

## SWISS VISITORS arriving by train

**Total population:** 7.8 million inhabitants  
**Economic growth rate:** +2.6%  
**Average exchange rate:** €1 = CHF 1.38; variation 2010/2009: -8.5%  
**Unemployment rate:** 3.9%  
**Inflation rate:** +0.6%

Sources: Eurostat, Office Fédéral de la Statistique Suisse and Banque de France.



### What type of profile?

The average age of Swiss visitors (45 years old) is higher than that for all other foreign visitors as a whole arriving by train (42 years old).

More than 4 out of 10 come from the upper socio-professional categories<sup>1</sup> (43.7%, -3.2 points) and 17.0% are employees (-3.1 points).

They come mainly from Geneva (45.4%), Zurich (10.3%) and Bern (9.0%).

<sup>1</sup> Liberal professions, teachers, scientific professions, executives and other intellectual professions.

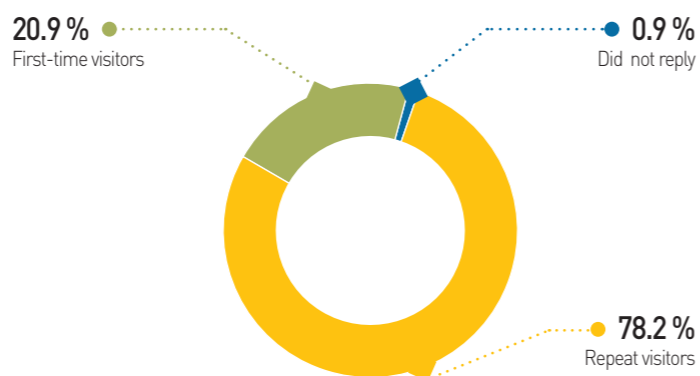
### What type of travel?

More than three-quarters (79.9%, +12.7 points) travel for personal reasons. They come mainly in couples (35.2%, +7.0 points), alone (27.8%, -7.0 points) or as a family (23.0%, +4.4 points). More than 8 out of 10 Swiss visitors make their own travel arrangements (85.8%, +4.4 points). More than 1 out of 10 travel individually with organized trips (11.8%, -2.5 points) and 2.4% opt for travel with organized groups (-1.9 point).

### What type of accommodation?

Approximately two-thirds of stays (67.0%, -13.2 points) are spent in paid accommodation. The main types of paid accommodation used include hotels for 62.5% (2- or 3-star hotels for 83.6% and 4-star and more hotels for 12.6%), furnished and seasonal rentals (2.3%), as well as *chambres d'hôtes* (0.9%). The main non-paid accommodation used includes staying with friends (15.7%), parents (9.0%) and holiday homes of parents or friends (3.9%).

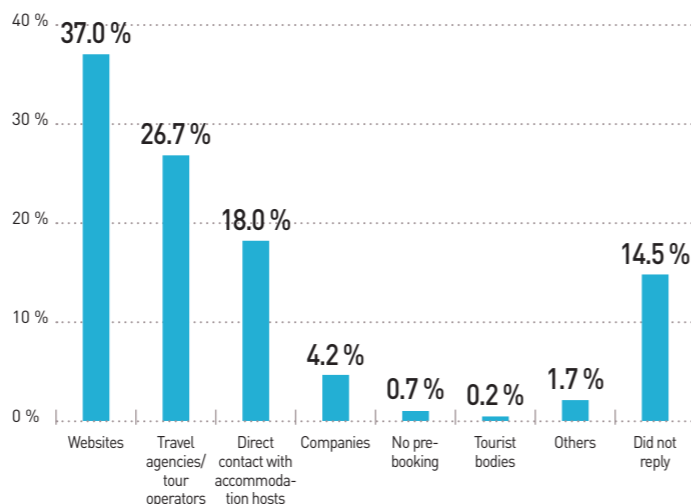
### The majority of Swiss visiting Paris Ile-de-France are repeat visitors



Reference period: the last 5 years.

The average of all foreign visitors is 67.6% repeat visitors and 30.5% first-time visitors (1.9% did not reply).

### The Internet is the primary method of reservation



Several possibilities, based on paid accommodation.

Swiss visitors also use the Internet as their preferred method of making travel arrangements (42.7%, -0.9 point), followed by travel agencies and tour operators (24.6%, +3.8 points), as well as contacting accommodation hosts directly (12.3%, +0.7 point).

