



➤ FOREIGN VISITORS ARRIVING BY AIR

CHINESE VISITORS

Total population: 1.354 billion inhabitants
Economic growth rate: +7.8%
Average rate of exchange: €1 = CNY 8.11 ; variation 2012/2011: -9.9%
Unemployment rate: 4.1%
Inflation rate: +2.6%



Sources: National Bureau of Statistics of China – Banque de France – IMF.

What type of profile?

The average age of Chinese visitors (32 years old) is lower than that for other international visitors as a whole arriving by air (39 years old). Less than one third (31.8%, -14.2 points) come from the upper socio-professional categories¹, 22.3% (+3.8 points) are employees, and 17.4% (+10.1 points) are craftspeople, shopkeepers or business leaders.

¹ Liberal professions, teachers, scientific professions, executives and other intellectual professions.

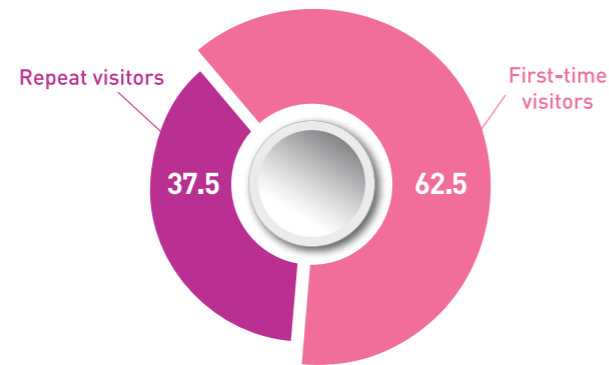
What type of travel?

More than 6 visitors out of 10 (61.6%, -10.9 points) travel for solely personal reasons. They come mainly alone (32.9%, -4.0 points) as couples (22.3%, -3.8 points) or with friends (17.3%, +8.2 points). Paris Ile-de-France is the sole destination for their trip in almost one half of cases (45.5%, -26.4 points). For 41.0% (+22.9 points) it is part of a European tour and for 24.4% (+12.5 points) it is part of a French tour. 64.4% (-15.5 points) of Chinese visitors make their own travel arrangements. 18.9% (+13.2 points) opt for travel with organized groups while almost 2 visitors out of 10 (16.8%, +2.4 points) travel individually with organized trips.

What type of accommodation?

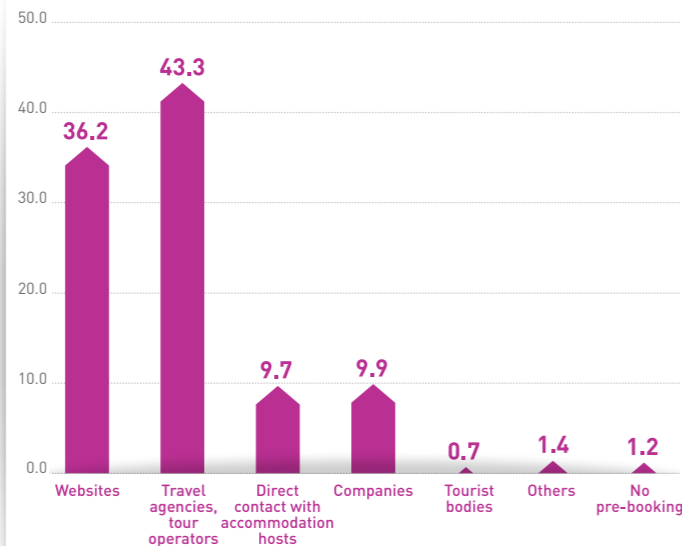
Almost 9 stays out of 10 (87.4%, +5.7 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 78.2% (2-star or 3-star hotels for 62.8% and 4-star and more for 28.8%), apartment hotels (3.5%), furnished accommodation and seasonal rentals (3.0%) and youth hostels (2.0%). The main types of non-paid accommodation used are staying with friends (8.5%) and parents (2.6%).

THE MAJORITY OF CHINESE VISITING PARIS ILE-DE-FRANCE ARE FIRST-TIME VISITORS (%)



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.

