



Spanish visitors arriving by air ✈

- **Total population: 45.8 million inhabitants**
- **Economic growth rate: -3.6%: forecast 2010: -0.4%**
- **Unemployment rate: 18.0%**
- **Inflation rate: -0.2%**

Source: Eurostat.

■ What type of profile?

- The average age of the Spanish visitors (37 years old) is lower than for the other foreign visitors as a whole (38 years old).
- More than a third come from the upper socio-professional categories* (37.3%, -2.5 points compared to the other foreign visitors as a whole) and a quarter are employees (25.7%, +4.1 points).
- They mainly come from the region of Catalonia (33.4%) and from the Madrid area (30.5%).

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

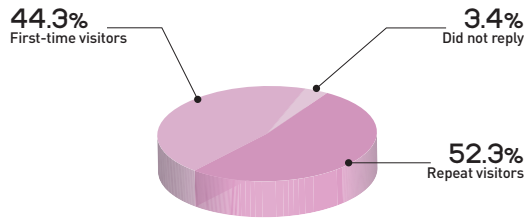
■ What type of travel?

- Almost 8 out of 10 people (79.2%, +6.5 points) travel for personal reasons. They come in couples (36.2%, +7.8 points) or in families (25.3%, +6.0 points).
- The majority (78.5%, +2.5 points) make their own travel arrangements. Almost 1 out of 5 travel individually with organized trips (19.2%, -1.2 point), while a small number (2.3%, -1.3 point) opt for travel in organized groups.

■ What type of accommodation?

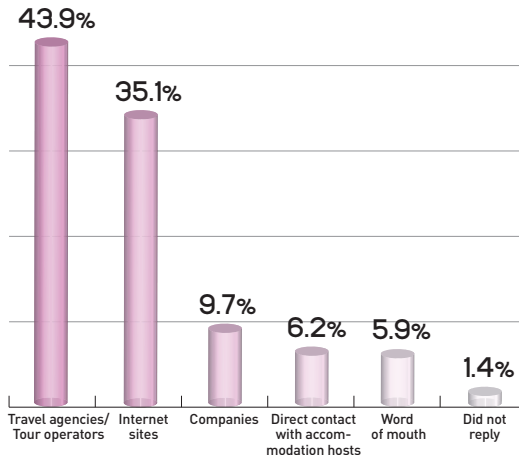
- More than 8 out of 10 stays (81.7%, +2.3 points) are spent in paid accommodation.
- The main types of paid accommodation used include hotels for 75.9% (2 and 3 star hotels for 71.7% and 4 star hotels for 22.8%), tourist apartments and seasonal rentals (2.5%), youth hostels (1.6%) and residential hosteleries (1.5%).
- The main non-paid accommodation used includes staying with friends (8.5%) and relatives (6.3%).

A MAJORITY OF SPANISH 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 largest number of bookings are made through travel agencies and tour operators (44.0%, +6.8 points), ahead of Internet (32.4%, +1.2 point). Furthermore, the number of bookings made directly through travel agency Internet sites represents 4 out of 10 of all travel agency bookings (41.7%).

■ What types of activity?

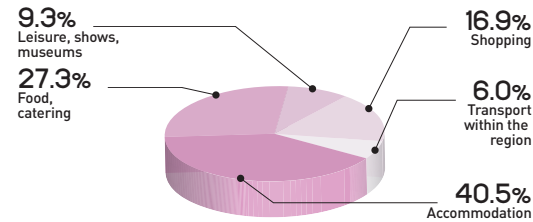
- Discovering towns motivates 80.2% of travels for personal reasons, slightly higher than for all the other foreign visitors as a whole (76.0%, +1.9 point).
- On the other hand they do less shopping (35.9%, -12.7 points), fewer go to markets (23.0%, -7.7 points) or discover French gastronomy (26.9%, -6.7 points).

■ What sites are visited?

- The 5 most visited sites include: the tour Eiffel (70.1%), Notre-Dame de Paris (68.7%), the Arc de triomphe (61.1%), the Sacré-Cœur de Montmartre (58.5%) and the Louvre (55.2%).
- More of them are interested in the 5 most visited sites as well as Disneyland® Paris (27.5%, +11.6 points) and the Centre Pompidou (28.9%, +8.9 points). On the other hand, fewer of them visit sites such as the Grande Arche de la Défense (12.6%, -3.8 points), the château de Vincennes (2.6%, -1.1 point) and the Stade de France (1.8%, -1.1 point).

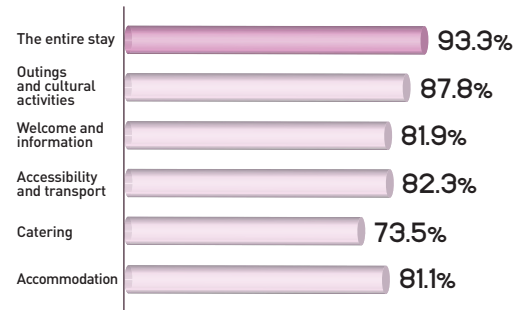


MORE THAN 40% OF SPANISH VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Spanish visitor spending, per day and per person, is lower than for the other foreign visitors as a whole. They allot a slightly higher budget to catering (+3.3 points) and less to shopping (-4.6 points).

SATISFIED VISITORS, WITH IMPROVEMENTS NEEDED IN 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.

52.3%
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

41.4%
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

KEY POINTS

- **633,000 stays** representing 7.1% of stays by all foreign visitors arriving by air.
- **3,116,000 overnight stays** representing 6.3% of overnight stays by all foreign visitors arriving by air.
- **4.9 nights on average.**
- **52.3%** have already visited Paris Ile-de-France.
- **97.7%** make their own travel arrangements.
- **118 € spent on average** (per day and per person).
- **93.3%** are satisfied with their stay in Paris Ile-de-France.
- **41.4%** would like to return to Paris Ile-de-France within the next two years.