



➤ FOREIGN VISITORS ARRIVING BY AIR

CANADIAN VISITORS

**Total population: 34.9 million inhabitants**  
**Economic growth rate: +1.8%**  
**Average rate of exchange: €1 = CAD 1.28 ; variation 2012/2011: -6.6%**  
**Unemployment rate: 7.3%**  
**Inflation rate: +1.5%**



Sources: Statistics Canada – Banque de France – IMF.

What type of profile?

The average age of Canadian visitors (42 years old) is higher than that for other international visitors as a whole arriving by air (39 years old). Almost one half (45.8%, -0.2 point) come from the upper socio-professional categories<sup>1</sup>.

<sup>1</sup> Liberal professions, teachers, scientific professions, executives and other intellectual professions.

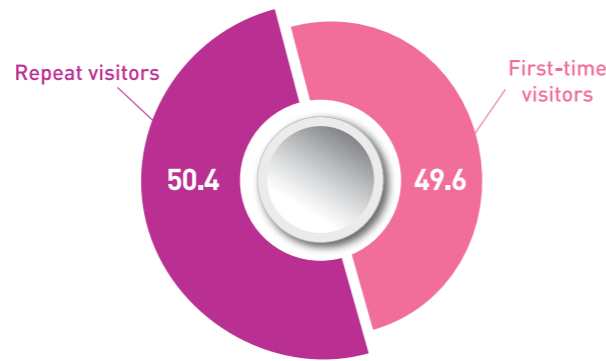
What type of travel?

Almost 8 visitors out of 10 (77.9%, +5.3 points) travel for solely personal reasons. They come mainly alone (36.7%, -0.2 point) or as couples (25.7%, -0.3 point). For approximately one half (50.6%, -21.4 points), Paris Ile-de-France is the sole destination for their trip. For 33.8% (+15.7 points) it is part of a European tour and for 20.6% (+8.8 points) it is part of a French tour. 83.2% (+3.3 points) of Canadian visitors make their own travel arrangements. 10.9% (-3.5 points) travel individually with organized trips while 5.9% (+0.2 point) opt to travel with organized groups.

What type of accommodation?

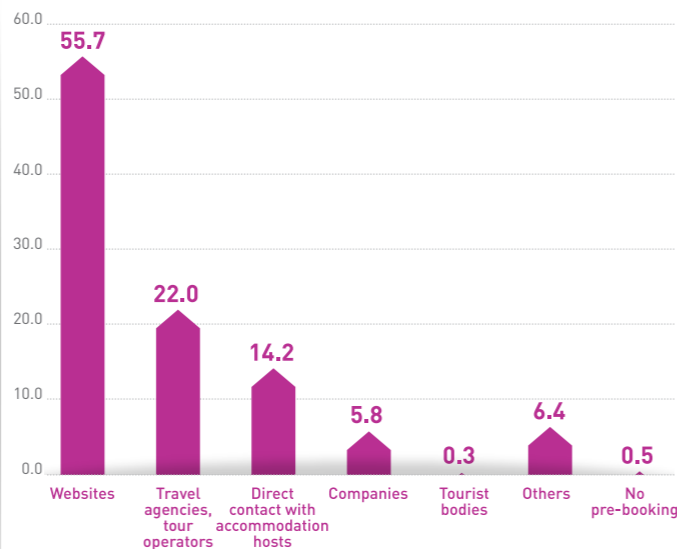
Around 8 stays out of 10 (80.2%, -1.4 point) are spent in paid accommodation. The main types of paid accommodation used are hotels for 60.2% (2-star or 3-star hotels for 69.8% and 4-star and more for 20.5%), furnished accommodation and seasonal rentals (12.7%) and apartment hotels (4.1%). The main types of non-paid accommodation used are staying with friends (9.4%), parents (5.9%), parents' or friends' holiday homes (1.1%) and apartment swaps (0.9%).

FIRST-TIME VISITOR AND REPEAT VISITOR NUMBERS ARE ROUGHLY THE SAME (%)



Reference period: the last 5 years.  
 The average figures for foreign visitors as a whole are 54.9% repeat visitors and 45.1% first-time visitors.

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.  
 Canadian visitors also use the Internet as their preferred method of making travel arrangements (52.8%, +4.8 points), followed by travel agencies and tour operators (19.9%, -9.8 points) and word of mouth (12.0%, +4.8 points).

