

## Russian visitors arriving by air ✈

- **Total population: 141.9 million inhabitants**
- **Economic growth rate: -7.9%: forecast for 2010: +4.0%**
- **Average rate of exchange: 1 € = 44.1 RUB: variation 2009/2008: +21.2%**
- **Unemployment rate: 8.2%**
- **Inflation rate: +11.7%**

Sources: Federal State Statistics Service (GKS), the Bank of France, DREE (Department of External Economic Relations).

### What type of profile?

- The Russian visitors have a lower average age (37 years old) than the other foreign visitors as a whole (38 years old).
- A quarter of them come from middle socio-professional categories (25.6%, +15.6 points compared to foreign visitors as a whole). 24.3% (+2.8 points) are employees.

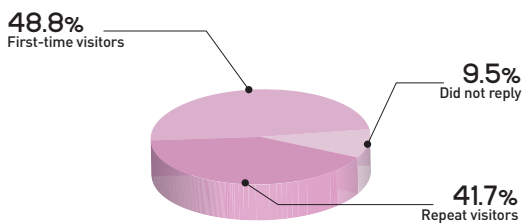
### What type of travel?

- More than three quarters of them (76.1%, +3.4 points) travel for personal reasons. They come in couples (38.9%, +10.4 points) or alone (33.2%, -0.2 point).
- Paris Ile-de-France is the unique destination for 60.4% (-14.3 points). As part of a French tour for 27.5% (+18.9 points) or as part of a European tour for 8.1% (-2.1 points).
- Almost half make their own travel arrangements (48.5%, -27.4 points). More than 4 out of 10 people travel individually with organized trips (42.4%, +22.0 points) and 9.1% opt for travel with organized groups (+5.4 points).

### What type of accommodation?

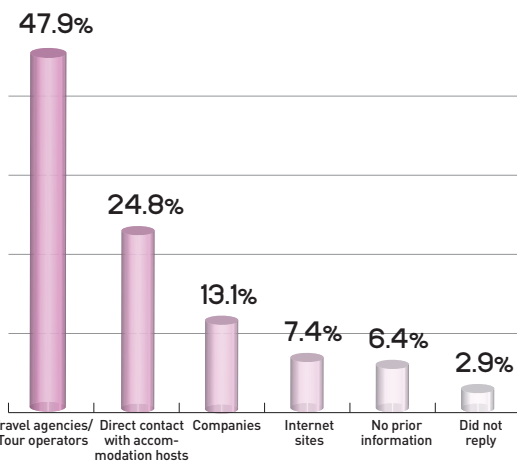
- 89.8% of stays (+10.4 points) are spent in paid accommodation.
- The main types of paid accommodation used include: 84.0% for hotels (73.4% of 2 or 3 star hotels and 22.7% for 4 star hotels), bed and breakfasts (2.4%) as well as tourist apartments and seasonal accommodation (1.5%).
- The main non-paid accommodation used includes staying with friends (4.9%) and relatives (4.6%).

### A MAJORITY OF RUSSIAN 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 (54.3%, +17.2 points), ahead of direct contact with accommodation hosts (17.5%, +1.6 point). Furthermore, the number of bookings made through travel agency internet sites represents less than a third of all travel agency bookings (29.2%).

### What types of activity?

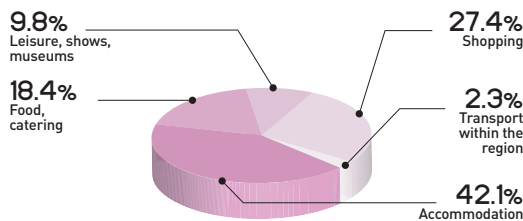
- 76.2% of travels for personal reasons are motivated by discovering towns and this remains true once in the country (79.1%, +5.0 points).
- They are more numerous for guided tours discovering different neighbourhoods (20.2%, +9.3 points) as well as visits to museums and monuments (91.3%, +6.0 points). On the other hand, they are less attracted to markets (13.9%, -16.8 points), evenings out (11.5%, -14.5 points) and shopping (41.4%, -7.2 points).

### What sites are visited?

- The 5 most visited sites include: Notre-Dame de Paris (78.7%), the tour Eiffel (77.5%), the Louvre (73.5%), the Arc de triomphe (70.4%) and the Sacré-Cœur de Montmartre (56.2%).
- They are more numerous in visiting the 'top 5' sites as well as the château de Versailles (31.2%, +14.8 points), the musée d'Orsay (37.9%, +12.4 points), the château de Fontainebleau (14.1%, +10.2 points). Rarely do they visit the different sites less than the other foreign visitors, excepting Disneyland® Paris (14.1%, -1.5 point) and the Cité des sciences et de l'industrie (3.6%, -1.3 point).

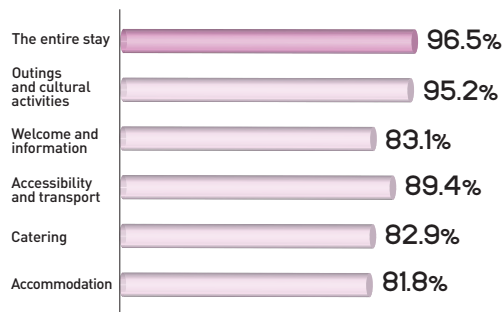


### MORE THAN A QUARTER OF RUSSIAN VISITOR SPENDING IS ALLOTTED TO SHOPPING



The average Russian visitor spending, per day and per person, is higher than the average for foreign visitors as a whole with a large budget for shopping (+6.0 points) and a smaller budget for catering (-5.7 points) as well as for transport (-3.5 points).

### VERY SATISFIED VISITORS, MOST NOTABLY WITH OUTINGS AND CULTURAL ACTIVITIES\*



\*% 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.

**41.7%** HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

**57.8%** WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS (THIS FIGURE IS HIGHER THAN THE AVERAGE FOR FOREIGN VISITORS AS A WHOLE)

### KEY POINTS

- **156,000 stays** representing 1.7% of stays by all foreign visitors arriving by air.
- **1,019,000 overnight stays** representing 2.1% of overnight stays by all foreign visitors arriving by air.
- **6.5 nights on average.**
- **41.7%** have already visited Paris Ile-de-France.
- **90.9%** make their own travel arrangements.
- **197 € spent on average** (per day and per person).
- **96.5%** are satisfied with their stay in Paris Ile-de-France.
- **57.8%** would like to return to Paris Ile-de-France within the next two years.