



Chinese visitors arriving by air ✈

- **Total population: 1,335 billion inhabitants**
- **Economic growth rate: +8.7%: forecast for 2010: +10.0%**
- **Average exchange rate: 1 € = 9.5 CNY; variation 2009/2008: -6.9%**
- **Unemployment rate: 4.3% in urban areas**
- **Inflation rate: -0.7%**

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

■ What type of profile?

- The average age of the Chinese visitors (35 years old) is lower than the average age for the other foreign visitors as a whole (38 years old).
- A third come from upper socio-economic categories* (33.7%, -6.1 points compared to the other foreign visitors as a whole).

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

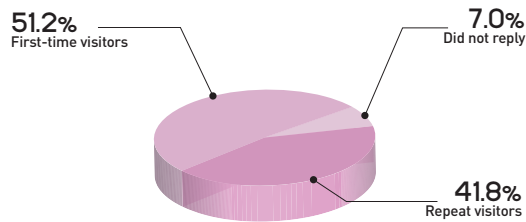
■ What type of travel?

- Almost 6 out of 10 people (59.2%, -13.5 points) travel for personal reasons. They come alone (35.9%, +2.5 points), in couples (23.8%, -4.7 points) or with friends (19.0%, +8.3 points).
- Paris Ile-de-France is the unique destination for half of visitors (50.0%, -24.7 points). As part of a European tour for 21.1% (+10.8 points) and as part of a French tour for 15.8% (+7.2 points).
- 72.2% make their own travel arrangements (-3.7 points). More than 1 person out of 10 (15.2%, -5.2 points) travel individually with organized trips and 12.6% opt for travel with organized groups (+9.0 points).

■ What type of accommodation?

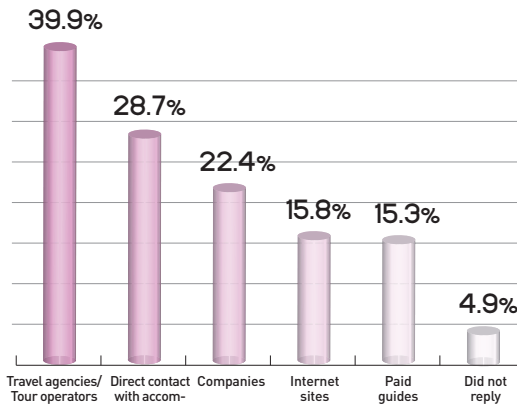
- 80.9% of stays (+1.5 point) are spent in paid accommodation.
- The main types of paid accommodation used include hotels at 66.8% (2 or 3 star hotels for 66.6% and 4 star hotels for 18.2%), youth hostels (5.5%) and hostels (4.6%).
- The main non-paid accommodation includes staying with friends (8.5%) and relatives (7.3%).

A MAJORITY OF CHINESE FIRST-TIME 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 largest number of bookings are made through travel agencies and tour operators (36.3%, -0.8 point), ahead of direct contact with accommodation hosts (34.0%, +18.2 points). Furthermore, the number of bookings made directly through travel agency Internet sites represents more than 4 out of 10 of all travel agency bookings (41.4%).

■ What types of activity?

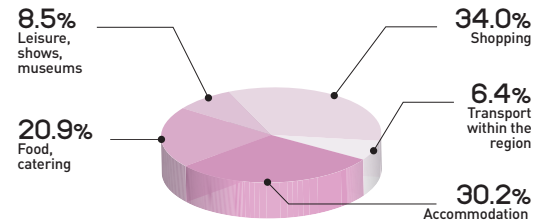
- 62.6% of travels for personal reasons are motivated by museum and monument visits which are the most common activities once in the country (88.6%, +3.2 points).
- They particularly appreciate shopping (57.9%, +9.3 points) as well as visiting markets (35.4%, +4.6 points). On the other hand, they are less attracted to discovering French gastronomy (27.7%, -5.9 points).

■ What sites are visited?

- The 5 most visited sites include: the tour Eiffel (78.1%), the Arc de triomphe (74.7%), Notre-Dame de Paris (70.3%), the Louvre (69.8%) and the Sacré-Cœur de Montmartre (41.7%).
- A large number visit 'must see' sites such as the Arc de triomphe (+21.6 points), the château de Versailles (24.6%, +8.1 points) and the château de Fontainebleau (9.5%, +5.6 points). They are less frequent visitors to the musée d'Orsay (19.3%, -6.2 points) or Disneyland® Paris (9.8%, -6.1 points).

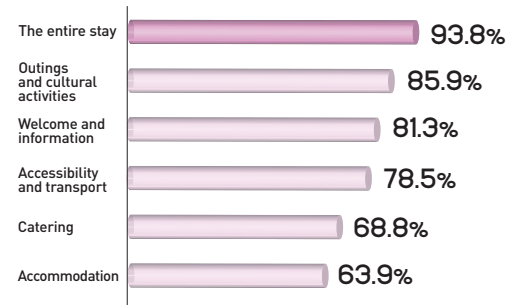


OVER A THIRD OF CHINESE VISITOR SPENDING IS ALLOTTED TO SHOPPING



The average Chinese visitor spending, per day and per person, is slightly lower than that of foreign visitors as a whole. They allot a larger budget to shopping (+12.6 points) and less on accommodation (-10.0 points) and catering (-3.1 points).

SATISFIED VISITORS, WITH IMPROVEMENTS NEEDED IN ACCOMMODATION AND CATERING*



*% 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 visitors arriving by air. Source: ongoing surveys in airports - Paris Ile-de-France Tourist Board (BVA), 2009 results.

41.8%
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

48.2%
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

→ **153,000 stays** representing 1.7% of stays by all foreign visitors arriving by air.

→ **1,189,000 overnight stays** representing 2.4% of overnight stays by all foreign visitors arriving by air.

→ **7.8 nights on average.**

→ **41.8%** have already visited Paris Ile-de-France.

→ **87.4%** make their own travel arrangements.

→ **126 € spent on average** (per day and per person).

→ **93.8%** are satisfied with their stay in Paris Ile-de-France.

→ **48.2%** would like to return to Paris Ile-de-France within the next two years.