

SPANISH VISITORS arriving by air

Total population: 46.0 million inhabitants
 Economic growth rate: -0.1%
 Unemployment rate: 20.1%
 Inflation rate: +2.0%

Source : Eurostat.



What type of profile?

The average age of Spanish visitors (36 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). Almost half come from the upper socio-professional categories¹ (44.9%, +0.9 point) and less than a quarter are employed (22.2%, 0.0 point).

They come mainly from the Madrid area (37.5%) and the region of Catalonia (28.5%).

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

What type of travel?

More than three-quarters (77.9%, +6.0 points) travel for personal reasons. They come in couples (31.9%, +3.5 points) or as a family (29.7%, +10.4 points).

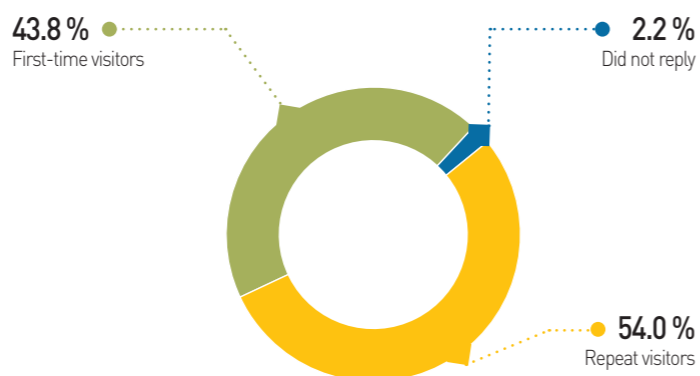
The majority make their own travel arrangements (71.5%, -0.3 point). Approximately one-quarter opt for travelling individually with organized groups (25.3%, +3.2 points), although relatively few (3.2%, -2.9 points) opt for organized groups.

What type of accommodation?

More than 8 out of 10 stays (85.9%, +4.3 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 79.7% (2- to 3-star hotels for 72.5% and 4-star and more hotels for 23.7%), furnished and seasonal rentals (3.1%), apartment hotels (1.2%) and youth hostels (1.0%).

The main types of non-paid accommodation used include staying with friends (6.2%) and parents (5.3%).

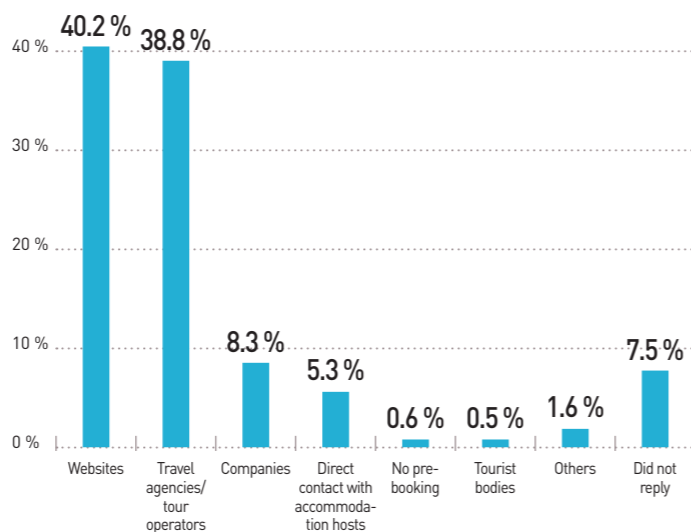
The majority of Spanish visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average of all 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, just ahead of travel agencies and tour operators



Several possibilities, based on paid accommodation.

Spanish visitors also use the Internet as their preferred method of making travel arrangements (44.7%, +3.6 points), followed by travel agencies and tour operators (38.9%, +13.4 points).

What types of activity?

Spanish visitors spend less time shopping (28.8%, -22.4 points), discovering French gastronomy (28.3%, -14.1 points), visiting markets (19.2%, -13.5 points) and visiting parks and gardens (32.0%, -10.3 points). Visiting towns and cities, which is the primary reason for 65.5% of visits made for personal reasons, is also less popular once visitors have arrived at their destination (69.5%, -6.3 points). On the other hand, many Spanish visitors like to visit theme parks (21.0%, +13.7 points).

Which sites are visited?

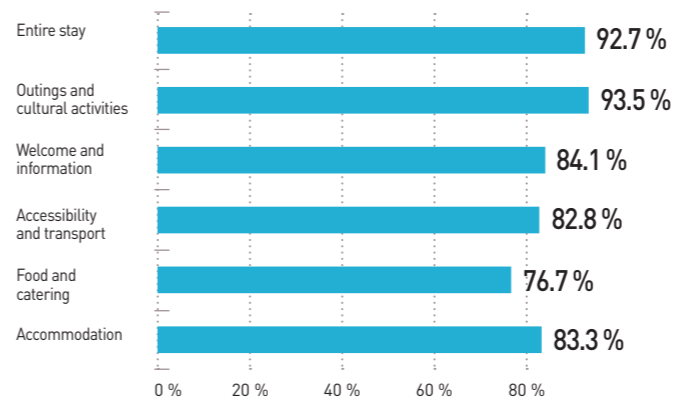
The 5 most-visited sites include: the tour Eiffel (67.4%), Notre-Dame de Paris (66.7%), the Louvre (57.2%), the Arc de triomphe (54.0%) and the Sacré-Cœur de Montmartre (51.1%). So more Spanish visitors go to Disneyland® Paris (36.6%, +18.4 points). They also like to go to the Centre Pompidou (30.6%, +8.0 points) and the Sacré-Cœur de Montmartre (+6.9 points). On the other hand, fewer visit the sites outside Paris, like the château de Versailles (11.7%, -5.0 points).

More than half Spanish visitor spend is allocated to accommodation



Spanish visitors, whose average spend per day, per person is less than that for all other foreign visitors, allocate a greater budget to accommodation (+10.0 points) and spend less on shopping (-8.5 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.

54.0% have already visited Paris Ile-de-France during the last 5 years

41.6% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

• 668,000 stays representing 6.4% of stays by all foreign visitors arriving by air (↗ 5.6% compared with 2009).

• 3,096,000 overnight stays representing 5.2% of overnight stays by all foreign visitors arriving by air (↘ 0.7% compared with 2009).

• 4.6 nights on average (↘ 0.3 night compared with 2009).

• 54.0% have already visited Paris Ile-de-France.

• 96.8% make their own individual arrangements.

• 77.9% travel for personal reasons only.

• €124 average spend (per day and per person).

• 92.7% are satisfied with their stay in Paris Ile-de-France.

• 98.1% would recommend the destination to friends and family.

• 41.6% would like to return to Paris Ile-de-France within the next 2 years.