



Italian visitors

- Total population: **59.7 million inhabitants**
- Economic growth rate: **-1.9%**
- Rate of unemployment: **12.2%**
- Rate of inflation: **+1.3%**

Source: Eurostat.

91.9% of Italian tourists arrived by air.

Road transports not taken into account.

8.1% of Italian tourists arrived by train.



What type of profile?

The average age of Italian visitors (39 years old) is lower than the overall average for international visitors arriving by air (40 years old). Nearly 4 visitors out of 10 come from the upper socio-professional categories¹ (36.7%, down 5.7 points) and 28.9% are employees (up 8.4 points). They come mainly from the Milan region (19.8%), Rome (16.5%) and the Naples region (14.5%).

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

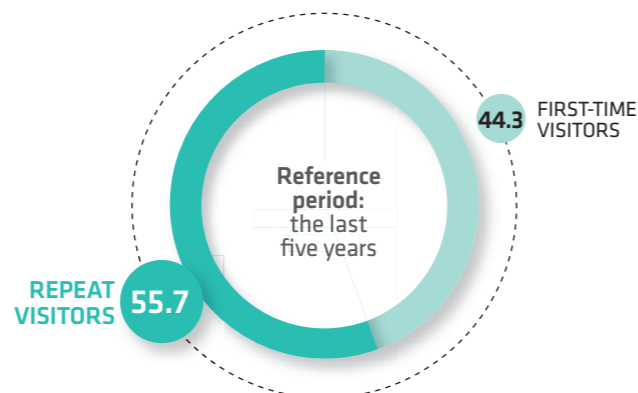
What type of travel?

More than 7 visitors out of 10 (73.6%, up 2.1 points) travel for solely personal reasons. They come as couples (35.7%, up 8.1 points), alone (28.8%, down 3.6 points) or as families (21.7%, down 0.3 point). 80.3% make their own travel arrangements (up 0.3 point). 16.9% travel individually with organized trips (up 3.1 points) and 2.9% opt to travel with organized groups (down 3.5 points).

What type of accommodation?

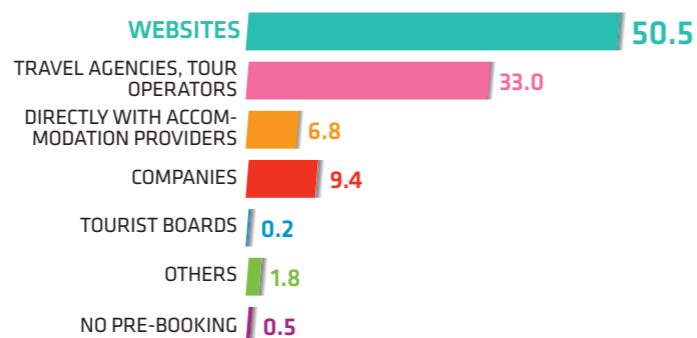
More than 8 stays out of 10 (82.5%, down 0.4 point) are in paid accommodation. The main types of paid accommodation used are hotels, with 70.6% (mid-range for 71.3% and high-range for 25.4%), furnished accommodation and seasonal rentals (5.2%) and apartment hotels (4.0%). The main types of non-paid accommodation used are staying with friends (7.3%) and parents' or friends' holiday homes (4.9%).

THE MAJORITY OF ITALIANS VISITING PARIS REGION ARE REPEAT 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.

Italian visitors also favour the Internet for their travel planning (52.2%, up 2.9 points), followed by travel agencies and tour operators (30.2%, up 4.2 points).

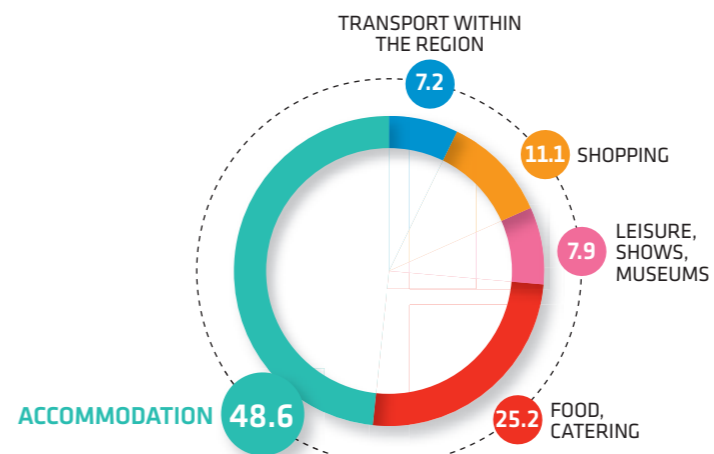
What types of activity?

Italian visitors spend less time on shopping (35.3%, down 10.5 points), visiting parks and gardens (26.4%, down 8.4 points), discovering gastronomy (28.3%, down 7.3 points), guided tours of neighbourhoods (2.4%, down 5.7 points) and markets and flea markets (16.8%, down 5.4 points). Fewer also attend events and cultural exhibitions (8.3%, down 3.4 points) and shows and concerts (6.0%, down 3.3 points). On the other hand, they spend more time discovering fashionable neighbourhoods (20.9%, up 3.7 points), visiting theme parks (20.5%, up 3.5 points) and discovering towns and cities (73.4%, up 3.3 points).

Which sites are visited?

The 5 most visited sites are: Notre-Dame de Paris (67.7%), the tour Eiffel (65.3%), the Arc de triomphe (57.7%), the Louvre (52.4%) and the Sacré-Coeur de Montmartre (52.4%). More Italians visit the Sacré-Coeur de Montmartre (up 9.5 points), Notre-Dame de Paris (up 7.7 points), the centre Pompidou (26.4%, up 6.3 points), Disneyland® Paris (19.3%, up 4.3 points) and the musée d'Orsay (27.8%, up 3.8 points). On the other hand, fewer visit the château de Versailles (11.7%, down 5.3 points), the tour Eiffel (down 2.9 points) and the Louvre (down 2.7 points).

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



Italian visitors have a very lower average daily spend per person than international visitors as a whole. They spend more on accommodation (up 6.4 points) and less on shopping (down 8.4 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

- Concentrate efforts on catering, a sector in which the Italians spend more but are less satisfied.
- Focus on value for money and accommodation-related services.
- Ensure a good welcome for Italian tourists, both from professionals and from inhabitants of the region.

Key points

- 1,260,000 stays**, or 8.3% of stays by international visitors arriving by air and by train.
- 6,193,000 overnight stays**, or 7.6% of overnight stays by international visitors arriving by air and by train.
- 4.9 nights** on average.
- 55.7%** of visitors have already visited Paris Region.
- 97.1%** of visitors have tailored travel arrangements.
- 73.6%** of visitors travel for solely personal reasons.
- €119** average spend (per person and per day).
- 93.6%** of visitors are satisfied with their stay in Paris Region.
- 98.1%** of visitors would recommend the destination to their friends and family.
- 48.6%** would like to return to Paris Region within the next 2 years.