre (28.4%). More Indians visit the tour Eiffel (up 15.7 points), the basilique Saint-Denis (9.6%, up 6.2 points), the Louvre (up 6.2 points), the Grande Arche de La Défense (14.4%, up 5.1 points) and Notre-Dame de Paris (up 4.4 points). On the other hand, fewer visit the Sacré-Coeur de Montmartre (down 14.5 points), the centre Pompidou (9.2%, down 10.8 points), the musée d'Orsay (14.9%, down 9.1 points), the Arc de triomphe (down 4.8 points) and the château de Versailles (13.0%, down 4.0 points).

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



Indian visitors have a higher average daily spend per person than international visitors as a whole. They spend more on accommodation (up 10.0 points) and less on catering (down 4.5 points) and shopping (down 3.4 points).

VISITORS RATE THEMSELVES AS SATISFIED, WITH IMPROVEMENTS NEEDED IN CATERING AND ACCOMMODATION (%)*



* % 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.
- Provide for the specific needs of Indian visitors, who are more interested in apartment hotels and four-and five-star hotels.
- Step up efforts in the accommodation sector, particularly in terms of value for money and services.

Key points

- **175,000 stays**, or 1.2% of stays by international visitors arriving by air and by train.
- **1,189,000 overnight stays**, or 1.5% of overnight stays by international visitors arriving by air and by train.
- **6.8 nights** on average.
- **43.2%** of visitors have already visited Paris Region.
- **95.0%** of visitors have tailored travel arrangements.
- **50.3%** of visitors travel for solely personal reasons.
- **€169** average spend (per person and per day).
- **94.4%** of visitors are satisfied with their stay in Paris Region.
- **98.5%** of visitors would recommend the destination to their friends and family.
- **52.8%** would like to return to Paris Region within the next 2 years.