



JAPANESE VISITORS arriving by air

Total population: 128.0 million inhabitants
Economic growth rate: +4.0%
Average exchange rate: €1 = JPY 116.5; variation 2010/2009: -10.6%
Unemployment rate: 5.1%
Inflation rate: -0.7%



Sources: Japan Statistics Bureau, Banque de France and Eurostat.

What type of profile?

The average age of Japanese visitors (37 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old).

Less than half come from the socio-professional category of employees (46.9%, +24.8 points).

What type of travel?

More than 8 out of 10 (83.8%, +11.9 points) travel for personal reasons. They come alone (24.9%, -9.3 points) or in families (24.3%, +5.0 points). Very many more travel with friends (20.4%, +10.7 points)

Paris Ile-de-France is the unique destination for more than 4 out of 10 (41.4%, -32.1 points). For 30.0% of cases, the stay is part of a European tour (+18.5 points) and for 23.2% (+ 14.2 points), it is part of a French tour.

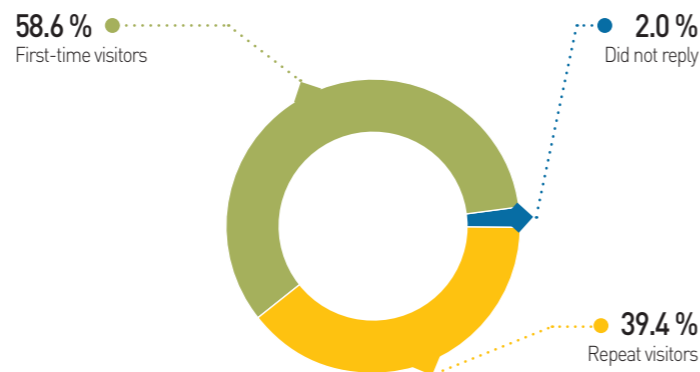
51.3% (-20.5 points) of Japanese visitors make their own travel arrangements. More than a quarter travel individually with organized trips (27.8%, +5.6 points) and 20.9% (+14.9 points) opt for travel with organized groups.

What type of accommodation?

More than 9 stays out of 10 (92.4%, +10.8 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 87.8% (2- or 3-star hotels for 53.3% and low-price range hotels for 24.8%), apartment hotels (1.8%), youth hostels (1.1%) and furnished and seasonal rentals (1.0%).

The main non-paid accommodation includes staying with friends (5.0%) and parents (1.2%).

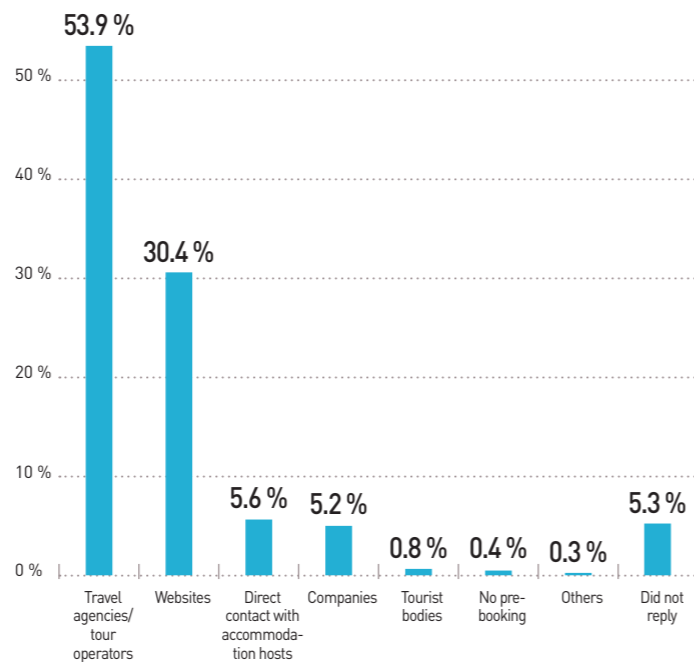
The majority of Japanese visiting Paris Ile-de-France are first-time visitors



Reference period: the last 5 years.

The average of foreign visitors as a whole is 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.

Japanese visitors also use travel agencies and tour operators as their preferred method of making travel arrangements (51.6%, +26.2 points), followed by the Internet (35.1%, -6.0 points), as well as companies (5.6%, -6.2 points).

