

ITALIAN VISITORS arriving by air

Total population: 60.3 million inhabitants
Economic growth rate: +1.3%
Unemployment rate: 8.4%
Inflation rate: +1.6%

Source : Eurostat.



What type of profile?

The average age of Italian visitors is the same as that for all other foreign visitors as a whole arriving by air (39 years old). More than one-third come from the upper socio-professional categories¹ (34.0%, -9.9 points) and more than a quarter are employees (29.4%, +7.2 points). They come mainly from the Milan region (28.0%) and Rome (16.1%).

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

What type of travel?

More than two-thirds (69.6%, -2.3 points) travel for personal reasons. They come in couples (33.1%, +4.7 points) or alone (28.5%, -5.7 points).

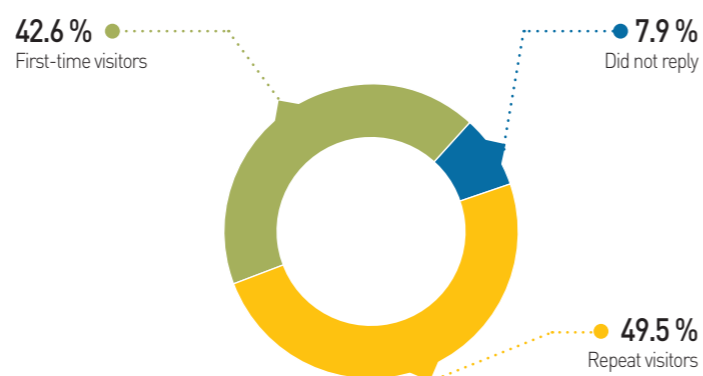
68.7%, (-3.1 points) make their own travel arrangements. More than a quarter travel individually with organized trips (26.5%, +4.3 points) and 4.8% opt for travel with organized groups (-1.2 point).

What type of accommodation?

More than 8 out of 10 stays (85.3%, +3.7 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 77.2% (2- or 3-star hotels for 74.0% and 4-star and more hotels for 23.8%), apartment hotels (3.1%) and furnished and seasonal rentals (3.0%).

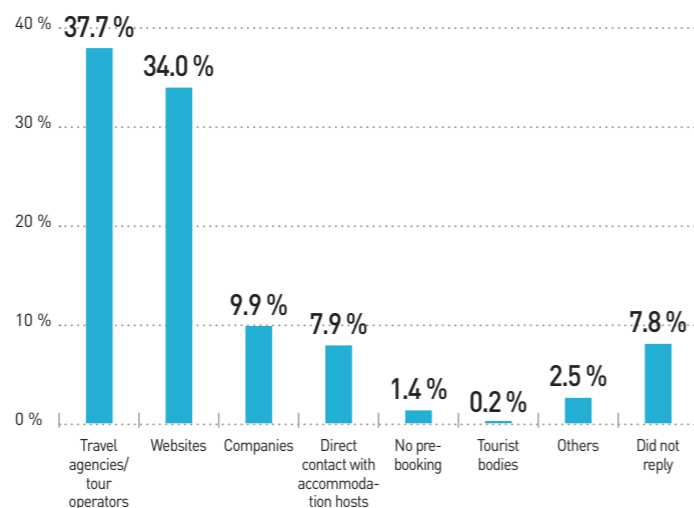
The main types of non-paid accommodation used include staying with friends (5.9%) and parents' or friends' holiday homes (4.2%).

The majority of Italians 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).

Travel agencies and tour operators are still the primary methods of reservations, ahead of the Internet



Several possibilities, based on paid accommodation.

Italians visitors use the Internet as their preferred method of making travel arrangements (37.9%, -3.2 points), as well as travel agencies and tour operators (37.1%, +11.6 points).

