



Japanese visitors arriving by air ✈

- **Total population: 127.5 million inhabitants**
- **Economic growth rate: -5.2%: forecast for 2010: +2.1%**
- **Average exchange rate: 1 € = 130.2 JPY: variation 2009/2008: -14.5%**
- **Unemployment rate: 5.1%**
- **Inflation rate: -1.4%**

Sources: Japan Statistics Bureau, the Bank of France, Eurostat.

■ What type of profile?

- The average age of the Japanese visitors is the same as for the other foreign visitors as a whole (38 years old).
- More than half come from the socio-professional category of employees (54.8%, +33.2 points compared to the other foreign visitors as a whole).

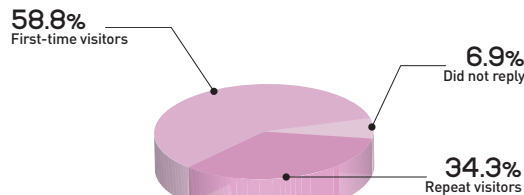
■ What type of travel?

- More than 8 out of 10 people (81.3%, +8.6 points) travel for personal reasons. They come in families (26.2%, +6.8 points) or alone (24.7%, -8.8 points).
- Paris Ile-de-France is the unique destination for almost half (49.6%, -25.1 points). As part of a European tour for 24.8% (+14.6 points) and for 22.1% (+13.5 points) as a French tour.
- 40.4% (-35.5 points) of the Japanese visitors make their own travel arrangements. Over a third travel individually with organized trips (37.1%, +16.7 points) and almost a quarter (22.5%, +18.9 points) opt for travel with organized groups.

■ What type of accommodation?

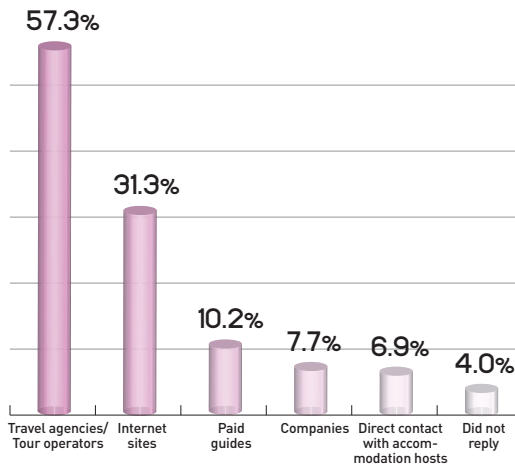
- More than 9 stays out of 10 (93.9%, +14.4 points) are spent in paid accommodation.
- The main types of paid accommodation used include 90.0% hotels (2 or 3 star hotels for 56.4% and low-price range hotels for 26.2%). Tourist apartments and seasonal accommodation as well as hostels (1.3% each) and youth hostels (1.1%).
- The main non-paid accommodation includes staying with friends (3.9%) and relatives (1.4%).

A MAJORITY OF JAPANESE 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 majority of bookings are made through travel agencies and tour operators (58.5%, +21.4 points), ahead of Internet (18.9%, -12.2 points). Furthermore, the number of bookings made through travel agency Internet sites represents less than a quarter of all travel agency bookings (20.9%).

■ What types of activity?

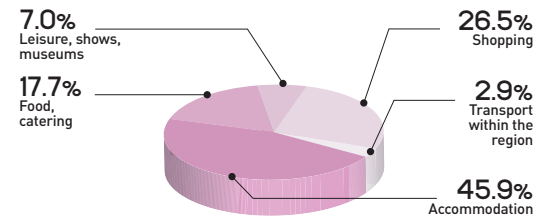
- 79.3% of travels for personal reasons are motivated by visiting museums and monuments. A majority prefer shopping (63.5%, +14.9 points), discovering French gastronomy (41.9%, +8.3 points), as well as visiting museums and monuments (92.6%, +7.2 points).
- On the other hand they are less attracted to visiting markets (17.2%, -13.5 points), having evenings out (18.4%, -7.5 points) and going to parks and gardens (31.5%, -7.1 points).

■ What sites are visited?

- The 5 most visited sites include: the Louvre (71.8%), the Arc de triomphe (70.8%), Notre-Dame de Paris (63.5%), the tour Eiffel (63.3%) and the château de Versailles (34.5%).
- A large number visit the château de Versailles (+18.0 points), the Arc de triomphe (+17.7 points), the Louvre (+17.3 points) and the musée d'Orsay (31.5%, +6.0 points). On the other hand, they make fewer visits to the Sacré-Cœur de Montmartre (26.6%, -17.1 points) and the Grande Arche de la Défense (3.1%, -13.3 points).

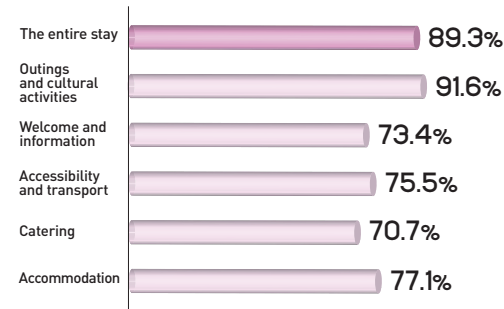


MORE THAN 45% OF JAPANESE VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Japanese visitor spending, per day and per person, is higher than the average for foreign tourists as a whole. They allot a larger budget to accommodation (+5.6 points) and shopping (+5.1 points), and less to catering (-6.3 points).

VISITORS SLIGHTLY LESS SATISFIED, MOST NOTABLY WITH CATERING, WELCOME AND TRANSPORT*



*% 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.

34.3%
HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

26.8%
WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS (THIS IS LOWER THAN THE AVERAGE FOR FOREIGN VISITORS AS A WHOLE)

KEY POINTS

→ **331,000 stays** representing 3.7% of stays by all foreign visitors arriving by air.

→ **1,743,000 overnight stays** representing 3.5% of overnight stays by all foreign visitors arriving by air.

→ **5.3 nights on average.**

→ **34.3%** have already visited Paris Ile-de-France.

→ **77.5%** make their own travel arrangements.

→ **164 € spent on average** (per day and per person).

→ **89.3%** are satisfied with their stay in Paris Ile-de-France.

→ **26.8%** would like to return to Paris Ile-de-France within the next two years.