



## Indian visitors arriving by air ✈

- **Total population: 1,173 billion inhabitants**
- **Economic growth rate: +5.7%: forecast for 2010: +8.8%**
- **Average exchange rate: 1 € = 67.3 INR: variation 2009/2008: +4.4%**
- **Unemployment rate: 10.7% (estimations)**
- **Inflation rate: +10.9%**

Sources: Central Intelligence Agency, the IMF, the Bank of France.

### ■ What type of profile?

- The average age of the Indian visitors (36 years old) is lower than for all foreign visitors as a whole (39 years old).
- Over half come from the upper socio-economic categories\* (54.4%, +12.8 points compared to all foreign visitors as a whole).

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

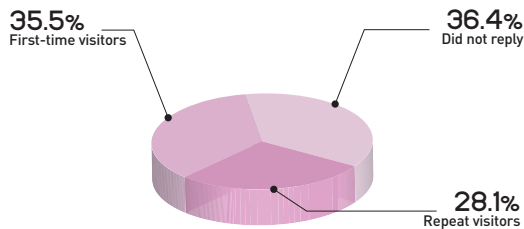
### ■ What type of travel?

- The majority travel for professional reasons (51.1%, +24.0 points) and tend to travel alone (51.5%, +20.0 points).
- Paris Ile-de-France is the unique destination for 49.1% (-20.5 points). As part of a European tour 21.1% (+7.8 points) and as part of a French tour 14.2% (+4.7 points).
- 54.3% (-17.8 points) of Indians make their own travel arrangements. More than 4 out of 10 people travel individually with organized trips (41.5%, +19.7 points) while 4.2% opt for travel with organized groups (-1.8 point).

### ■ What type of accommodation?

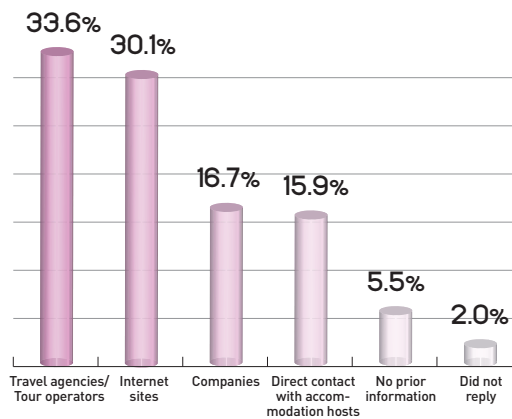
- Around 9 out of 10 stays (90.2%, +7.5 points) are spent in paid accommodation.
- The main types of accommodation used include hotels for 74.4% (2 or 3 star hotels for 66.6%, 4 star hotels for 17.3% and low-price range hotels for 16.1%), tourist apartments and seasonal accommodation (7.2%) and hostels (4.4%).
- The main non-paid accommodation includes staying with friends (5.3%) and relatives (2.6%).

### A MAJORITY OF INDIAN 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 (31.7%, -2.5 points), just ahead of Internet sites (28.8%, -2.8 points). Furthermore, bookings made directly through travel agency Internet sites represent more than a third of all travel agency bookings (34.3%).

### ■ What types of activity?

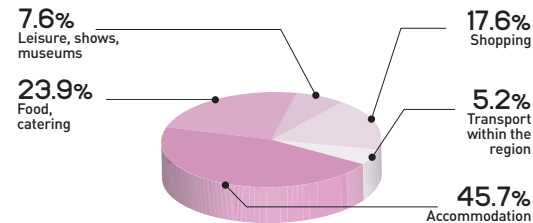
- 77.3% of travels for personal reasons are motivated by visits to museums and monuments, ahead of discovering towns (67.9%). These activities are particularly appreciated once they are in the country with respectively 78.6% (+4.1 points) and 72.6% (+2.7 points).
- On the other hand, fewer of them spend time discovering French gastronomy (21.7%, -11.1 points), discovering new fashionable neighbourhoods (3.3%, -8.6 points) and going to parks and gardens (30.9%, -5.7 points).

### ■ What sites are visited?

- The 5 most visited sites include: the tour Eiffel (81.5%), Notre-Dame de Paris (58.8%), the Louvre (53.0%), the Arc de triomphe (49.1%) and the Sacré-Cœur de Montmartre (17.0%).
- A larger number visit the tour Eiffel (+17.7 points) and fewer visit the Sacré-Cœur de Montmartre (-26.0 points), the musée d'Orsay (16.1%, -9.1 points), the Centre Pompidou (13.5%, -7.0 points) and the château de Versailles (8.7%, -6.5 points).

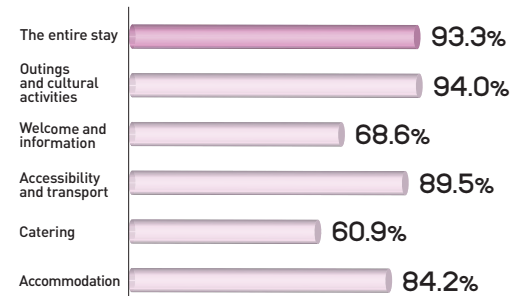


### MORE THAN 45% OF INDIAN VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Indian visitor spending, per day and per person, is equal to that of all foreign visitors as a whole. They allot a higher budget to accommodation (+3.4 points) and less to shopping (-1.3 point) as well as catering (-1.0 point).

### SATISFIED VISITORS, WITH IMPROVEMENTS NEEDED IN CATERING AND WELCOME\*



\*% 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.

**28.1%**  
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

**51.4%**  
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

### KEY POINTS

#### 2009

→ **106,000 stays** representing 1.2% of stays by all foreign visitors arriving by air.

→ **1,127,000 overnight stays** representing 2.3% of overnight stays by all foreign visitors arriving by air.

→ **10.7 nights on average.**

#### 2008 - 2009

→ **28.1%** have already visited Paris Ile-de-France.

→ **95.8%** make their own travel arrangements.

→ **142 € spent on average** (per day and per person).

→ **93.3%** are satisfied with their stay in Paris Ile-de-France.

→ **51.4%** would like to return to Paris Ile-de-France within the next two years.