

Swiss visitors

- Total population: **8.0 million inhabitants**
- Economic growth rate: **+2.0%**
- Average exchange rate: **€1 = CHF 1.23;** variation 2013/2012: **+2.1%**
- Rate of unemployment: **4.4%**
- Rate of inflation: **+0.1%**

Sources: Eurostat, Swiss Federal Statistical Office, Banque de France.

- 34.4 %** of Swiss tourists arrived by air.
- 65.6 %** of Swiss tourists arrived by train.

Road transports not taken into account.



What type of profile?

The average age of Swiss visitors (43 years old) is higher than the overall average for international visitors arriving by air and by train (40 years old). 4 visitors out of 10 come from the upper socio-professional categories¹ (43.4%, up 1.1 point) and 23.0% are employees (up 2.5 points). They come mainly from Geneva (31.4%), Bern (26.2%) and Zurich (9.2%).

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

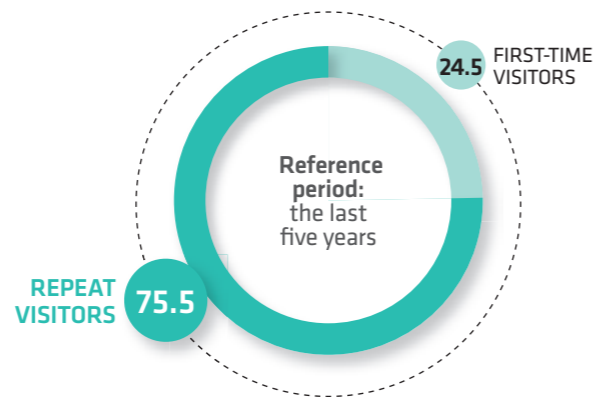
What type of travel?

Nearly three quarters (72.7%, up 1.2 point) travel for solely personal reasons. The majority travel alone (33.6%, up 1.2 point) or as couples (30.4%, up 2.8 points). Nearly 9 visitors out of 10 (86.9%, up 6.9 points) make their own travel arrangements. 9.8% choose to travel individually with organized trips (down 3.9 points) and 3.3% prefer organized groups (down 3.0 points).

What type of accommodation?

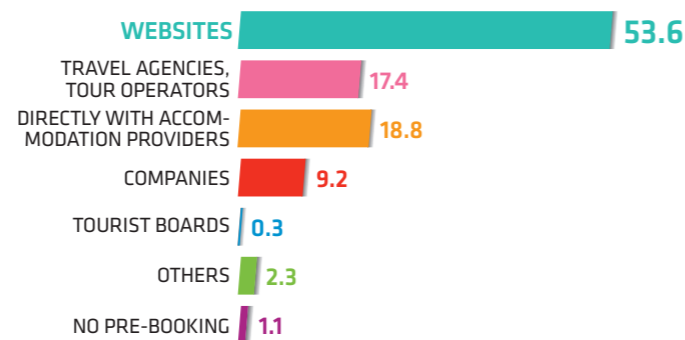
Nearly three quarters of stays (73.9%, down 9.0 points) are in paid accommodation. The main types of paid accommodation used are hotels, with 65.9% (mid-range for 67.9% and high-range for 28.2%) and furnished accommodation and seasonal rentals (3.7%). The main types of non-paid accommodation used are staying with friends (8.0%), parents (7.4%) and parents' or friends' holiday homes (6.2%).

THE MAJORITY OF SWISS 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.

Swiss visitors also favour the Internet for their travel planning (53.3%, up 4.0 points), followed by travel agencies and tour operators (15.8%, down 10.2 points) and direct bookings (13.2%, up 3.3 points).

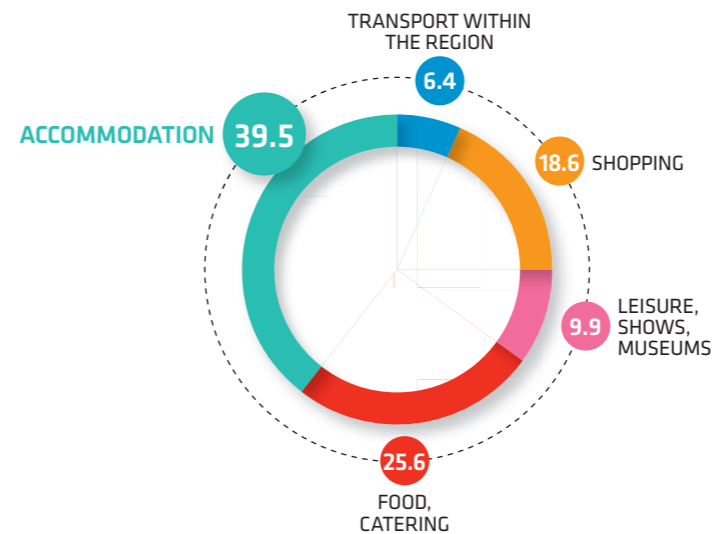
What types of activity?

Swiss visitors are more interested in shows and concerts (21.7%, up 12.4 points), events and cultural exhibitions (19.8%, up 8.1 points) and discovering fashionable new neighbourhoods (20.6%, up 3.4 points). On the other hand, they are less keen on visiting parks and gardens (23.1%, down 11.6 points), museums and monuments (78.3%, down 9.4 points), discovering gastronomy (26.4%, down 9.2 points), markets and flea markets (13.7%, down 8.4 points), theme parks (10.1%, down 7.0 points) and guided tours of neighbourhoods (1.5%, down 6.5 points).

Which sites are visited?

The 5 most visited sites are: the tour Eiffel (44.5%), Notre-Dame de Paris (43.8%), the Arc de triomphe (35.2%), the Sacré-Coeur de Montmartre (34.6%) and the Louvre (28.1%). Fewer visit some traditional landmarks, such as the Louvre (down 26.9 points), the tour Eiffel (down 23.7 points), the Arc de triomphe (down 21.5 points) and Notre-Dame de Paris (down 16.2 points). Fewer also visit the musée d'Orsay (11.6%, down 12.5 points), the château de Versailles (5.5%, down 11.5 points), the Sacré-Coeur de Montmartre (down 8.2 points) and Disneyland® Paris (8.7%, down 6.3 points).

SWISS VISITORS SPEND MORE THAN A QUARTER OF THEIR BUDGET ON EATING OUT (%)



Swiss visitors have a higher average daily spend per person than international visitors as a whole. They spend more on catering (up 2.7 points) and less on accommodation (down 2.7 points).

VISITORS RATE THEMSELVES AS SATISFIED, PARTICULARLY WITH OUTINGS AND CULTURAL ACTIVITIES (%)*



* % 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

- Align the marketing message to a very "leisure-based" clientele, looking for events.
- Give priority to the Internet, both to provide information to tourists and to offer them the option of booking their accommodation.
- Step up efforts on comfort in the accommodation sector and welcome in restaurants.

Key points

- 382,000 stays**, or 2.5% of stays by international visitors arriving by air and by train.
- 1,257,000 overnight stays**, or 1.5% of overnight stays by international visitors arriving by air and by train.
- 3.3 nights** on average.
- 75.5%** of visitors have already visited Paris Region.
- 96.7%** of visitors have tailored travel arrangements.
- 72.7%** of visitors travel for solely personal reasons.
- €167** average spend (per person and per day).
- 95.8%** of visitors are satisfied with their stay in Paris Region.
- 95.9%** of visitors would recommend the destination to their friends and family.
- 63.0%** would like to return to Paris Region within the next 2 years.