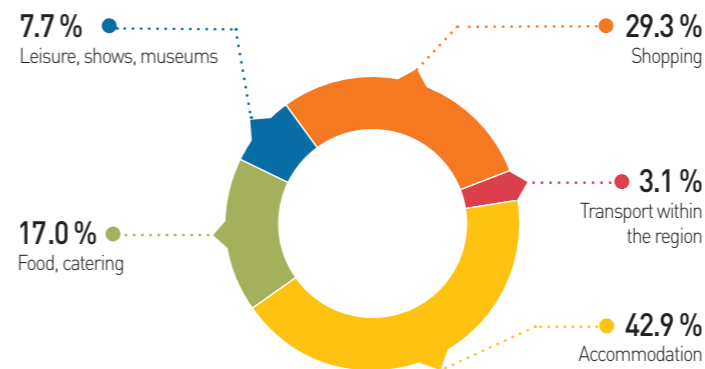
What types of activity?

More Japanese visitors are interested in guided tours to discover different neighbourhoods (19.2%, +10.0 points) and shopping (58.8%, +7.6 points). Visiting museums and monuments, which is the primary reason for 72.1% of travel for personal reasons, are also very popular once they arrive at their destination (97.0%, + 4.9 points). On the other hand, Japanese visitors are less interested in markets (17.8%, -14.9 points), visiting parks and gardens (29.1%, -13.3 points) and going out at night (14.1%, -12.6 points).

Which sites are visited?

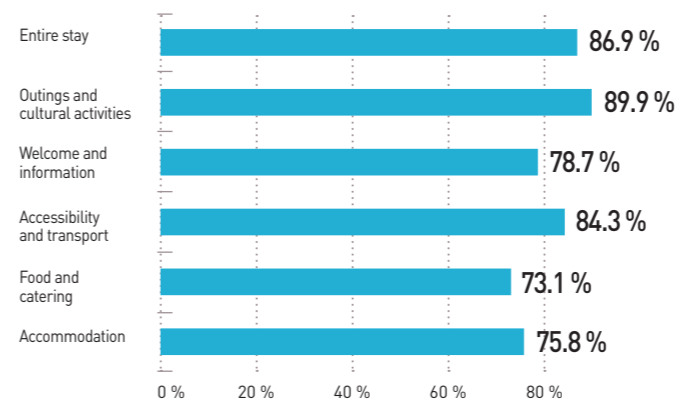
The 5 most-visited sites include: The Louvre (71.6%), the Arc de triomphe (69.0%), the tour Eiffel (66.9%), Notre-Dame de Paris (60.2%) and the Sacré-Cœur de Montmartre (31.0%). More Japanese visitors go to the Louvre (+15.6 points), the Arc de triomphe (+13.5 points), the château de Versailles (28.6%, +11.9 points) and the musée d'Orsay (30.7%, +6.1 points). On the other hand, fewer visit the Sacré-Cœur de Montmartre (-13.3 points), Disneyland® Paris (5.1%, -13.2 points) and the Centre Pompidou (12.6%, -10.0 points).

Almost 30% of Japanese visitor spend is allocated to shopping



Japanese visitors, whose average spend per day and per person is much higher than that for all other foreign visitors, allocate a greater budget to shopping (+6.7 points) and spend less on food and catering (-5.1 points).

Visitors rating themselves as slightly less satisfied, particularly with food and catering and accommodation*



*% 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.

39.4% have already visited Paris Ile-de-France during the last 5 years¹

30.0% would like to return to Paris Ile-de-France within the next 2 years¹

¹This figure is lower than the average of all other foreign visitors

KEY POINTS

- 420,000 stays representing 4.0% of stays by all foreign visitors arriving by air (↑ 26.8% compared with 2009).
- 2,389,000 overnight stays representing 4.0% of overnight stays by all foreign visitors arriving by air (↑ 37.1% compared with 2009).
- 5.7 nights on average (↑ 0,4 night compared with 2009).
- 39.4% have already visited Paris Ile-de-France.
- 79.1% make their own travel arrangements.
- 83.8% travel for personal reasons only.
- €169 average spend (per day and per person).
- 86.9% are satisfied with their stay in Paris Ile-de-France.
- 94.2% would recommend the destination to their friends and family.
- 30.0% would like to return to Paris Ile-de-France within the next 2 years.