TRAVEL AGENCIES AND TOUR OPERATORS ARE THE PRIMARY METHODS OF RESERVATION USED (%)



Several possibilities, based on paid accommodation.
 Chinese visitors also use travel agencies and tour operators (42.4%, +12.7 points) as their preferred method of making travel arrangements, followed by the Internet (35.8%, -12.2 points) and companies (9.8%, +0.3 point).

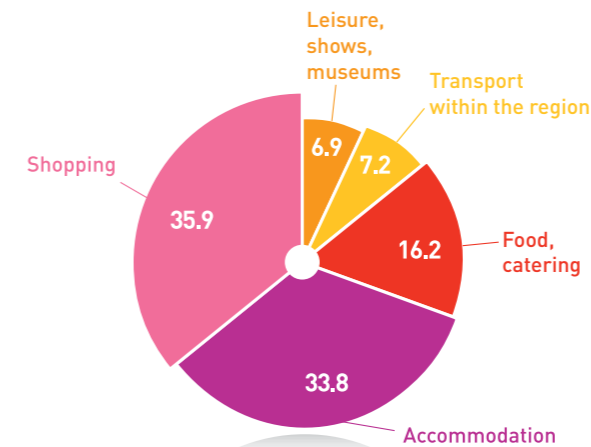
What types of activity?

Chinese visitors are particularly interested in guided tours of different districts (22.1%, +14.0 points), markets and flea markets (40.1%, +11.3 points), visiting museums and monuments (95.4%, +7.3 points), discovering gastronomy (48.1%, +5.3 points) and shopping (57.1%, +4.6 points). On the other hand, they are slightly less interested in visiting theme parks (16.7%, -2.5 points), discovering towns and cities (71.7%, -2.1 points) and nights out (17.6%, -2.1 points).

Which sites are visited?

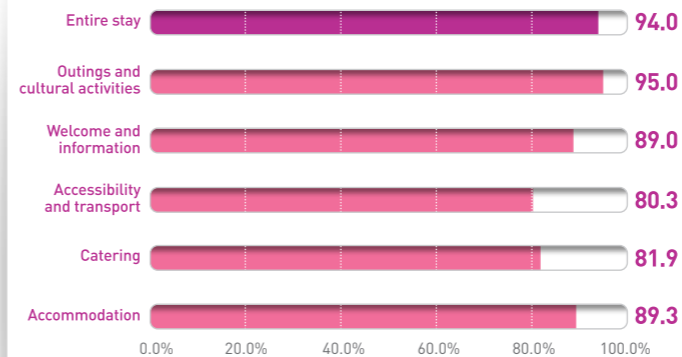
The 5 most visited sites are: the tour Eiffel (80.8%), the Louvre (80.1%), the Arc de triomphe (77.5%), Notre-Dame de Paris (71.2%) and the Sacré-Coeur de Montmartre (36.6%). More of them visit the top 4 of the 5 most visited sites, particularly the Louvre (+23.2 points). More of them also visit the château de Versailles (32.7%, +14.1 points) and the château de Fontainebleau (9.1%, +5.9 points). On the other hand, fewer of them visit the musée d'Orsay (16.8%, -7.9 points) and the Sacré-Coeur de Montmartre (-6.6 points).

36% OF CHINESE VISITORS' SPEND IS ALLOCATED TO SHOPPING (%)



Chinese visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+16.0 points), but a lower budget to accommodation (-7.4 points) and catering (-5.5 points).

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



* % 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

- Work with the travel agencies and tour operators.
- Adapt to the requirements of business travellers.
- Inform and reassure visitors on problems of security.

KEY POINTS

- 291,000 stays representing 2.7% of stays by all international visitors arriving by air.
- 2,174,310 overnight stays representing 3.3% of overnight stays by all international visitors arriving by air.
- 7.5 nights on average.
- 37.5% have already visited Paris Ile-de-France.
- 81.1% have tailored travel arrangements.
- 61.6% travel for solely personal reasons.
- €168 average spend (per day and per person).
- 94.0% are satisfied with their stay in Paris Ile-de-France.
- 96.2% would recommend the destination to their friends and family.
- 46.9% would like to return to Paris Ile-de-France within the next 2 years.