

GERMAN VISITORS arriving by air and train

Total population: 81.8 million inhabitants
Economic growth rate: +3.6%
Unemployment rate: 7.1%
Inflation rate: +1.2%

Source : Eurostat.



What type of profile?

The average age of German people (41 years old) is higher than that for other foreign visitors arriving by air and train (40 years old). More than 4 out of 10 visitors (44.7%, 0.0 point) come from the upper socio-professional categories¹ and 20.7% (-1.0 point) are employees. The majority come from North Rhine Westphalia (19.2%), Bavaria (18.5%), Baden-Wurttemberg (16.2%), Hesse (9.0%) and Berlin (7.2%).

¹ Liberal professions, teachers, scientific professions, executives and other intellectual professions.

What type of travel?

Approximately two-thirds (66.0%, -4.7 points) travel for personal reasons. They come alone (36.0%, +1.6 point) or in couples (26.6%, -1.7 point).

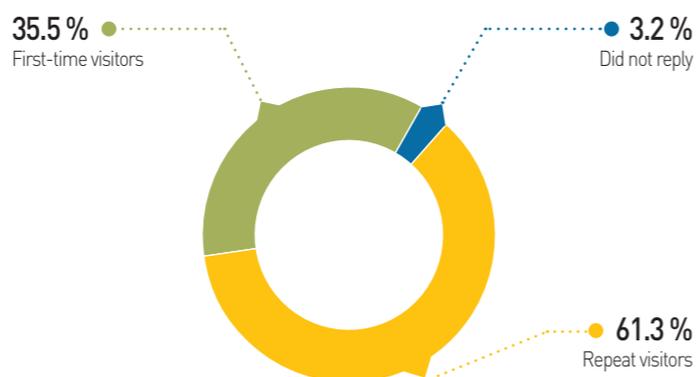
83.2% (+9.1 points) make their own travel arrangements. 13.7% travel individually with organized trips (-6.5 points) and only 3.1% opt for travel with organized groups (-2.6 points).

What type of accommodation?

More than 8 out of 10 stays (84.0%, +2.8 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 76.5% (2- or 3-star hotels for 71.2% and 4-star and more hotels for 23.0%), furnished accommodation and seasonal rentals (3.1%), apartment hotels (2.2%) and youth hostels (1.3%).

The main types of non-paid accommodation used include staying with friends (7.8%), parents (3.3%) and parents' or friends' holiday homes (3.0%).

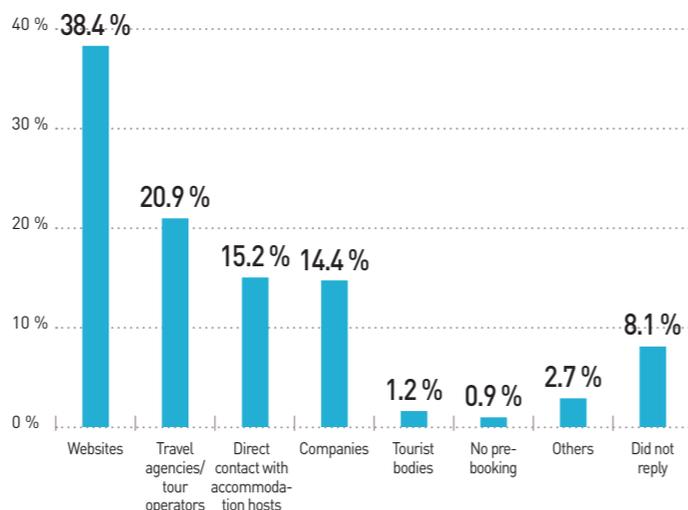
The majority of Germans visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average figures for foreign visitors as a whole are 56.6% repeat visitors and 39.8% first-time visitors (3.6% did not reply).

The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.

German visitors also use the Internet as their preferred method of making travel arrangements (44.2%, +2.5 points), followed by travel agencies and tour operators (21.4%, -2.9 points) and companies (14.8%, +3.1 points).

What types of activity?

German visitors are particularly keen on discovering trendy new areas (20.5%, +8.3 points), going out at night (24.6%, +1.0 point) and visiting events and exhibitions (10.4%, +0.8 point). On the other hand, they spend less time shopping (35.0%, -13.0 points), visiting markets (15.6%, -12.2 points) and visiting parks and gardens (26.0%, -12.0 points).

Which sites are visited?

The 5 most-visited sites include: Notre-Dame de Paris (61.1%), the tour Eiffel (56.9%), the Sacré-Cœur de Montmartre (51.2%), the Arc de triomphe (49.3%) and the Louvre (45.9%).

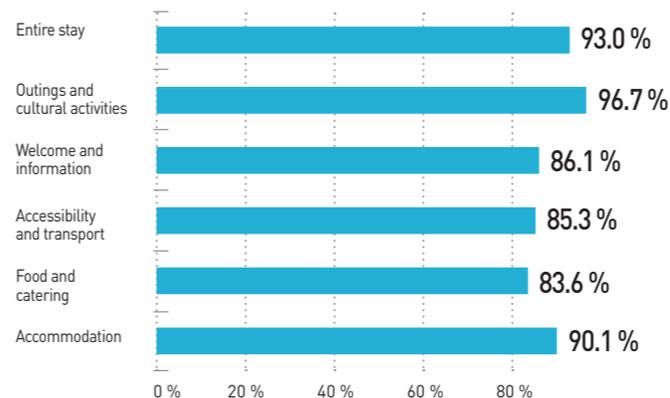
More visit the Sacré-Cœur de Montmartre (+8.5 points) and the Centre Pompidou (26.4%, +3.6 points). On the other hand, fewer go to Disneyland® Paris (9.0%, -7.1 points), the tour Eiffel (-6.8 points), the Louvre (-6.1 points) and the musée d'Orsay (18.0%, -4.7 points).

Almost half of the German visitor spend is allocated to accommodation



German visitors, whose average spend per day, per person is lower than that for all other foreign visitors, allocate a greater budget to accommodation (+6.7 points) and spend less on shopping (-8.4 points).

Visitors rating themselves as satisfied, with improvements needed in transport and food and catering*



*% of satisfied and very satisfied. Average rate of satisfaction, all foreign visitors as a whole: 95.0%.

The figures expressed in "points" relate to all foreign visitors arriving by air and train. Sources: ongoing surveys in airports and trains - Paris Ile-de-France Tourist Board, ADP, SVD (BVA) - 2010 results.

61.3% have already visited Paris Ile-de-France during the last 5 years

58.0% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

993,000 stays representing 7.2% of stays by all foreign visitors arriving by air and train (↑ 5.3% compared with 2009).

3,826,000 overnight stays representing 5.4% of overnight stays by all foreign visitors arriving by air and train (↑ 17.3% compared with 2009).

3.9 nights on average (↑ 0.4 night compared with 2009).

61.3% have already visited Paris Ile-de-France.

96.9% make their own travel arrangements.

66.0% travel for personal reasons only.

€118 average spend (per day and per person).

93.0% are satisfied with their stay in Paris Ile-de-France.

97.6% would recommend the destination to friends and family.

58.0% would like to return to Paris Ile-de-France within the next 2 years.