



➤ FOREIGN VISITORS ARRIVING BY AIR

**INDIAN VISITORS**

**Total population:** 1.223 billion inhabitants  
**Economic growth rate:** +4.0%  
**Average rate of exchange:** €1 = INR 68.63 ; variation 2012/2011: +5.8%  
**Unemployment rate:** 9.9%  
**Inflation rate:** +9.3%



Sources: CIA - IMF - Banque de France.

**What type of profile?**

The average age of Indian visitors (36 years old) is lower than that for other international visitors as a whole arriving by air (39 years old). 51.7% (+5.7 points) come from the upper socio-professional categories<sup>1</sup> and 23.2% are employees (+4.7 points).

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

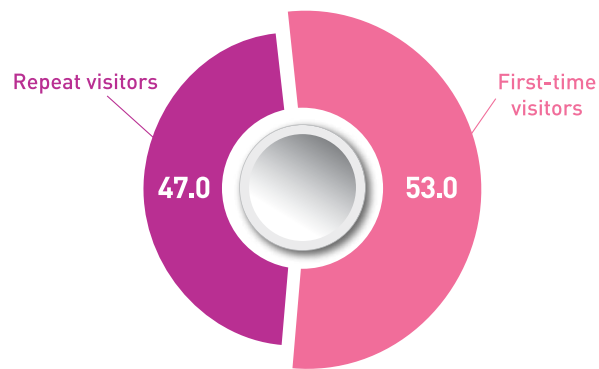
**What type of travel?**

They travel for solely business reasons (42.3%, +23.7 points) and solely personal reasons (42.2%, -30.3 points) equally. They tend to travel alone (50.9%, +13.9 points). Paris Ile-de-France is the sole destination for their trip in 72.1% of cases (+0.2 point). For 16.2% (-1.8 point) it is part of a European tour and for 12.3% (+0.4 point) it is part of a French tour. More than two thirds (67.4%, -12.5 points) of Indian visitors make their own travel arrangements. More than one quarter (26.0%, +11.6 points) travel individually with organized trips and 6.6% (+0.9 point) opt to travel with organized groups.

**What type of accommodation?**

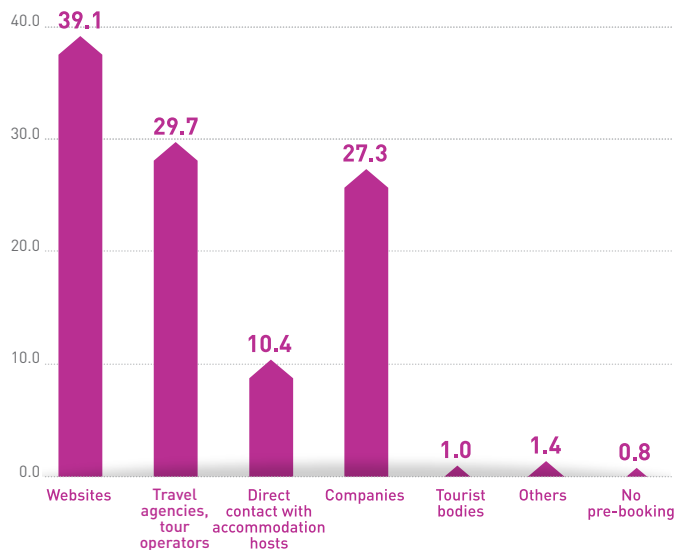
Almost 9 stays out of 10 (89.8%, +8.1 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 71.1% (2-star or 3-star hotels for 54.1% and 4-star and more for 33.2%), apartment hotels (11.4%) and furnished accommodation and seasonal rentals (3.0%). The main types of non-paid accommodation used are staying with friends (5.5%) and parents (2.2%).

**THE MAJORITY OF INDIANS 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.

**THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)**



Several possibilities, based on paid accommodation. Indian visitors also use the Internet (39.9%, -8.1 points) as their preferred method of making travel arrangements, followed by travel agencies and tour operators (27.2%, -2.5 points) and companies (26.8%, +17.3 points).

