

➤ FOREIGN VISITORS ARRIVING BY AIR

JAPANESE VISITORS

**Total population:** 127.5 million inhabitants  
**Economic growth rate:** +2.0%  
**Average rate of exchange:** €1 = JPY 102.62 ; variation 2012/2011: -7.6%  
**Unemployment rate:** 4.4%  
**Inflation rate:** 0.0%



Sources: Japan Statistics Bureau – Banque de France – IMF.

What type of profile?

The average age of Japanese visitors (37 years old) is lower than that for other international visitors as a whole arriving by air (39 years old).

Fewer than half come from the socio-professional category of employees (43.4%, +24.9 points).

What type of travel?

More than 8 visitors out of 10 (81.2%, +8.7 points) travel for solely personal reasons. They come alone (27.9%, -9.1 points) or with friends (22.0%, +12.9 points).

For 39.7% (+21.6 points) their visit is part of a European tour. For approximately the same proportion (39.0%, -33.0 points), Paris Ile-de-France is the sole destination for their trip. For 25.9% (+14.0 points) it is part of a French tour.

56.5% (-23.4 points) of Japanese visitors make their own travel arrangements. Almost one quarter (24.8%, +10.3 points) travel individually with organized trips and 18.8% (+13.1 points) opt to travel with organized groups.

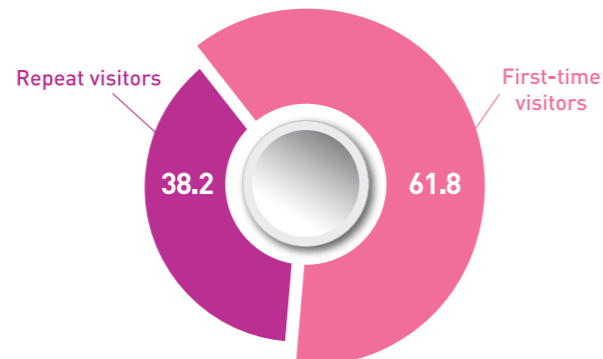
What type of accommodation?

More than 9 stays out of 10 (93.7%, +12.1 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 86.6% (2-star or 3-star hotels for 55.4% and low-price range hotels for 23.4%), furnished accommodation and seasonal rentals (2.7%), apartment hotels (1.9%) and youth hostels (1.5%).

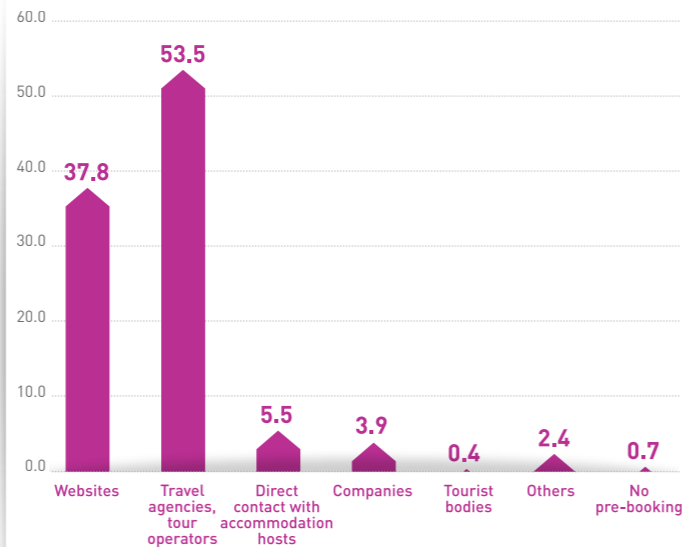
The main types of non-paid accommodation used are staying with friends (3.9%) and parents (1.0%).

THE MAJORITY OF JAPANESE 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 (%)



Several possibilities, based on paid accommodation.  
 Japanese visitors also use travel agencies and tour operators as their preferred method of making travel arrangements (52.6%, +22.9 points), followed by the Internet (40.7%, -7.3 points).

