

## Italian visitors arriving by air ✈

- **Total population: 60.0 million inhabitants**
- **Economic growth rate: -5.0%: forecast for 2010: +0.8%**
- **Unemployment rate: 7.8%**
- **Inflation rate: +0.8%**

Source: Eurostat.

### ■ What type of profile?

- The average age of Italian visitors (39 years old) is slightly higher than that of the other foreign visitors as a whole (38 years old).
- Less than a third (30.7%, -9.1 points compared to the other foreign visitors) come from the upper socio-professional categories\*, while more than a quarter (28.3%, +6.7 points) are employees.
- They mainly come from Milan (25.0%) and Rome regions (19.5%).

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

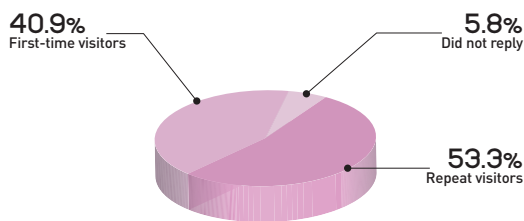
### ■ What type of travel?

- Around three quarters (75.9%, +3.2 points) travel for personal reasons. They come in couples (37.1%, +8.6 points), alone (28.6%, -4.8 points) or in families (20.1%, +0.8 point).
- 73.9% (-2.0 points) make their own travel arrangements. Almost a quarter travel individually with organized trips (23.5%, +3.0 points), while only 2.7% opt for travel with organized groups (-1.0 point).

### ■ What type of accommodation?

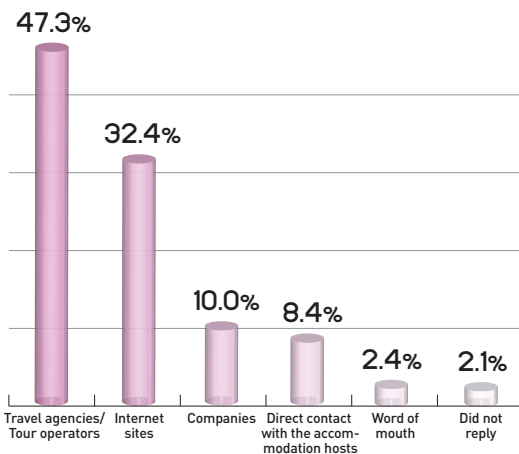
- More than 8 out of 10 stays are spent in paid accommodation (82.7%, +3.3 points).
- The main types of paid accommodation used include hotels for 76.9% (2 and 3 star hotels for 72.2% and 4 star hotels for 22.7%), tourist apartments and seasonal rentals (2.4%) as well as hostels (2.2%).
- The main types of non-paid accommodation used include staying with friends (8.8%) and staying in holiday homes of friends and relatives (4.0%).

### A MAJORITY OF ITALIAN 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.

**More bookings are made through travel agencies and tour operators (43.9%, +6.8 points), ahead of Internet (29.8%, -1.3 point). Furthermore, the number of bookings made through travel agency Internet sites represents more than a third of all travel agency bookings (35.8%).**

### ■ What types of activity?

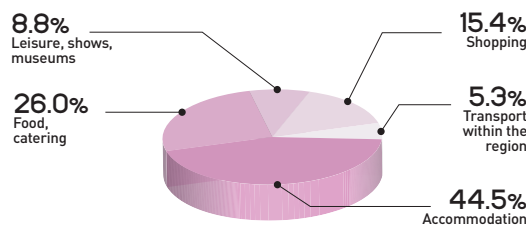
- Discovering towns motivates 77.5% of travels for personal reasons.
- The Italians generally do fewer activities than the other foreign visitors as a whole. They allot less time to markets (18.6%, -12.1 points), parks and gardens (27.5%, -11.1 points), discovering French gastronomy (23.4%, -10.2 points), shopping (38.9%, -9.7 points) and guided visits to neighbourhoods (3.0%, -8.0 points).

### ■ What sites are visited?

- The 5 most visited sites include: Notre-Dame de Paris (66.1%), the tour Eiffel (63.3%), the Arc de triomphe (55.7%), the Louvre (51.7%) and the Sacré-Cœur de Montmartre (49.7%).
- More of them visit the 'must see' sites as well as Disneyland® Paris (23.5%, +7.7 points), the Centre Pompidou (24.5%, +4.5 points) and the musée d'Orsay (28.3%, +2.8 points). Fewer of them visit the Grande Arche de la Défense (13.0%, -3.5 points), the Louvre (-2.8 points) and the château de Vincennes (1.5%, -2.2 points).

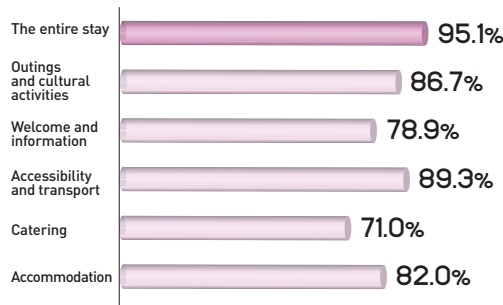


### ALMOST 45% OF ITALIAN VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Italian visitor spending, per day and per person, is lower than that of the other foreign visitors as a whole. They allot a higher budget to accommodation (+4.3 points) and less to shopping (-6.0 points).

### SATISFIED VISITORS, WITH A FEW RESERVATIONS ABOUT 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.

**53.3%** HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

**53.6%** WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS (HIGHER THAN THE AVERAGE FOR THE OTHER FOREIGN VISITORS AS A WHOLE)

### KEY POINTS

- **760,000 stays** representing 8.5% of stays by all foreign visitors arriving by air.
- **3,337,000 overnight stays** representing 6.7% of overnight stays by all foreign visitors arriving by air.
- **4.4 nights on average.**
- **53.3%** have already visited Paris Ile-de-France.
- **97.3%** make their own travel arrangements.
- **120 € spent on average** (per day and per person).
- **95.1%** are satisfied with their stay in Paris Ile-de-France.
- **53.6%** would like to return to Paris Ile-de-France within the next two years.