

RUSSIAN VISITORS arriving by air

Total population: 141.9 million inhabitants
Economic growth rate: +4.0%
Average exchange rate: €1 = RUB 40.3; variation 2010/2009: -8.7%
Unemployment rate: 7.5%
Inflation rate: +6.9%

Sources: Federal State Statistics Service (GKS), Banque de France and IMF.



What type of profile?

The average age of Russian visitors (35 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). Approximately a quarter come from middle socio-professional categories (25.2%, +15.8 points), 23.9% (-20.1 points) from upper socio-professional categories¹ and 19.1% (-3.1 points) are employees.

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

What type of travel?

More than 7 out of 10 (71.0%, -0.9 point) travel for personal reasons. The majority come alone (34.9%, +0.7 point) or in couples (34.8%, +6.4 points).

For almost two-thirds of cases, Paris Ile-de-France is the unique destination unique for the stay (65.2%, -8.3 points). For 18.3%, it is part of a European tour (+9.3 points) and for 11.8% it is part of a French tour (+0.3 point). More than two-thirds of Russian visitors make their own travel arrangements (67.2%, -4.7 points). Almost a quarter travel individually with organized trips (24.2%, +2.1 points) and 8.6% opt for travel with organized groups (+2.5 points).

What type of accommodation?

More than 8 out of 10 stays (83.5%, +1.9 point) are spent in paid accommodation. The main types of paid accommodation used include hotels for 78.7% (2- or 3-star hotels for 90.0%), youth hostels (1.7%) and furnished and seasonal rentals (1.6%). The main non-paid accommodation includes staying with parents (7.8%) and friends (6.0%).

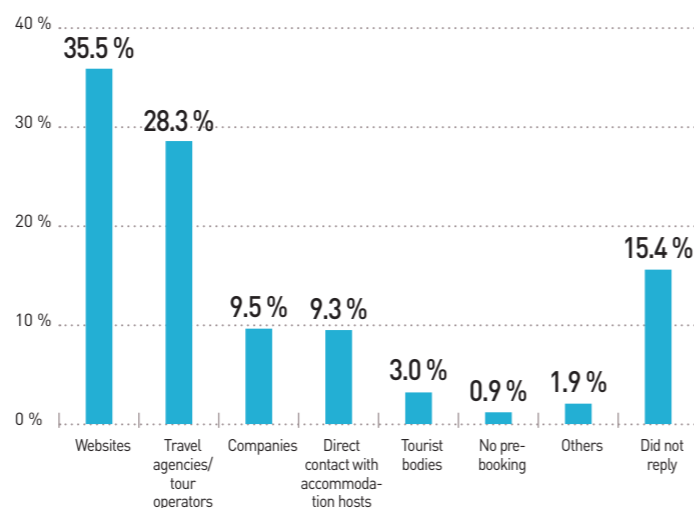
The majority of Russians visiting Paris Ile-de-France are first-time visitors



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).

The Internet is the primary method of reservation ahead of travel agencies and tour operators



Several possibilities, based on paid accommodation.

Russian visitors also use the Internet as their preferred method of making travel arrangements (36.5%, -4.6 points), followed by travel agencies and tour operators (27.8%, +2.3 points), and contacting accommodation hosts directly (9.8%, +0.1 point).

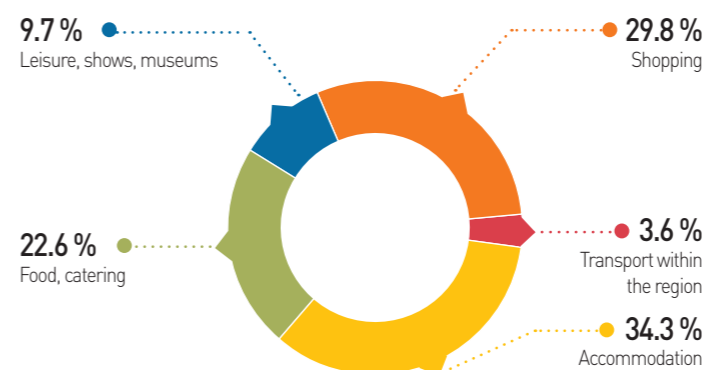
What types of activity?

More Russian visitors visit museums and monuments (98.0%, +5.8 points), shows and concerts (13.9%, +4.8 points) and guided tours discovering different neighbourhoods (11.7%, +2.5 points). Discovering towns and cities, which is the primary reason for 77.6% of visits made for personal reasons, is also very popular once they have arrived at their destination (77.7%, +2.0 points). On the other hand, Russian visitors are less interested in going out at night (16.9%, -9.8 points) and discovering trendy new areas (4.0%, -6.5 points).

Which sites are visited?

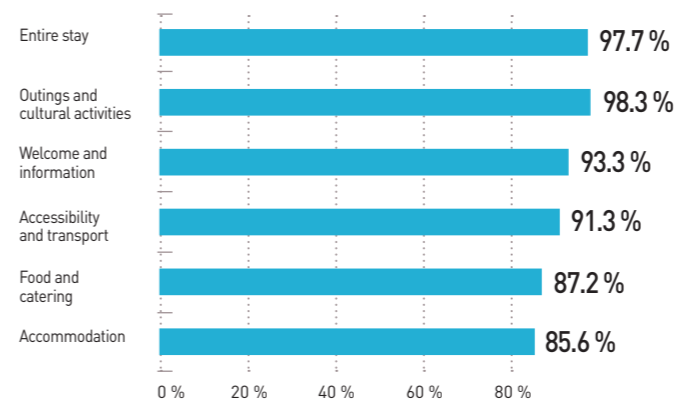
The 5 most-visited sites include: the tour Eiffel (80.0%), Notre-Dame de Paris (75.2%), the Arc de triomphe (72.8%), the Louvre (72.0%) and the Sacré-Cœur de Montmartre (60.6%). More Russian visitors go to the 'top 5' sites, particularly the Arc de triomphe (+17.3 points) and the Sacré-Cœur de Montmartre (+16.3 points). More also visit the musée d'Orsay (34.2%, +9.6 points), the château de Fontainebleau (13.1%, +9.2 points) and the château de Versailles (23.8%, +7.1 points).

Almost 30% of Russian visitor spend is allocated to shopping



Russian visitors, whose average spend per day and per person is much higher than that for all other foreign visitors, allocate a higher budget to shopping (+7.1 points) and spend less on accommodation (-6.8 points).

Visitors rating themselves as very satisfied, with improvements needed in 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.

44.9% have already visited Paris Ile-de-France during the last 5 years

60.1% would like to return to Paris Ile-de-France within the next 2 years²

²The figure is greater than the average of all other foreign visitors.

KEY POINTS

- 288,000 stays representing 2.8% of stays by all foreign visitors arriving by air (↑ 84.7% compared with 2009).
- 1,965,000 overnight stays representing 3.3% of overnight stays by all foreign visitors arriving by air (↑ 92.8% compared with 2009).
- 6.8 nights on average (↑ 0.3 night compared with 2009).
- 44.9% have already visited Paris Ile-de-France.
- 91.4% make their own travel arrangements.
- 71.0% travel for personal reasons only.
- €155 average spend (per day and per person).
- 97.7% are satisfied with their stay in Paris Ile-de-France.
- 98.1% would recommend the destination to their friends and family.
- 60.1% would like to return to Paris Ile-de-France within the next 2 years.