

CHINESE VISITORS arriving by air

Total population: 1.337 billion inhabitants
Economic growth rate: +10.3%
Average exchange rate: €1 = CNY 9.0; variation 2010/2009: -5.6%
Unemployment rate: 4.1% in urban areas
Inflation rate: +3.3%

Sources: Banque de France and IMF.



What type of profile?

The average age of Chinese visitors (34 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). Approximately one-third come from the upper socio-professional categories¹ (33.8%, -10.2 points), approximately a quarter are employees (24.3%, +2.2 points) and 18.2% (+9.7 points) work in craft-based industries, retailing or own their own businesses.

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

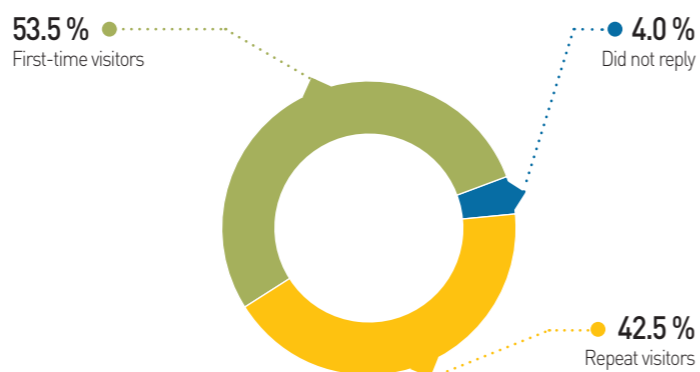
What type of travel?

Almost half (47.3%, -24.6 points) travel for personal reasons. They come mainly alone (40.0%, +5.8 points), with friends (20.4%, +10.7 points) or in couples (16.0%, -12.4 points). Paris Ile-de-France is the unique destination for almost half of visitors (46.4%, -27.1 points). A quarter travel as part of a European tour (25.0%, +13.4 points) and 19.4% (+10.4 points) as part of a French tour. 64.9% (-6.9 points) of Chinese visitors make their own travel arrangements. 18.0% (+12.0 points) opt for travel with organized groups and 17.1% (-5.0 points) travel individually as part of an organized group.

What type of accommodation?

Almost 9 out of 10 stays (87.5%, +6.0 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 74.5% (2- or 3-star hotels for 66.7% and 4-star and more hotels for 22.3%), apartment hotels (7.3%) and furnished and seasonal rentals (2.9%). The main non-paid accommodation includes staying with friends (6.5%) and parents (3.0%).

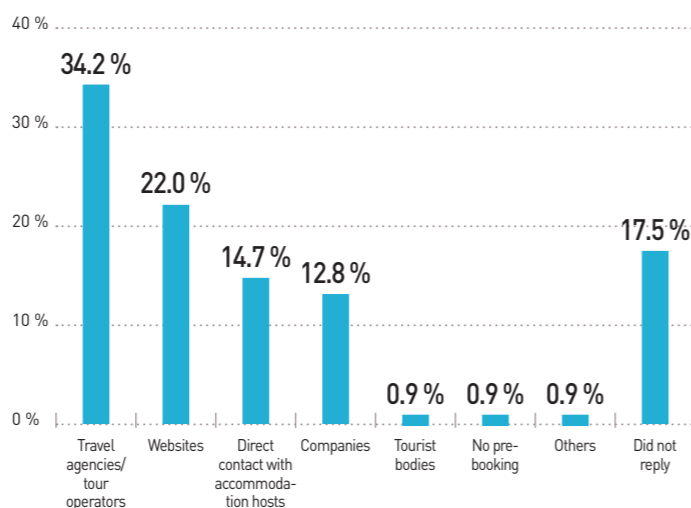
The majority of Chinese visiting Paris Ile-de-France are first-time visitors



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).

Travel agencies and tour operators are the primary methods of reservation



Several possibilities, based on paid accommodation.

Chinese visitors also use travel agencies and tour operators as their preferred method of making travel arrangements (33.4%, +8.0 points), followed by the Internet (21.8%, -19.2 points), and direct contact with accommodation hosts (14.7%, +5.0 points).

