

CANADIAN VISITORS arriving by air

Total population: 34.3 million inhabitants
Economic growth rate: +3.1%
Average exchange rate: €1 = CAD 1.4; variation 2010/2009: -13.8%
Unemployment rate: 8.0%
Inflation rate: +1.8%



Sources: Canada statistics, Banque de France, DREE and IMF.

What type of profile?

The average age of Canadian visitors (41 years old) is higher than that for other foreign visitors as a whole arriving by air (39 years old). More than half come from the upper socio-professional categories¹ (54.0%, +10.0 points).

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

What type of travel?

More than three-quarters (75.8%, +4.0 points) travel for personal reasons. They come mainly in couples (36.1%, +7.7 points) or alone (35.2%, +1.0 point).

Paris Ile-de-France is the unique destination for more than half (52.7%, -20.8 points). 23.3% travel as part of a European tour (+11.8 points) and 21.1% as part of a French tour (+12.1 points). 78.7% of Canadian visitors make their own travel arrangements (+6.9 points). 16.2% (-5.9 points) travel individually with organized trips and 5.0% (-1.0 point) opt for travel with organized groups.

What type of accommodation?

Approximately 8 out of 10 stays (79.4%, -2.2 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 65.9% (2- or 3-star hotels for 80.2% and 4-star and more hotels for 14.5%), furnished and seasonal rentals (7.3%), as well as apartment hotels (3.6%). The main non-paid accommodation used includes staying with parents (8.0%), friends (7.1%) and apartment swaps (3.0%).

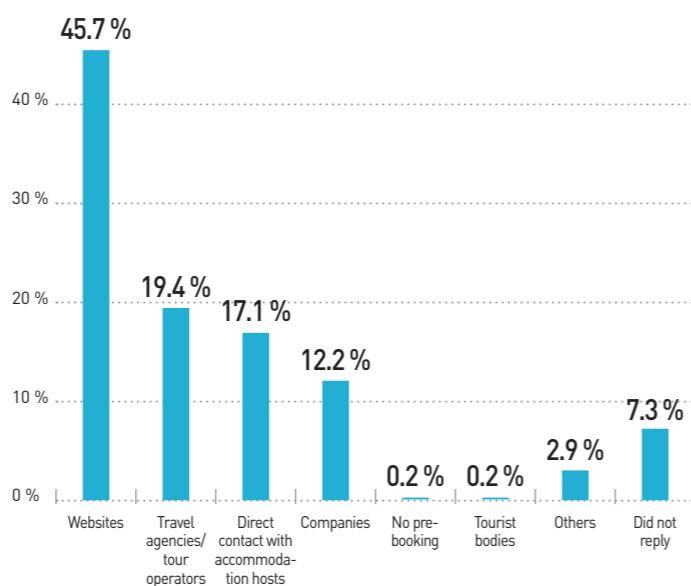
The majority of Canadians visiting Paris Ile-de-France are first-time visitors



Reference period: the last 5 years.

The average of all foreign visitors is 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.

Canadian visitors also use the Internet as their preferred method of making travel arrangements (44.9%, +3.9 points), followed by travel agencies and tour operators (20.0%, -5.5 points), and contact accommodation hosts directly (15.9%, +6.2 points).

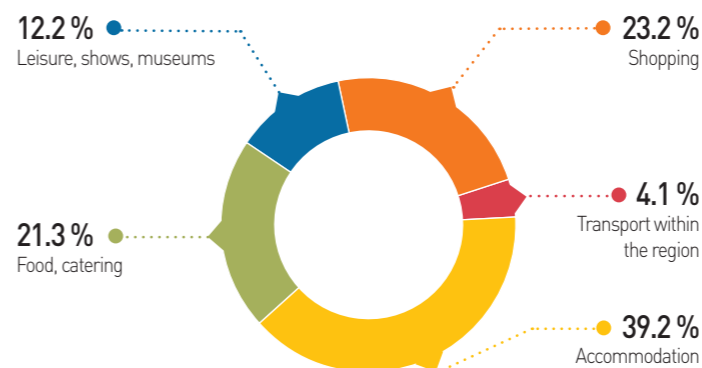
What types of activity?

Canadian visitors like visiting parks and gardens (52.8%, +10.4 points), discovering French gastronomy (51.7%, +9.3 points), discovering towns and cities (84.6%, +8.9 points), guided tours discovering different neighbourhoods (17.9%, +8.8 points) and discovering trendy new areas (17.7%, +7.2 points). They are also very keen on shopping (57.8%, +6.5 points) and shows and concerts (15.7%, +6.5 points). Fewer visit theme parks (0.9%, -6.4 points) and they are less interested in going out at night (24.1%, -2.6 points).

Which sites are visited?

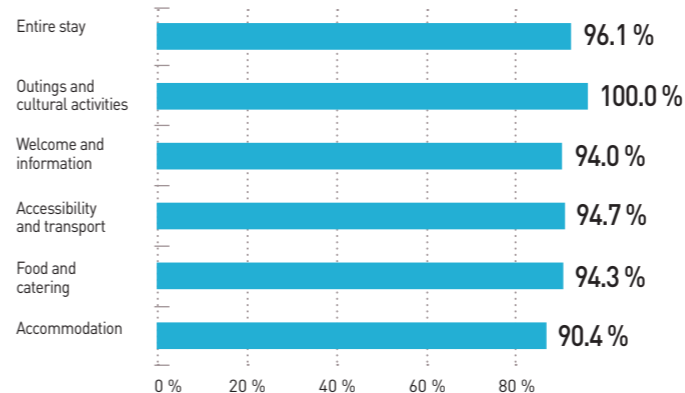
The 5 most-visited sites include: the tour Eiffel (73.1%), Notre-Dame de Paris (67.7%), the Arc de triomphe (59.0%), the Louvre (58.9%) and the Sacré-Cœur de Montmartre (45.3%). More Canadians visit the 5 most popular sites, particularly the tour Eiffel (+5.1 points) and Notre-Dame de Paris (+4.7 points). More also visit the musée d'Orsay (29.8%, +5.3 points). On the other hand, fewer visit the Grande Arche de La Défense (6.3%, -7.3 points) and Disneyland® Paris (11.2%, -7.0 points).

Almost 40% of Canadian visitor spend is allocated to accommodation



Canadian visitors, whose average spend per day and per person is very much higher than that for all other foreign visitors, allocate a higher budget to leisure activities (+3.9 points) and spend less on accommodation (-1.9 point) and transport (-1.6 point).

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 at airports - Paris Ile-de-France Tourist Board, ADP (BVA) - 2010 results.

46.4% have already visited Paris Ile-de-France during the last 5 years

47.3% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

- 358,000 stays representing 3.4% of stays by all foreign visitors arriving by air (↑ 5.2% compared with 2009).
- 2,451,000 overnight stays representing 4.1% of overnight stays by all foreign visitors arriving by air (↑ 17.3% compared with 2009).
- 6.8 nights on average (↑ 0.7 night compared with 2009).
- 46.4% have already visited Paris Ile-de-France.
- 95.0% make their own travel arrangements.
- 75.8% travel for personal reasons only.
- €158 average spend (per day and per person).
- 96.1% are satisfied with their stay in Paris Ile-de-France.
- 98.1% would recommend the destination to their friends and family.
- 47.3% would like to return to Paris Ile-de-France within the next 2 years.