



## FOREIGN VISITORS ARRIVING BY AIR AND TRAIN



### GERMAN VISITORS

Total population: 81.8 million inhabitants  
 Economic growth rate: +3.0%  
 Unemployment rate: 5.9%  
 Inflation rate: +2.5%

Source: Eurostat.



#### What type of profile?

The average age of German visitors is the same as that for all other international visitors as a whole arriving by air and train (39 years old).

More than 4 out of 10 come from the upper socio-professional categories<sup>1</sup> (41.4%, -4.7 points) and 24.7% are employees (+5.4 points).

The majority come from North Rhine Westphalia (24.4%), Bavaria (13.1%), Baden-Württemberg (11.6%), Hessen (7.4%) and Berlin (6.7%).

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

#### What type of travel?

More than two-thirds (69.3%, -1.0 point) travel for solely personal reasons. They come alone (37.3%, +3.4 points) or as couples (28.4%, +0.7 point).

83.5% make their own travel arrangements (+5.2 points). 14.4% travel individually with organized trips (-2.2 points) and only 2.1% opt to travel with organized groups (-3.0 points).

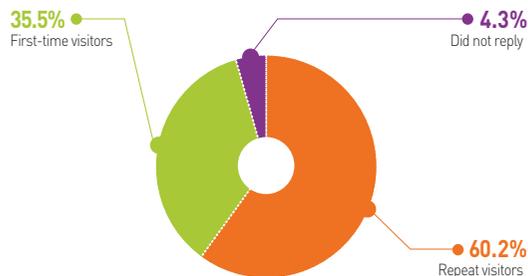
#### What type of accommodation?

More than 8 out of 10 stays (81.7%, +0.1 point) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 74.2% (2- or 3-star hotels for 70.7% and 4-star and more hotels for 23.0%), furnished accommodation and seasonal rentals (2.5%), youth hostels (2.2%) and apartment hotels (1.8%).

The main types of non-paid accommodation used are staying with friends (7.5%), parents (5.4%) and parents' or friends' holiday homes (2.6%).

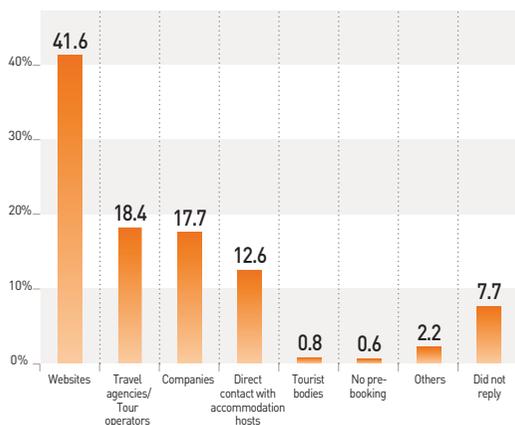
#### THE MAJORITY OF GERMANS VISITING PARIS ILE-DE-FRANCE ARE REPEAT VISITORS



Reference period: the last 5 years.

The average figures for foreign visitors as a whole are 55.8% repeat visitors and 41.0% first-time visitors (3.2% did not reply).

#### THE INTERNET IS THE PRIMARY METHOD OF RESERVATION [%]



Several possibilities, based on paid accommodation.

German visitors also use the Internet as their preferred method of making travel arrangements (47.2%, +0.9 point), followed by travel agencies and tour operators (17.8%, -6.9 points) and companies (17.4%, +7.4 points).

#### What types of activity?

German visitors are particularly keen on discovering trendy new areas (18.9%, +5.1 points) and nights out (23.0%, +1.5 point). On the other hand, they spend less time shopping (38.4%, -9.0 points), visiting markets and flea markets (17.9%, -6.6 points) and visiting theme parks (11.0%, -6.5 points). They are also less interested in visiting parks and gardens (34.3%, -3.2 points) and guided tours discovering different neighbourhoods (3.5%, -3.0 points).

#### Which sites are visited?

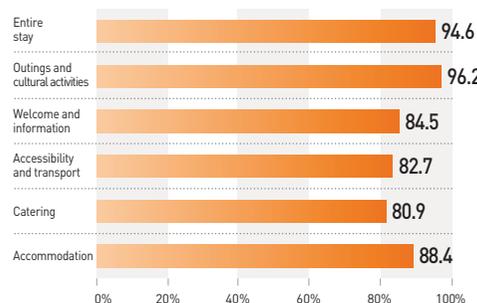
The 5 most-visited sites are: Notre-Dame de Paris (60.3%), the tour Eiffel (58.3%), the Arc de triomphe (51.6%), the Sacré-Cœur de Montmartre (49.0%) and the Louvre (45.1%). More visit the Sacré-Cœur de Montmartre (+4.0 points) and the Centre Pompidou (26.0% +3.3 points). On the other hand, fewer visit the Louvre (-8.5 points), the tour Eiffel (-8.3 points), the musée d'Orsay (15.3%, -8.1 points) and the château de Versailles (9.0%, -7.2 points).

#### MORE THAN 43% OF GERMAN VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



German visitors, whose average spend per day and per person is lower than that for all visitors, allocate a higher budget to accommodation (+4.1 points), but a lower budget to shopping (-6.7 points).

#### VISITORS RATE THEMSELVES AS SATISFIED, WITH IMPROVEMENTS NEEDED IN TRANSPORT AND CATERING [%]\*



\*% satisfied and very satisfied.

Average satisfaction rating, all foreign visitors as a whole: 95.4%.

The figures are expressed in "points" and relate to all foreign visitors arriving by air and train.

Sources: ongoing surveys in airports and trains - Paris Ile-de-France Tourist Board, ADP, SVD (BVA) - 2011 results.

**60.2%** have already visited Paris Ile-de-France during the last 5 years

**57.2%** would like to return to Paris Ile-de-France within the next 2 years<sup>2</sup>

<sup>2</sup> Which is higher than the average for all visitors.

#### KEY POINTS

➤ **938,000 stays** representing 6.8% of stays by all international visitors arriving by air and train (↗5.1% compared with 2010).

➤ **3,528,000 overnight stays** representing 4.7% of overnight stays by all international visitors arriving by air and train (↗7.4% compared with 2010).

➤ **3.8 nights** on average (↘0.1 night compared with 2010).

➤ **60.2%** have already visited Paris Ile-de-France.

➤ **97.9%** have tailored travel arrangements.

➤ **69.3%** travel for solely personal reasons.

➤ **€131 average spend** (per day and per person).

➤ **94.6%** are satisfied with their stay in Paris Ile-de-France.

➤ **95.6%** would recommend the destination to their friends and family.

➤ **57.2%** would like to return to Paris Ile-de-France within the next 2 years.