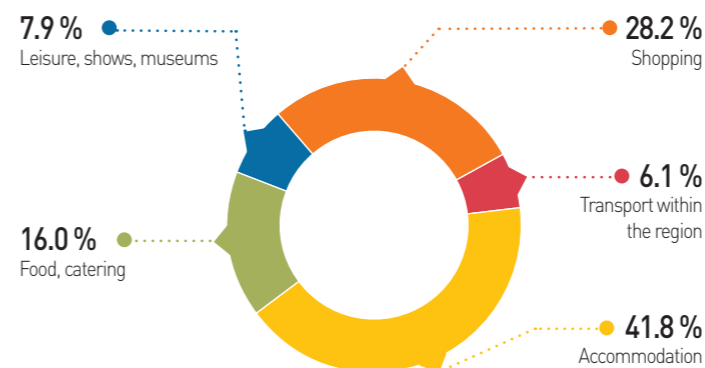
What types of activity?

Chinese visitors particularly appreciate guided tours discovering different neighbourhoods (18.9%, +9.7 points), markets (42.2%, +9.5 points) and events and exhibitions (12.3%, +4.3 points). Visiting museums and monuments, which is the primary reason for 67.1% of visits made for personal reasons, is also very popular once they arrive at their destination (97.7%, +5.5 points). On the other hand, Chinese visitors are less interested in going out at night (20.9%, -5.7 points) and visiting parks and gardens (38.9%, -3.4 points).

Which sites are visited?

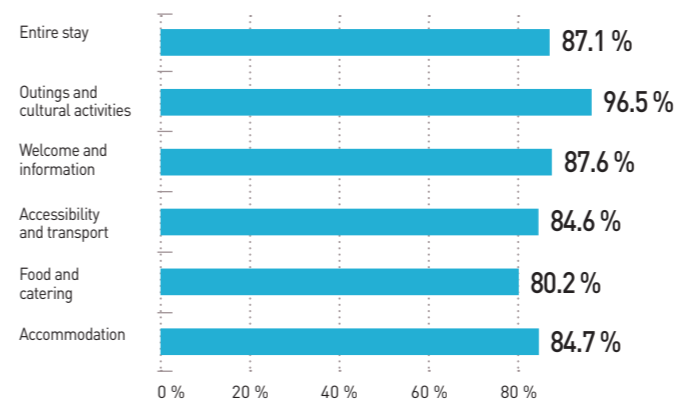
The 5 most-visited sites include: the Louvre (78.4%), Notre-Dame de Paris (74.9%), the tour Eiffel (74.5%), the Arc de triomphe (72.5%) and the Sacré-Cœur de Montmartre (41.7%). More Chinese visitors visit the 4 most popular sites, and particularly the Louvre (+22.4 points). Larger numbers also visit the château de Versailles (25.0%, +8.3 points) and Fontainebleau (6.7%, +2.8 points). On the other hand, fewer visit the Grande Arche de La Défense (10.8%, -2.8 points) and the Sacré-Cœur de Montmartre (-2.6 points).

More than a quarter of Chinese visitor spend is allocated to shopping



Chinese visitors, whose average spend per day and per person is higher than that for all other foreign visitors, allocate a greater budget to shopping (+5.5 points) and spend less on food and catering (-6.1 points).

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



*% 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.

42.5% have already visited Paris Ile-de-France² during the last 5 years

59.8% would like to return to Paris Ile-de-France within the next 2 years

²This figure is lower than the average of all other foreign visitors

KEY POINTS

- 206,000 stays representing 2.0% of stays by all foreign visitors arriving by air (↗ 34.4% compared with 2009).
- 1,404,000 overnight stays representing 2.4% of overnight stays by all foreign visitors arriving by air (↗ 18.2% compared with 2009).
- 6.8 nights on average (↘ 0.9 night compared with 2009).
- 42.5% have already visited Paris Ile-de-France.
- 82.0% make their own travel arrangements.
- 47.3% travel for personal reasons only.
- €146 average spend (per day and per person).
- 87.1% are satisfied with their stay in Paris Ile-de-France.
- 94.8% would recommend the destination to their friends and family.
- 59.8% would like to return to Paris Ile-de-France within the next 2 years.