

## AUSTRALIAN VISITORS arriving by air

**Total population:** 22.5 million inhabitants  
**Economic growth rate:** +2.7%;  
**Average exchange rate:** €1 = \$ AUD 1.4; variation 2010/2009: -18.6%  
**Unemployment rate:** 5.2%  
**Inflation rate:** +2.8%



Sources: Australian Bureau of Statistics, IMF and Banque de France.

### What type of profile?

The average age of Australian visitors (38 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). More than half come from the upper socio-professional categories<sup>1</sup> (56.9%, +13.0 points).

<sup>1</sup> Liberal professions, teachers, scientific professions, executives and other intellectual professions.

### What type of travel?

Almost 9 out of 10 (88.7%, +16.8 points) travel for personal reasons. They come mainly in couples (38.4%, +10.0 points), alone (26.8%, -7.3 points) or in families (21.7%, +2.4 points). Paris Ile-de-France is the unique destination for 55.3% (-18.2 points). For more than a quarter (28.6%, +17.1 points) of cases, the stay is part of a European tour and for 14.5% (+5.5 points) the stay is part of a French tour. 72.0% (+0.2 point) of Australian visitors make their own travel arrangements. More than a quarter (26.3%, +4.2 points) travel individually with organized trips and 1.7% (-4.4 points) opt for travel with organized groups.

### What type of accommodation?

More than 9 stays out of 10 (94.0%, +12.4 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 69.8% (2- or 3-star hotels for 74.0% and 4-star and more hotels for 20.7%), furnished and seasonal rentals (8.7%), apartment hotels (7.6%) and youth hostels (7.4%). The main non-paid accommodation includes staying with parents (2.4%) and friends (1.2%).

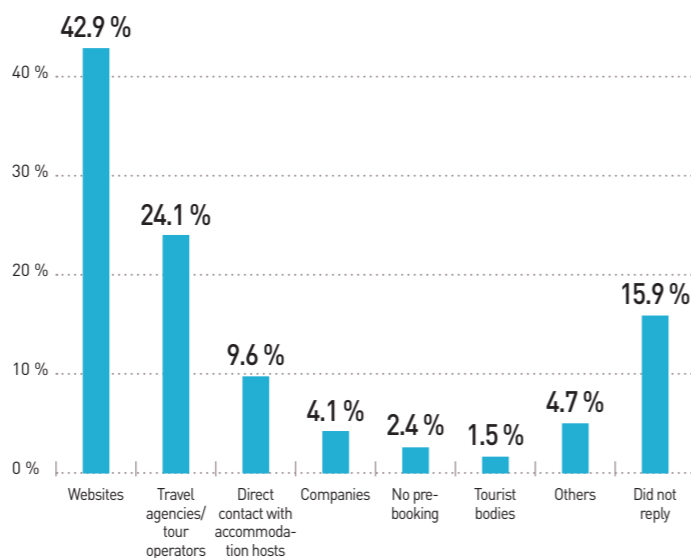
### The majority of Australians visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average figures for foreign visitors as a whole are 53.1% repeat visitors and 42.8% first-time visitors (4.1% did not reply).

### The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.

Australian visitors also use the Internet as their preferred method of making travel arrangements (46.5%, +5.5 points), followed by travel agencies and tour operators (28.3%, +2.9 points), and word-of-mouth (21.0%, +12.9 points).

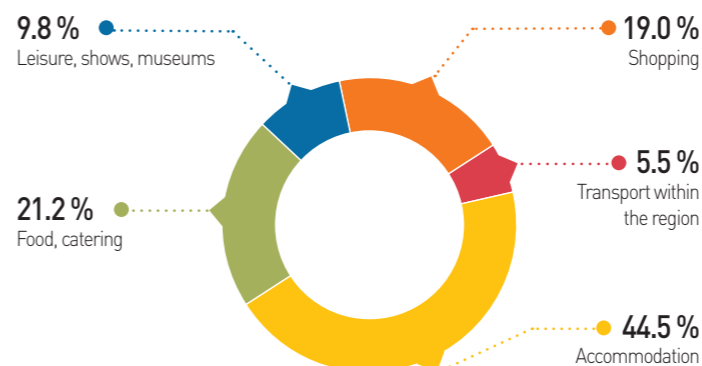
### What types of activity?

Australian visitors particularly like visiting markets (51.7%, +19.0 points) and parks and gardens (59.8%, +17.4 points), as well as discovering French gastronomy (57.5%, +15.1 points). They also like going out at night (41.6%, +14.9 points), shopping (63.3%, +12.0 points) and going to shows and concerts (20.5%, +11.4 points). On the other hand, they are rather less interested in theme parks (6.0%, -1.3 point) and sports events (1.4%, -1.2 point).

### Which sites are visited?

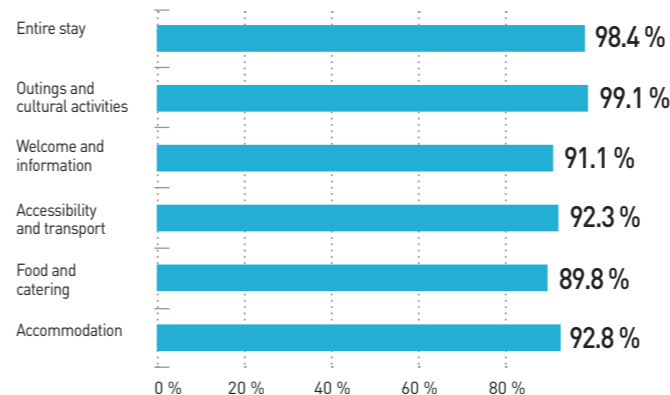
The 5 most-visited sites include: Notre-Dame de Paris (83.2%), the tour Eiffel (82.0%), the Arc de triomphe (74.7%), the Louvre (69.4%) and the Sacré-Cœur de Montmartre (59.7%). A large number visit the 'must see' sites, particularly Notre-Dame de Paris (+20.2 points) and the Arc de triomphe (+19.3 points). A large number also visit the musée d'Orsay (41.5%, +16.9 points). On the other hand, fewer visit the Grande Arche de La Défense (7.3%, -6.3 points) and the Centre Pompidou (16.5%, -6.1 points).

### Almost 45% of Australian visitor spend is allocated to accommodation



Australian visitors, whose average spend per day and per person is higher than that for all other foreign visitors, allocate a greater budget to accommodation (+3.4 points) and spend less on shopping (-3.7 points).

### Visitors rating themselves as satisfied, particularly with outings and cultural activities\*



\*% of satisfied and very satisfied. Average rate of satisfaction, all foreign visitors as a whole: 95.1%.

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

**50.1%** have already visited Paris Ile-de-France during the last 5 years

**39.0%** would like to return to Paris Ile-de-France within the next 2 years<sup>2</sup>

<sup>2</sup>This figure is lower than the average of all other foreign visitors

### KEY POINTS

- 281,000 stays representing 2.7% of stays by all foreign visitors arriving by air (758.3% compared with 2009).
- 1,710,000 overnight stays representing 2.9% of overnights stays by all foreign visitors arriving by air (747.0% compared with 2009).
- 6.1 nights on average (70.5 night compared with 2009).
- 50.1% have already visited Paris Ile-de-France.
- 98.3% make their own travel arrangements.
- 88.7% travel for personal reasons only.
- €148 average spend (per day and per person).
- 98.4% are satisfied with their stay in Paris Ile-de-France.
- 98.7% would recommend the destination to their friends and family.
- 39.0% would like to return to Paris Ile-de-France within the next 2 years.