

# Russian visitors

- Total population: **143.3 million inhabitants**
- Economic growth rate: **+1.3%**
- Average exchange rate: **€1 = RUB 42.32**; variation 2013/2012: **+6.0%**
- Rate of unemployment: **5.5%**
- Rate of inflation: **+6.8%**

Sources: Federal State Statistics Service (GKS), Banque de France, IMF.

- **93.7%** of Russian tourists arrived by air.
- **6.3%** of Russian tourists arrived by train.

Road transports not taken into account.



## What type of profile?

• The average age of Russian visitors (38 years old) is lower than the overall average for international visitors arriving by air and by train (40 years old). Less than one third (31.0%, down 11.3 points) come from the upper socio-professional categories<sup>1</sup> and 23.8% (up 15.6 points) from the intermediate socio-professional categories.

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

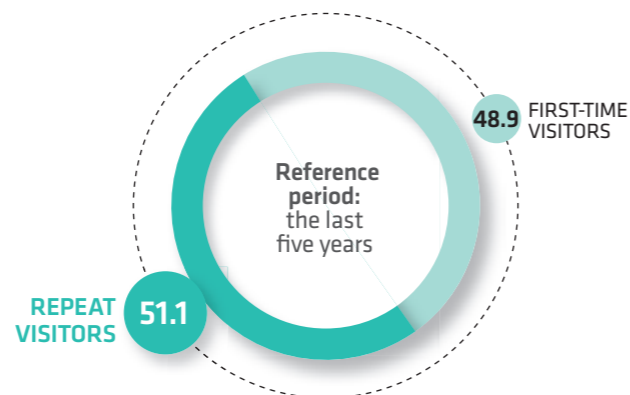
## What type of travel?

• Nearly 8 visitors out of 10 (77.4%, up 5.9 points) travel for solely personal reasons. They come mainly as couples (38.0%, up 10.4 points) or alone (27.8%, down 4.6 points). Paris Region is the sole destination for more than two thirds of stays (67.3%, down 2.8 points). For 19.3% (up 6.6 points), it is part of a French tour and for 15.3% (down 4.9 points), it is part of a European tour. More than three quarters (76.2%, down 3.8 points) of Russians make their own travel arrangements. 19.1% (up 5.3 points) choose to travel individually with organized trips and 4.8% (down 1.5 point) prefer organized groups.

## What type of accommodation?

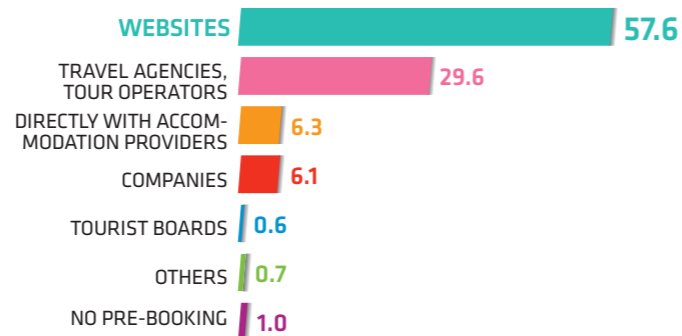
• Nearly 9 stays out of 10 (89.5%, up 6.6 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 76.2% (mid-range for 69.7% and high-range for 27.0%), furnished accommodation and seasonal rentals (6.7%), bed & breakfast accommodation (2.9%) and apartment hotels (1.9%). The main types of non-paid accommodation used are staying with friends (5.6%) and parents (2.6%).

## ALMOST EQUAL NUMBERS OF REPEAT AND FIRST-TIME VISITORS AMONG RUSSIANS VISITING PARIS REGION (%)



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.

Russian visitors also favour the Internet for their travel planning (59.3%, up 10.0 points), followed by travel agencies and tour operators (25.4%, down 0.6 point).

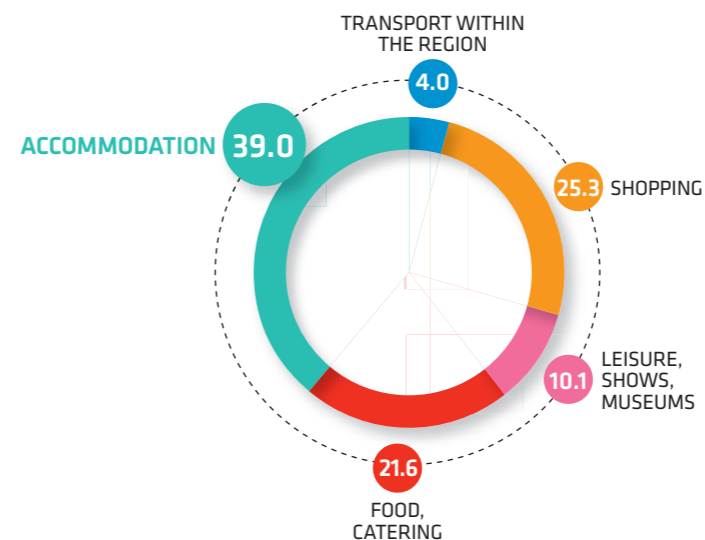
## What types of activity?

• More Russian visitors spend time on discovering towns and cities (83.6%, up 13.5 points), visiting theme parks (27.9%, up 10.8 points), visiting museums and monuments (95.4%, up 7.8 points) and discovering gastronomy (40.8%, up 5.2 points). On the other hand, they are less keen on discovering fashionable new neighbourhoods (8.2%, down 9.0 points), nights out (9.4%, down 8.9 points) and visiting markets and flea markets (15.9%, down 6.2 points).

## Which sites are visited?

• The 5 most visited sites are: Notre-Dame de Paris (81.7%), the tour Eiffel (80.5%), the Louvre (74.7%), the Arc de triomphe (72.2%) and the Sacré-Coeur de Montmartre (60.9%). More Russians visit the 5 most visited sites, such as Notre-Dame de Paris (up 21.7 points), the Louvre (up 19.6 points) and the Sacré-Coeur de Montmartre (up 18.0 points). More also visit the musée d'Orsay (39.0%, up 15.0 points), Disneyland® Paris (25.2%, up 10.2 points) and the centre Pompidou (28.1%, up 8.0 points). There are few sites which they visit less than other international visitors.

## RUSSIAN VISITORS SPEND A QUARTER OF THEIR BUDGET ON SHOPPING (%)



Russian visitors have a much higher average daily spend per person than international visitors as a whole. They spend more on shopping (up 5.8 points) and less on accommodation (down 3.2 points) and transport (down 2.9 points).

## VISITORS RATE THEMSELVES AS VERY 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

- Step up efforts in the catering sector, in particular on welcome.
- Increase communications on the theme of shopping, an activity on which Russian visitors spend a lot of money.
- Owners of furnished accommodation and apartment hotels: focus in particular on these visitors seeking this type of accommodation.

## Key points

- **431,000 stays**, or 2.9% of stays by international visitors arriving by air and by train.
- **2,812,000 overnight stays**, or 3.4% of overnight stays by international visitors arriving by air and by train.
- **6.5 nights** on average.
- **51.1%** of visitors have already visited Paris Region.
- **95.2%** of visitors have tailored travel arrangements.
- **77.4%** of visitors travel for solely personal reasons.
- **€187** average spend (per person and per day).
- **96.6%** of visitors are satisfied with their stay in Paris Region.
- **97.3%** of visitors would recommend the destination to their friends and family.
- **58.8%** would like to return to Paris Region within the next 2 years.