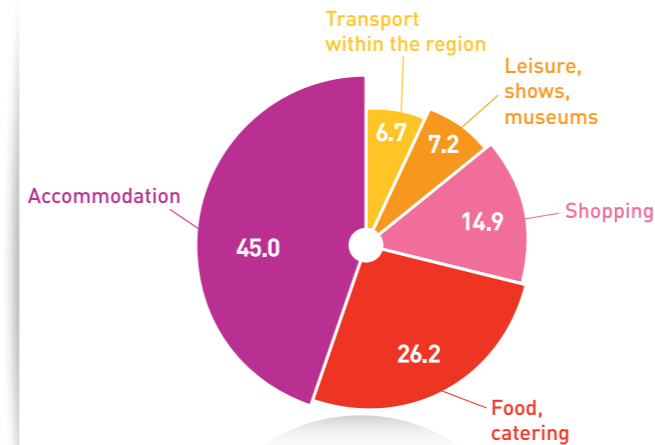
What types of activity?

Canadian visitors are particularly interested in discovering trendy new areas (21.0%, +8.4 points), visiting museums and monuments (92.1%, +4.1 points), shows and concerts (11.4%, +4.0 points), events and cultural exhibitions (11.5%, +3.2 points) and guided tours of different districts (11.0%, +2.9 points). On the other hand, they are less interested in theme parks (8.3%, -10.8 points), discovering gastronomy (37.7%, -5.1 points), shopping (48.9%, -3.7 points) and markets and flea markets (25.3%, -3.5 points).

Which sites are visited?

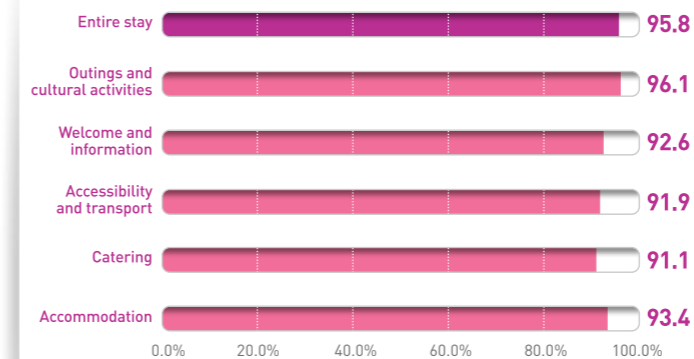
The 5 most visited sites are: the tour Eiffel (73.1%), Notre-Dame de Paris (68.9%), the Arc de triomphe (60.7%), the Louvre (58.7%) and the Sacré-Coeur de Montmartre (38.6%). More of them visit Notre-Dame de Paris (+4.3 points), the tour Eiffel (+2.8 points) and the musée d'Orsay (27.4%, +2.7 points). On the other hand, fewer of them visit Disneyland® Paris (6.2%, -11.1 points), the Sacré-Coeur de Montmartre (-4.6 points) and the Centre Pompidou (16.7%, -3.4 points).

45% OF CANADIAN VISITORS' SPEND IS ALLOCATED TO ACCOMMODATION (%)



Canadian visitors, whose average spend per day and per person is much lower than that for all visitors, allocate a higher budget to catering (+4.5 points) and accommodation (+3.8 points) and a lower budget to shopping (-5.0 points).

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



\* % satisfied and very satisfied.  
 Average satisfaction rating, all foreign visitors as a whole: 96.0%.

The figures are expressed in "points" and relate to all foreign visitors arriving by air.

Source: ongoing survey in airports - Paris Ile-de-France Tourist Board, ADP (BVA) – 2012 results.

Suggestions

- Adapt the marketing message for an older clientele, in search of culture and events.
- Establish a visible presence on the Internet to respond to independent purchasing behaviour.
- Focus on the Internet and mobile applications.

KEY POINTS

- **339,000 stays** representing 3.2% of stays by all international visitors arriving by air.
- **2,657,000 overnight stays** representing 4.0% of overnight stays by all international visitors arriving by air.
- **7.8 nights** on average.
- **50.4%** have already visited Paris Ile-de-France.
- **94.1%** have tailored travel arrangements.
- **77.9%** travel for solely personal reasons.
- **€120** average spend (per day and per person).
- **95.8%** are satisfied with their stay in Paris Ile-de-France.
- **95.3%** would recommend the destination to their friends and family.
- **37.6%** would like to return to Paris Ile-de-France within the next 2 years.