



Brazilian visitors arriving by air ✈

- **Total population: 191.5 million inhabitants**
- **Economic growth rate: -0.2%: forecast for 2010: +5.5%**
- **Average exchange rate 1 € = 2.8 BRL: variation 2009/2008: +3.6%**
- **Unemployment rate: 8.1%**
- **Inflation rate: +4.3%**

Sources: IBGE (Brazilian Institute of Geography and Statistics), DREE (Department of External Economic Relations), the IMF, the Bank of France.

■ What type of profile?

- The average age of the Brazilian visitors (38 years old) is lower than the average age for all foreign visitors as a whole (39 years old).
- Almost half come from the upper socio-professional categories* (49.7%, +8.1 points compared to the foreign visitors as a whole).

*Liberal professions, teachers, scientific professions, executives, intellectual professions.

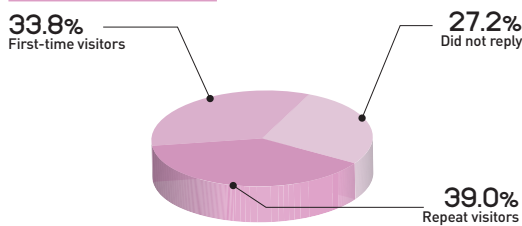
■ What type of travel?

- Almost 8 out of 10 people (78.9%, +6.1 points) travel for personal reasons. They come in couples (28.8%, -1.3 point) or alone (25.5%, -6.0 points).
- Paris Ile-de-France is the unique destination for 57.6% of cases (-12.0 points). As part of a European tour for 26.4% (+13.2 points) or as part of a French tour for 4.3% (-5.2 points).
- 68.0% (-4.1 points) make their own travel arrangements. Almost 3 people out of 10 travel individually with organized trips (28.0%, +6.2 points) and 4.0% opt for travel with organized groups (-2.0 points).

■ What type of accommodation?

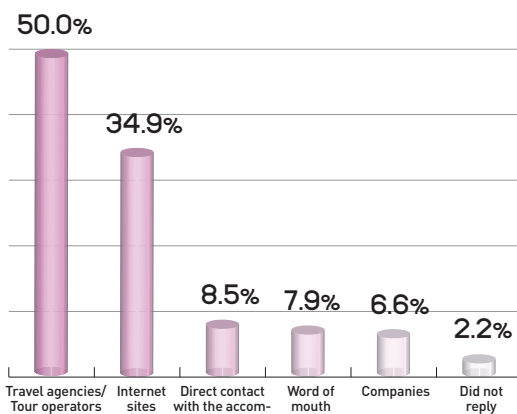
- 84.4% of stays (+1.7 point) are spent in paid accommodation.
- The main types of paid accommodation used include hotels for 81.2% (2 or 3 star hotels for 72.0% and 4 star hotels for 18.6%), youth hostels and residential accommodation (1.4% each).
- The main types of non-paid accommodation used include staying with friends (9.3%) and relatives (2.9%).

A MAJORITY OF BRAZILIAN REPEAT VISITORS TO PARIS ILE-DE-FRANCE



Reference period: the last 5 years.

TRAVEL AGENCIES AND TOUR OPERATORS PLAY A DOMINANT ROLE AS A SOURCE OF INFORMATION



Several possibilities, based on paid accommodation.

The majority of bookings are made through travel agencies and tour operators (54.0%, +19.7 points), ahead of Internet sites (24.7%, -6.9 points). Furthermore, the number of bookings made directly through travel agency Internet sites represents less than a third of all travel agency bookings (30.7%).

■ What types of activity?

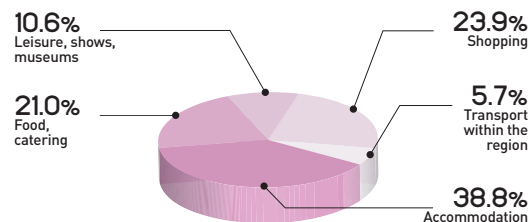
- 79.9% of travels for personal reasons are motivated by discovering of towns, ahead of visiting museums and monuments (66.8%).
- The Brazilian visitors are particularly interested in markets (51.5%, +27.0 points), parks and gardens (58.2%, +21.6 points) evenings out (41.3%, +20.5 points) and shopping (64.0%, +19.8 points). On the other hand they are less interested in visiting new fashionable neighbourhoods (8.4%, -3.5 points).

■ What sites are visited?

- The 5 most visited sites include: the tour Eiffel (83.8%), the Arc de triomphe (80.0%), the Louvre (75.8%), the Sacré-Cœur de Montmartre (53.2%) and Notre-Dame de Paris (52.9%).
- They are particularly numerous in visiting the Arc de triomphe (+25.3 points), the Louvre (+22.6 points), the musée d'Orsay (45.4%, +20.2 points), the tour Eiffel (+20.0 points) or the château de Versailles (28.4%, +13.2 points). On the other hand they are less frequent visitors to Notre-Dame de Paris (-10.3 points).

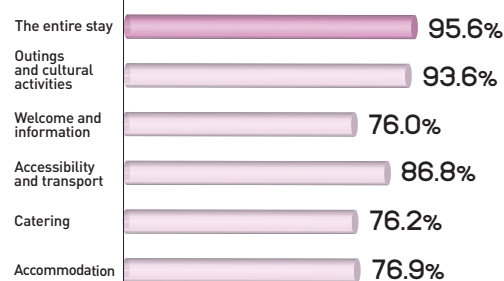


ALMOST A QUARTER OF BRAZILIAN VISITOR SPENDING IS ALLOTTED TO SHOPPING



The average Brazilian visitor spending, per day and by person, is much higher than the average spending for all foreign visitors as a whole. They allot a larger budget to shopping (+5.0 points) and less to catering (-3.8 points) and accommodation (-3.6 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: 94.4%.

The average age of the clientele varies depending on the type of transport used. The figures expressed in 'points' concern all foreign visitors arriving by air in 2008 and 2009.

Source: ongoing surveys in airports - Paris Ile-de-France Tourist Board (BVA), combined results for 2008 and 2009.

39.0%
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

56.8%
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

2009

→ **187,000 stays** representing 2.1% of stays by all foreign visitors arriving by air.

→ **1,187,000 overnight stays** representing 2.4% of overnight stays by all foreign visitors arriving by air.

→ **6.4 nights on average.**

2008 - 2009

→ **39.0%** have already visited Paris Ile-de-France.

→ **96.0%** make their own travel arrangements.

→ **182 € spent on average** (per day and per person).

→ **95.6%** are satisfied with their stay in Paris Ile-de-France.

→ **56.8%** would like to return to Paris Ile-de-France within the next two years.