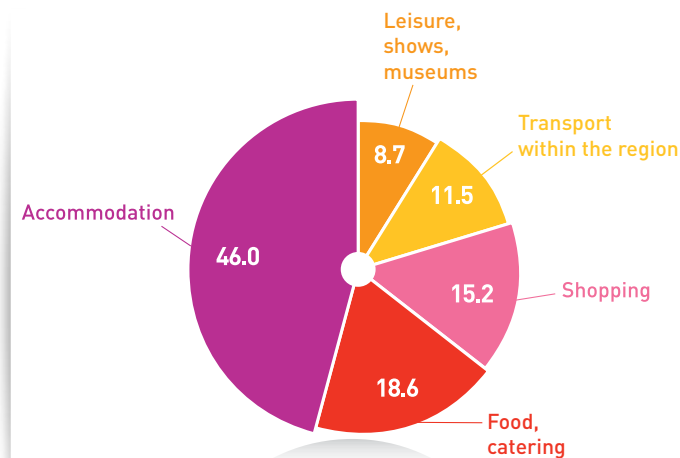
**What types of activity?**

Indian visitors are particularly interested in visiting markets and flea markets (35.2%, +6.4 points), museums and monuments (93.0%, +4.9 points), discovering towns and cities (78.2%, +4.4 points) and shopping (55.4%, +2.9 points). On the other hand, they are less attracted by discovering trendy new areas (6.3%, -6.3 points), events and cultural exhibitions (3.8%, -4.5 points), nights out (15.7%, -4.0 points) and discovering gastronomy (39.6%, -3.2 points).

**Which sites are visited?**

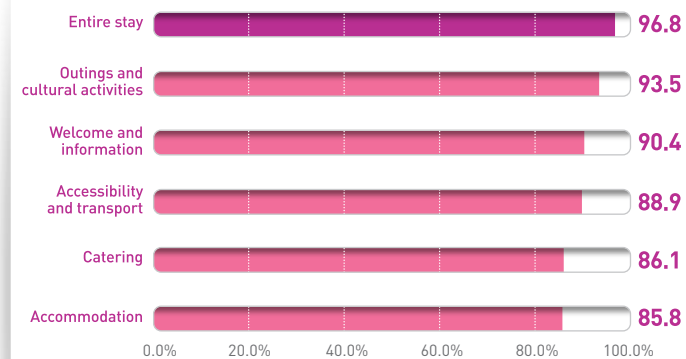
The 5 most visited sites are: the tour Eiffel (86.4%), Notre-Dame de Paris (62.3%), the Louvre (60.0%), the Arc de triomphe (47.1%) and the Sacré-Coeur de Montmartre (28.2%). More of them visit the tour Eiffel (+16.1 points), the Grande Arche de la Défense (15.6%, +5.0 points) and the Louvre (+3.0 points). On the other hand, fewer of them visit the Sacré-Coeur de Montmartre (-15.0 points), the Centre Pompidou (8.0%, -12.2 points), the Arc de triomphe (-11.8 points) and the musée d'Orsay (19.6%, -5.1 points).

**46% OF INDIAN VISITORS' SPEND IS ALLOCATED TO ACCOMMODATION (%)**



Indian visitors, whose average spend per day and per person is higher than that for all visitors, allocate a higher budget to accommodation (+4.8 points) and spend less on shopping (-4.7 points).

**VISITORS RATE THEMSELVES AS VERY SATISFIED, WITH IMPROVEMENTS NEEDED IN ACCOMMODATION 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**

- Adapt to the requirements of business travellers.
- Meet the specific requirements of Indians, who are more interested in staying in apartment hotels.
- Step up efforts in the accommodation and catering sectors.

**KEY POINTS**

- **141,000 stays** representing 1.3% of stays by all international visitors arriving by air.
- **1,026,000 overnight stays** representing 1.6% of overnight stays by all international visitors arriving by air.
- **7.3 nights** on average.
- **47.0%** have already visited Paris Ile-de-France.
- **93.4%** have tailored travel arrangements.
- **42.2%** travel for solely personal reasons.
- **€160** average spend (per day and per person).
- **96.8%** are satisfied with their stay in Paris Ile-de-France.
- **98.9%** would recommend the destination to their friends and family.
- **56.1%** would like to return to Paris Ile-de-France within the next 2 years.