



## Australian visitors arriving by air ✈

- **Total population: 22.1 million inhabitants**
- **Economic growth rate: +1.3%: forecast for 2010: +3.0%**
- **Average exchange rate: 1 € = 1.8 AUD; variation 2009/2008: +1.9%**
- **Unemployment rate: 5.6%**
- **Inflation rate: +2.1%**

Sources: Australian Bureau of Statistics, DREE (Department of External Economic Relations), the IMF, the Bank of France.

### What type of profile?

- The average age of the Australian visitors (41 years old) is higher than the average for all foreign visitors as a whole (38 years old).
- 42.9% come from upper socio-professional categories\* (+3.1 points compared to all foreign visitors as a whole).

\*Liberal professions, teachers, scientific professions, executives and other intellectual professions.

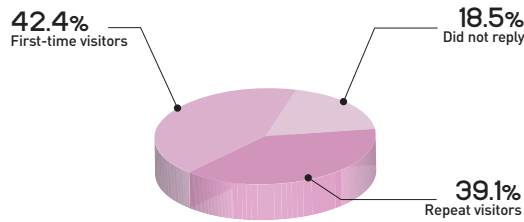
### What type of travel?

- More than 9 out of 10 people (92.7%, +19.9 points) travel for personal reasons. They come in couples (37.0%, +8.5 points) or with friends (24.6%, +13.9 points).
- Paris Ile-de-France is the unique destination for 42.8% (-31.9 points), as part of a European tour for a quarter (25.2%, +15.0 points), and as part of a French tour for 18.6% (+10.0 points).
- 76.3% (+0.4 point) make their own travel arrangements. 22.1% (+1.7 point) travel individually with organized trips while 1.6% (-2.1 points) opt for travel with organized groups.

### What type of accommodation?

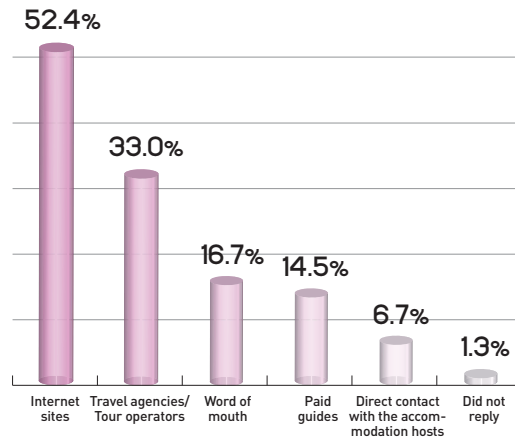
- 86.9% of stays (+7.5 points) are spent in paid accommodation.
- The main types of paid accommodation used include hotels at 73.7% (2 or 3 star hotels for 60.6% hotels and 4 star hotels for 30.0%), hosteleries (6.0%) as well as tourist apartments and seasonal accommodation (4.7%).
- The main non-paid accommodation used includes staying with friends (7.6%) and relatives (3.8%).

### A MAJORITY OF AUSTRALIAN FIRST-TIME VISITORS TO PARIS ILE-FRANCE



Reference period: the last 5 years

### INTERNET PLAYS A DOMINANT ROLE AS A SOURCE OF INFORMATION



Several possibilities, based on paid accommodation.

**Most bookings are made through Internet (50.4%, +19.3 points), ahead of travel agencies and tour operators (27.4%, -9.7 points). Furthermore, the number of bookings made through travel agency Internet sites represents over a third of all bookings made by travel agencies (38.7%).**

### What types of activity?

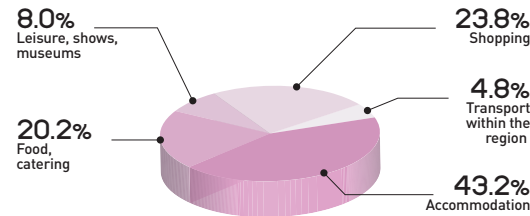
- 74.7% of travels for personal reasons are motivated by visits to museums and monuments and once in the country these visits are made by 9 out of 10 people (93.8%, +8.5 points).
- The Australian visitors are particularly interested in visiting markets (42.9%, +12.2 points), shopping (59.6%, +11.0 points) and going to parks and gardens (47.5%, +8.9 points). However, they are less interested in evenings out (23.4%, -2.5 points).

### What sites are visited?

- The 5 most visited sites include: the tour Eiffel (77.5%), Notre-Dame de Paris (72.8%), the Louvre (62.5%), the Arc de triomphe (57.2%), and the Sacré-Cœur de Montmartre (47.4%).
- A large number visit the 'must see' sites such as the tour Eiffel (+12.9 points), Notre-Dame de Paris (+9.6 points), and the Louvre (+8.1 points). On the other hand, fewer of them visit Disneyland® Paris (5.9%, -10.0 points) and the Grande Arche de la Défense (9.5%, -6.9 points).

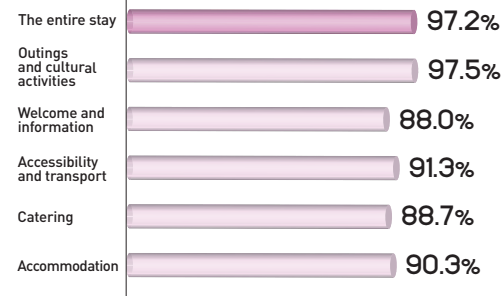


### ALMOST 45% OF AUSTRALIAN VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Australian visitor spending, per day and per person, is slightly higher than for the other foreign visitors as a whole. They allot a larger budget to accommodation (+3.0 points) as well as shopping (+2.3 points) and less for catering (+3.8 points).

### VERY SATISFIED VISITORS, MOST NOTABLY WITH OUTINGS AND CULTURAL ACTIVITIES\*



\*% of satisfied and very satisfied. Average rate of satisfaction, all foreign visitors as a whole: 94.9%.

The average age of the clientele varies depending on the type of transport used. The figures expressed in 'points' concern all foreign tourists arriving by air. Source: ongoing surveys in airports - Paris Ile-de-France Tourist Board (BVA), 2009 results.

**39.1%**  
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

**41.3%**  
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

### KEY POINTS

→ **177,000 stays** representing 2.0% of stays by all foreign visitors arriving by air.

→ **1,163,000 overnight stays** representing 2.3% of overnight stays by all foreign visitors arriving by air.

→ **6.6 nights on average.**

→ **39.1%** have already visited Paris Ile-de-France.

→ **98.4%** make their own travel arrangements.

→ **133 € spent on average** (per day and per person).

→ **97.2%** are satisfied with their stay in Paris Ile-de-France.

→ **41.3%** would like to return to Paris Ile-de-France within the next two years.