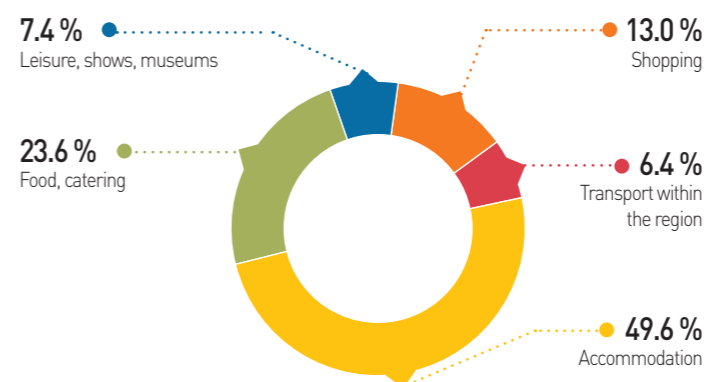
What types of activity?

Italian visitors are less interested in discovering French gastronomy (22.6%, -19.8 points), visiting parks and gardens (23.7%, -18.6 points), markets (14.3%, -18.4 points), shopping (38.1%, -13.1 points) and going out at night (16.6%, -10.1 points). Visiting towns and cities, which is the primary reason for 67.6% of visits made for personal reasons, is also less popular once they are at their destination (70.5%, -5.2 points). On the other hand, more Italian visitors visit theme parks (18.3%, +11.0 points).

Which sites are visited?

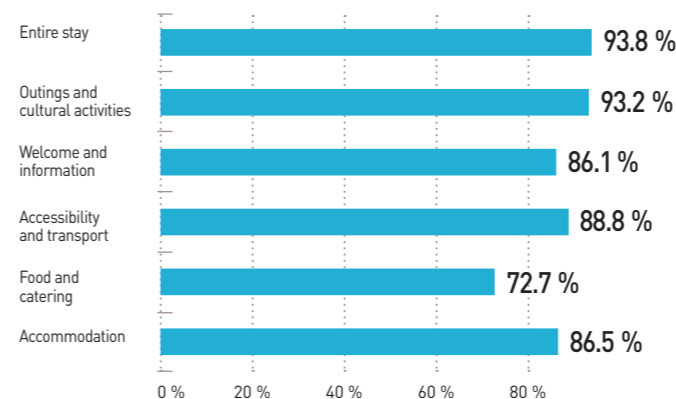
The 5 most-visited sites include: Notre-Dame de Paris (67.8%), the tour Eiffel (64.8%), the Arc de triomphe (54.9%), the Sacré-Coeur de Montmartre (50.3%) and the Louvre (50.3%). More Italian visitors go to Disneyland® Paris (29.1%, +10.8 points), the Sacré-Cœur de Montmartre (+6.1 points), Notre-Dame de Paris (+4.9 points) and the musée d'Orsay (28.9%, +4.4 points). On the other hand, fewer visit the Louvre (-5.7 points) and the château de Versailles (12.0%, -4.7 points).

Almost half of the Italian visitor spend is allocated to accommodation



Italian visitors, whose average spend per day, per person is less than that for all other foreign visitors, allocate a greater budget to accommodation (+8.5 points) and spend less on shopping (-9.7 points).

Visitors rating themselves as satisfied, with a few reservations about 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.

49.5% have already visited Paris Ile-de-France within the last 5 years

51.1% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

- 927,000 stays representing 8.9% of stays by all foreign visitors arriving by air (↗ 22.0% compared with 2009).
- 4,006,000 overnight stays representing 6.7% of overnight stays by all foreign visitors arriving by air (↗ 20.1% compared with 2009).
- 4.3 nights on average (↘ 0.1 night compared with 2009).
- 49.5% have already visited Paris Ile-de-France.
- 95.2% make their own individual travel arrangements.
- 69.6% travel for personal reasons only.
- €131 average spend (per day and per person).
- 93.8% are satisfied with their stay in Paris Ile-de-France.
- 97.2% would recommend the destination to their friends and family.
- 51.1% would like to return to Paris Ile-de-France within the next 2 years.