



Canadian visitors arriving by air ✈

- **Total population: 33.7 million inhabitants**
- **Economic growth rate: -2.6%; forecast 2010: +3.1%**
- **Average exchange rate: 1 € = 1.6 CAD; variation 2009/2008: +1.7%**
- **Unemployment rate: 8.3%**
- **Inflation rate: +0.3%**

Sources: Statistics Canada, the Bank of France, Dree (Department of External Economic Relations), the IMF.

■ What type of profile?

- The average age of the Canadian visitors (40 years old) is higher than the average age for all foreign visitors as a whole (38 years old).
- Almost half come from the upper socio-professional categories* (45.8%, +6.0 points compared to the other foreign visitors as a whole).

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

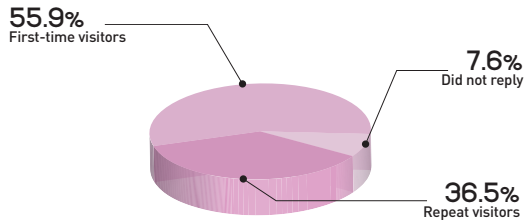
■ What type of travel?

- More than 8 out of 10 people (82.4%, +9.7 points) travel for personal reasons. They come in couples (38.2%, +9.7 points) or alone (26.7%, -6.7 points).
- Paris Ile-de-France is the unique destination for 68.5% (-6.2 points). As part of a French tour for 11.7% (+3.1 points) or as part of a European tour for 16.4% (+6.2 points).
- The Canadians make their own travel arrangements for 71.2% (-4.7 points). 25.9% (+5.5 points) travel individually with organized trips, while 2.8% (-0.8 point) opt for travel with organized groups.

■ What type of accommodation?

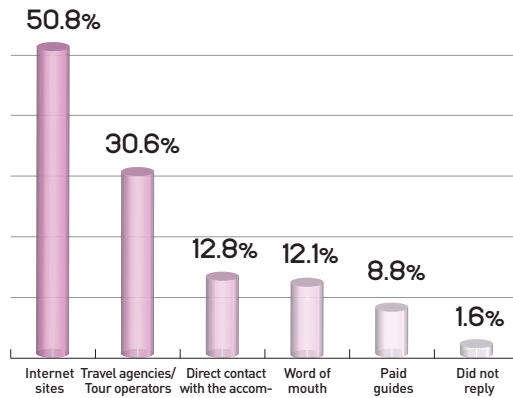
- 80.3% of stays (+0.9 point) are spent in paid accommodation.
- The main types of paid accommodation include hotels for 68.4% (2 or 3 star hotels for 63.6% and 4 star hotels for 26.2%), hostels (4.8%) as well as youth hostels (3.0%).
- The main non-paid accommodation used includes staying with friends (12.3%) and relatives (3.4%).

A MAJORITY OF CANADIAN FIRST-TIME VISITORS TO PARIS ILE-DE-FRANCE



Reference period: the last 5 years.

INTERNET PLAYS A DOMINANT ROLE AS A SOURCE OF INFORMATION



Several possibilities, based on paid accommodation

The largest number of bookings are made through Internet (38.4%, +7.3 points), ahead of travel agencies and tour operators (32.3%, -4.8 points). Furthermore, the market share of bookings made directly through travel agency Internet sites represents more than a third of all travel agency bookings (39.9%).

■ What types of activity?

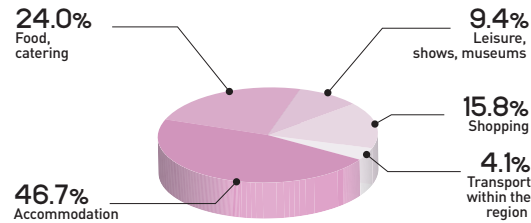
- Discovering towns motivates 69.4% of travels for personal reasons. This, along with visiting museums and monuments, is one of the most common activities once in the country (77.0%, +2.9 points).
- The Canadians visitors are also interested in markets (45.6%, +14.8 points), parks and gardens (52.8%, +14.2 points), discovering French gastronomy (45.5%, +11.9 points), and shopping (57.4%, +8.8 points). They are less interested in evenings out (22.4%, -3.6 points).

■ What sites are visited?

- The 5 most visited sites include: the tour Eiffel (75.7%), Notre-Dame de Paris (71.9%), the Arc de triomphe (69.2%), the Louvre (58.0%) and the Sacré-Cœur de Montmartre (49.9%).
- The majority visit 'must see' sites such as the Arc de triomphe (+16.0 points), the tour Eiffel (+11.1 points), Notre-Dame de Paris (+8.7 points) and the musée d'Orsay (32.0%, +6.5 points). On the other hand, fewer of them visit the Grande Arche de la Défense (11.2%, -5.2 points) and the Centre Pompidou (16.5%, -3.6 points).

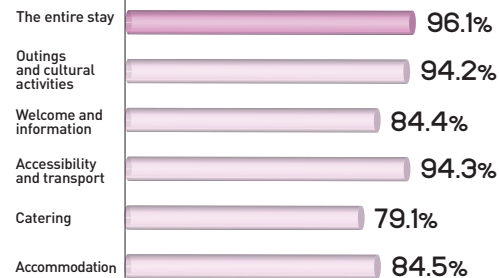


ALMOST 50% OF CANADIAN VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Canadian visitor spending, per day and per person, is lower than the average spending for all foreign visitors as a whole. They allot a higher budget to accommodation (+6.5 points) and less to shopping (-5.6 points).

VERY SATISFIED VISITORS, MOST NOTABLY WITH TRANSPORT*



*% of satisfied and very satisfied.
Average satisfaction rate, 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 visitors arriving by air. Source: ongoing surveys in airports - Paris Ile-de-France Tourist Board (BVA), 2009 results.

36.5%
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

49.1%
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

→ **341,000 stays** representing 3.8% of stays by all foreign visitors arriving by air.

→ **2,089,000 overnight stays** representing 4.2% of overnight stays by all foreign visitors arriving by air.

→ **6.1 nights on average.**

→ **36.5%** have already visited Paris Ile-de-France.

→ **97.2%** make their own travel arrangements.

→ **123 € spent on average** (per day and per person).

→ **96.1%** are satisfied with their stay in Paris Ile-de-France.

→ **49.1%** would like to return to Paris Ile-de-France within the next two years.