

INDIAN VISITORS arriving by air

Total population: 1.189 billion inhabitants
Economic growth rate: +10.4%
Average exchange rate: €1 = INR 60.6; variation 2010/2009: -9.9%
Unemployment rate: 10.8% (estimated)
Inflation rate: +13.2%

Sources: CIA, IMF and Banque de France.



What type of profile?

The average age of Indian visitors (38 years old) is slightly lower than that for other foreign visitors as a whole arriving by air (39 years old). 42.1% come from upper socio-professional categories¹ (-0.7 point) and 40.8% are employees (+19.5 points).

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

What type of travel?

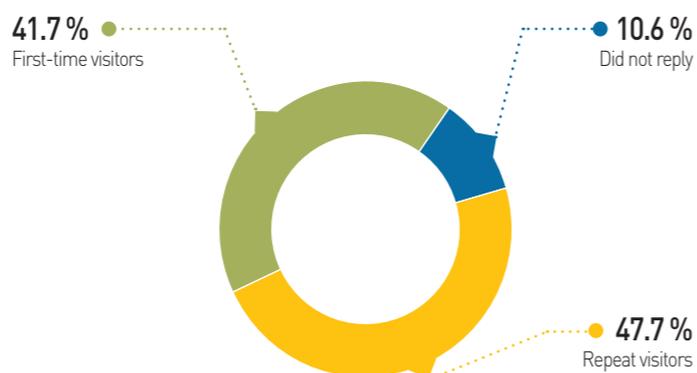
The majority of Indian visitors travel for professional reasons (53.8%, +28.8 points). As a result, they tend to travel alone (56.0%, +22.1 points). Paris Ile-de-France is the unique destination for 75.7% of cases (+1.6 point). 11.5% travel as part of a European tour (+0.6 point) and 3.3% as part of a French tour (-5.5 points).

Approximately half of Indian visitors make their own travel arrangements (50.1%, -23.6 points). More than 4 out of 10 travel individually with organized trips (44.8%, +23.4 points) and 5.1% opt for travel with organized groups (+0.2 point).

What type of accommodation?

More than 9 out of 10 stays (92.3%, +11.7 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 78.1% (2- or 3-star hotels for 60.6% and 4-star and more hotels for 28.4%), furnished and seasonal rentals (7.1%) and apartment hotels (5.6%). The main non-paid accommodation includes staying with parents (4.0%) and friends (2.4%).

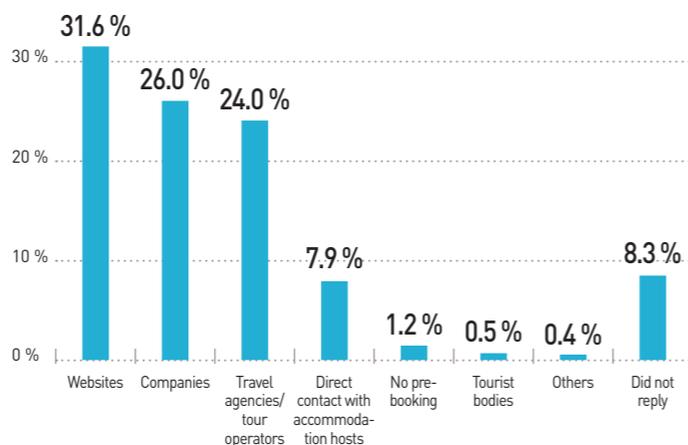
The majority of Indians visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average of foreign visitors as a whole is 52.8% repeat visitors and 41.5% first-time visitors (5.7% did not reply).

The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.

Indian visitors like to use the Internet as their preferred method of making travel arrangements (32.3%, -5.1 points), followed by companies (29.0%, +17.1 points), as well as travel agencies and tour operators (26.5%, -4.9 points).

What types of activity?

Indian visitors are particularly interested in visiting parks and gardens (50.8%, +10.1 points), markets (41.5%, +9.7 points), going out at night (36.0%, +9.7 points) and shopping (52.9%, +2.9 points). On the other hand, they are less interested in discovering French gastronomy (29.9%, -8.5 points), trendy new areas (2.6%, -8.2 points), events and exhibitions (6.3%, -4.1 points) and shows and concerts (5.6%, -3.9 points).

Which sites are visited?

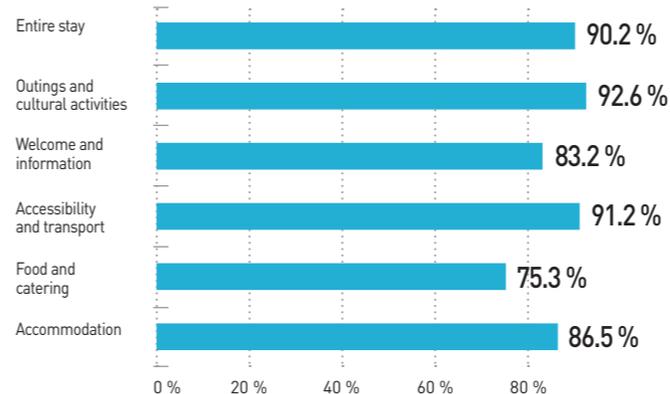
The 5 most-visited sites include: the tour Eiffel (74.2%), Notre-Dame de Paris (50.4%), the Arc de triomphe (50.4%), the Louvre (48.9%) and the Sacré-Cœur de Montmartre (23.8%). A larger number visit the tour Eiffel (+7.8 points) and Disneyland® Paris (21.7%, +4.6 points), but fewer visit the Sacré-Cœur de Montmartre (-20.2 points), Notre-Dame de Paris (-12.6 points), the musée d'Orsay (12.8%, -12.2 points), the Louvre (-6.4 points) and the château de Versailles (11.4%, -5.2 points).

Approximately 45% of Indian visitor spend is allocated to accommodation



Indian visitors, whose average spend per day and per person is very slightly higher than that for all other foreign visitors, allocate greater budget to accommodation (+4.0 points) and spend less on shopping (-3.2 points).

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



*% of satisfied and very satisfied.

Average rate of satisfaction, all foreign visitors as a whole: 95.2%.

The figures expressed in "points" relate to all foreign visitors arriving by air in 2009 and 2010.
 Source: ongoing survey in airports - Paris Ile-de-France Tourist Board, ADP (BVA) - combined results for 2009 and 2010.

47.7%
 have already visited Paris Ile-de-France during the last 5 years

51.7%
 would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

2010

- 167,000 stays representing 1.6% of stays by all foreign visitors arriving by air.
- 1,096,000 overnights representing 1.8% of overnight stays by all foreign visitors arrived by air.
- 6,5 nights on average.

2009 - 2010

- 47.7% have already visited Paris Ile-de-France.
- 94.9% make their own travel arrangements.
- 42.8% travel for personal reasons only.
- €135 average spend (per day and per person).
- 90.2% are satisfied with their stay in Paris Ile-de-France.
- 92.4% would recommend the destination to their friends and family.
- 51.7% would like to return to Paris Ile-de-France within the next 2 years.