

## Swiss visitors arriving by train

- **Total population: 7.7 million inhabitants**
- **Economic growth rate: -1.5%; forecast 2010: +1.6%**
- **Exchange rate: 1 € = 1.51 CHF; variation 2009/2008: -4.9%**
- **Unemployment rate: 3.7%**
- **Inflation rate: -0.7%**

Sources: Eurostat, the Bank of France.

### What type of profile?

- The average age of the Swiss visitors (42 years old) is higher than for all foreign visitors as a whole (40 years old).
- Almost 4 out of 10 people (37.7%, -3.9 points compared to the other foreign visitors as a whole) come from the upper socio-professional categories\*.
- They mainly come from Geneva (34.4%), from Zurich (20.5%) and Bale (10.4%).

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

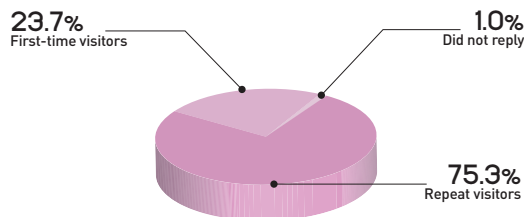
### What type of travel?

- More than three quarters (79.4%, -2.5 points) travel for personal reasons. They come in couples (28.9%, -6.8 points) or alone (28.7%, +4.6 points).
- More than 8 out of 10 Swiss visitors make their own travel arrangements (80.3%, -1.4 point). Fewer of them travel individually with organized trips (16.2%, +2.5 points) or travel with organized groups (3.4%, -1.1 point).

### What type of accommodation?

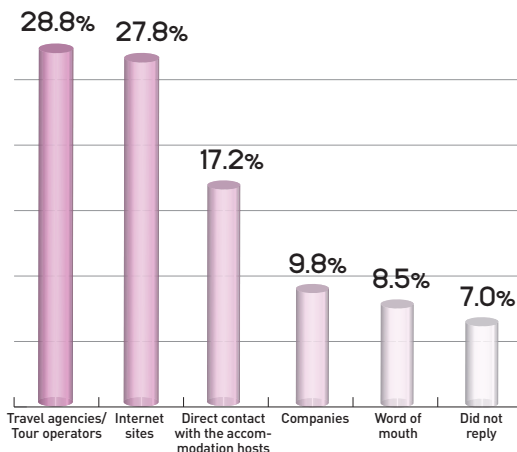
- More than three quarters of stays (75.6%, -3.8 points) are spent in paid accommodation.
- The main types of paid accommodation used include hotels for 68.5% (2 or 3 star hotels for 78.2% and 4 star hotels for 14.4%), tourist apartments and seasonal rentals (2.1%) as well as youth hostels (2.0%).
- The main non-paid accommodation used includes staying with friends (10.9%), relatives (4.9%) and holiday homes of parents or friends (4.9%).

### A MAJORITY OF SWISS REPEAT VISITORS TO PARIS ILE-DE-FRANCE



Reference period: the last 5 years.

### TRAVEL AGENCIES PLAY A DOMINANT ROLE AS A SOURCE OF INFORMATION



Several possibilities, based on paid accommodation.

The largest number of bookings are made directly through the accommodation hosts (29.0%, +5.2 points), ahead of travel agencies and tour operators (27.7%, +0.6 point). Furthermore, the number of bookings made through travel agency Internet sites represents almost a quarter of all travel agency bookings (24.5%).

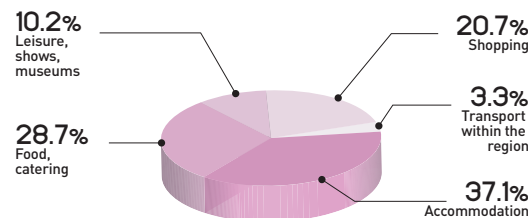
### What types of activity?

- Discovering towns motivates 60.6% of travels for personal reasons and is particularly popular once in the country (78.4%, +3.3 points).
- The Swiss visitors particularly appreciate evenings out (25.6%, +7.8 points), events and temporary exhibitions (24.8%, +7.5 points) as well as shows and concerts (19.1%, +7.3 points). On the other hand they are less interested in discovering French gastronomy (29.5%, -3.9 points) as well as museums and monuments (84.2%, -2.6 points).

### What sites are visited?

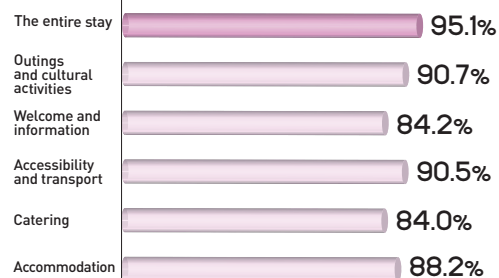
- The 5 most visited sites include: Notre-Dame de Paris (47.7%), the tour Eiffel (46.8%), the Sacré-Cœur de Montmartre (40.5%), the Arc de triomphe (34.3%) and the Louvre (32.7%).
- Fewer of them visit the 'must see' sites such as the Arc de triomphe (-10.9 points), the Louvre (-10.8 points) or the tour Eiffel (-8.9 points), though more of them visit the Centre Pompidou (28.7%, +3.7 points).

### MORE THAN A THIRD OF SWISS VISITOR SPENDING IS ALLOTTED TO ACCOMMODATION



The average Swiss visitor spending, per day and per person, is higher than the average spending for the other foreign visitors as a whole. They allot a higher budget to shopping (+2.7 points) and less to accommodation (-2.9 points).

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



\*% of satisfied and very satisfied. Average rate of satisfaction, all foreign visitors as a whole: 95.5%.

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 train. Source: ongoing surveys in trains - Paris Ile-de-France Tourist Board (BVA), 2009 results.

**75.3%** HAVE ALREADY VISITED PARIS ILE-DE-FRANCE DURING THE LAST 5 YEARS

**60.9%** WOULD LIKE TO RETURN TO PARIS ILE-DE-FRANCE WITHIN THE NEXT TWO YEARS

### KEY POINTS

- **258,000 stays** representing 7.7% of stays by all foreign visitors arriving by train.
- **868,000 overnight stays** representing 7.6% of overnight stays by all foreign visitors arriving by train.
- **3.4 nights on average.**
- **75.3%** have already visited Paris Ile-de-France.
- **96.6%** make their own travel arrangements.
- **129 € spent on average** (per day and per person).
- **95.1%** are satisfied with their stay in Paris Ile-de-France.
- **60.9%** would like to return to Paris Ile-de-France within the next two years.