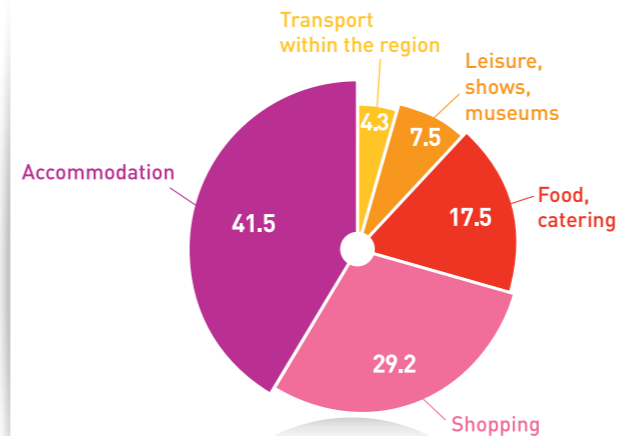
What types of activity?

More Japanese visitors spend time shopping (62.5%, +10.0 points), taking guided tours of different neighbourhoods (16.9%, +8.8 points), visiting museums and monuments (95.4%, +7.4 points) and discovering towns and cities (79.2%, +5.4 points). On the other hand, fewer of them are interested in visiting theme parks (5.3%, -13.8 points), parks and gardens (30.4%, -11.3 points), markets and flea markets (17.7%, -11.1 points) and discovering trendy new areas (7.5%, -5.1 points).

Which sites are visited?

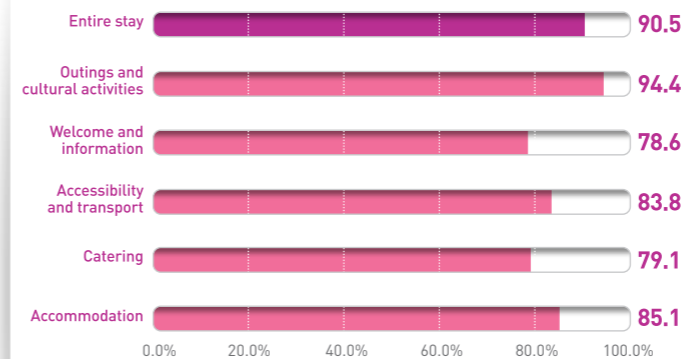
The 5 most visited sites are: the Louvre (70.2%), the Arc de triomphe (68.0%), the tour Eiffel (65.6%), Notre-Dame de Paris (61.8%) and the musée d'Orsay (35.8%). More of them visit the Louvre (+13.3 points), the musée d'Orsay (+11.1 points), the château de Versailles (29.0%, +10.4 points) and the Arc de triomphe (+9.1 points). On the other hand, fewer visit the Sacré-Coeur de Montmartre (28.4%, -14.7 points), Disneyland® Paris (4.5%, -12.8 points), the Grande Arche de la Défense (2.3%, -8.3 points) and the Centre Pompidou (12.0%, -8.2 points).

ALMOST 30% OF JAPANESE VISITORS' SPEND IS ALLOCATED TO SHOPPING (%)



Japanese visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+9.3 points), but a lower budget to catering (-4.2 points) and to transport (-3.8 points).

VISITORS RATE THEMSELVES AS SLIGHTLY LESS SATISFIED, PARTICULARLY WITH WELCOME 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 the marketing message for a first-time visitor clientele which needs reassurance.
- Work with the travel agencies and tour operators.
- Base communications on the theme of "shopping", a very popular activity which attracts a large budget.

KEY POINTS

- 417,000 stays representing 3.9% of stays by all international visitors arriving by air.
- 2,161,000 overnight stays representing 3.3% of overnight stays by all international visitors arriving by air.
- 5.2 nights on average.
- 38.2% have already visited Paris Ile-de-France.
- 81.2% have tailored travel arrangements.
- 81.2% travel for solely personal reasons.
- €197 average spend (per day and per person).
- 90.5% are satisfied with their stay in Paris Ile-de-France.
- 95.8% would recommend the destination to their friends and family.
- 28.0% would like to return to Paris Ile-de-France within the next 2 years.