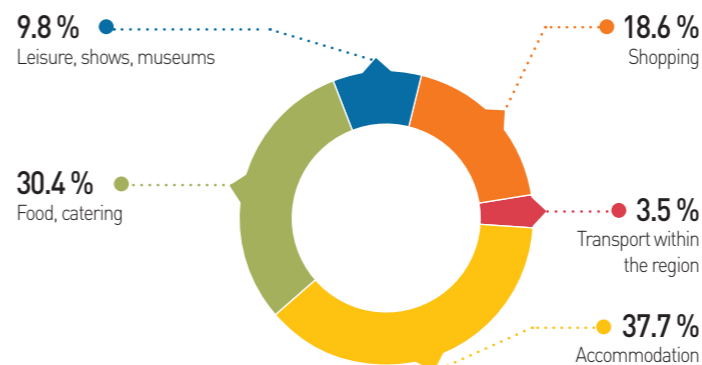
### What types of activity?

Swiss visitors are particularly interested in shows and concerts (23.0%, +13.3 points), shopping (45.9%, +8.4 points), discovering trendy new areas (25.2%, +7.9 points) and visiting events and exhibitions (21.4%, +7.2 points). They also enjoy visiting markets (17.3%, +5.0 points) and parks and gardens (27.5%, +3.2 points). On the other hand, they are less interested in discovering French gastronomy (21.5%, -3.4 points).

### Which sites are visited?

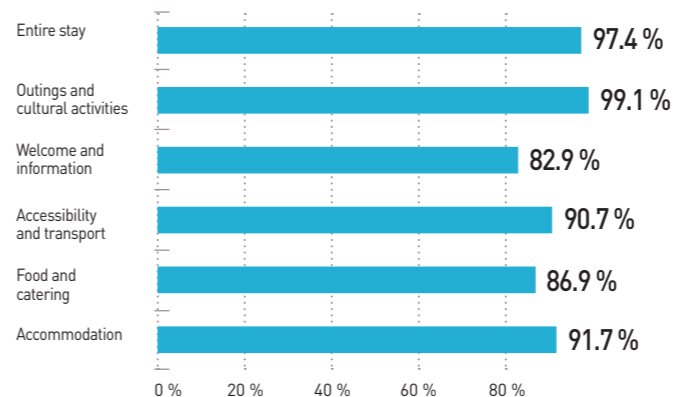
The 5 most-visited sites include: Notre-Dame de Paris (49.2%), the tour Eiffel (41.1%), the Sacré-Cœur de Montmartre (39.5%), the Arc de triomphe (35.1%) and the Centre Pompidou (30.0%). Fewer visit the traditional 'must see' sites like the Louvre (29.0%, -10.0 points), the tour Eiffel (-8.4 points), the Arc de triomphe (-5.0 points) and the musée d'Orsay (11.9%, -4.9 points). On the other hand, more visit the Centre Pompidou (+6.5 points) and the Cité des sciences et de l'industrie (11.1%, +5.7 points).

### More than one-third of Swiss visitor spend is allocated to accommodation



Swiss visitors, whose average spend per day and per person is slightly lower than that for all other foreign visitors, allocate a higher budget to leisure activities and food and catering (+3.2 points and +3.1 points respectively) and spend less on accommodation (-7.7 points).

### Visitors rating themselves as very satisfied, particularly with outings and cultural activities\*



\*% of satisfied and very satisfied. Average rate of satisfaction, all foreign visitors as a whole: 94.8%.

The figures expressed in "points" relate to all foreign visitors arriving by train. Source: ongoing survey in trains - Paris Ile-de-France Tourist Board, SVD (BVA) - 2010 results.

**78.2%** have already visited Paris Ile-de-France during the last 5 years

**72.6%** would like to return to Paris Ile-de-France within the next 2 years<sup>2</sup>

<sup>2</sup> The figure is higher than the average of all other foreign visitors

### KEY POINTS

- 296,000 stays representing 8.7% of stays by all foreign visitors arriving by train (↑ 14.9% compared with 2009).
- 1,052,000 overnight stays representing 9.6% of overnight stays by all foreign visitors arriving by train (↑ 21.3% compared with 2009).
- 3.6 nights on average (↑ 0.2 night compared with 2009).
- 78.2% have already visited Paris Ile-de-France.
- 97.6% make their own travel arrangements.
- 79.9% travel for personal reasons only.
- €120 average spend (per day and per person).
- 97.4% are satisfied with their stay in Paris Ile-de-France.
- 98.6% would recommend the destination to their friends and family.
- 72.6% would like to return to Paris Ile-de-France within the next 2 years.