



FOREIGN VISITORS ARRIVING BY AIR AND TRAIN



BRITISH VISITORS

Total population: 62.4 million inhabitants
 Economic growth rate: +0.7%
 Average rate of exchange: €1 = £0.87; variation 2011/2010: +1.1%
 Unemployment rate: 8.0%
 Inflation rate: +4.5%

Sources: Eurostat - Banque de France.



What type of profile?

The average age of British visitors (41 years old) is higher than that for other international visitors as a whole arriving by air and train (39 years old).

Nearly half come from the upper socio-professional categories¹ (49.6%, +3.5 points). Almost 8 out of 10 (79.2%) are from England: 33.2% of them are from the South of England (Southampton and Bristol), 23.1% from Greater London, 20.4% from the North (Manchester, Leeds and Liverpool) and 16.4% from the Midlands (Birmingham and Nottingham).

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

What type of travel?

Almost three-quarters (73.9%, +3.7 points) travel for solely personal reasons. They come as couples (32.2%, +4.4 points), as a family (26.4%, +5.9 points) or alone (25.7%, -8.2 points).

More than three-quarters (76.5%, -1.8 point) make their own travel arrangements. 19.8% travel individually with organized trips (+3.2 points) and 3.7% travel with organized groups (-1.4 point).

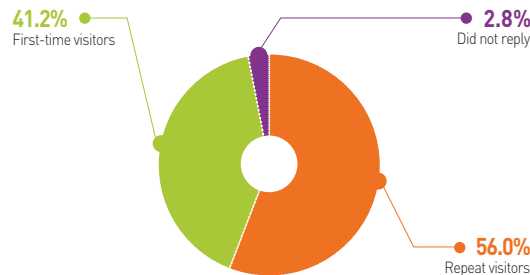
What type of accommodation?

More than 9 stays out of 10 (90.8%, +9.2 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 84.0% (2- or 3-star hotels for 67.2% and 4-star and more hotels for 29.0%), apartment hotels (3.1%) and furnished accommodation and seasonal rentals (2.0%).

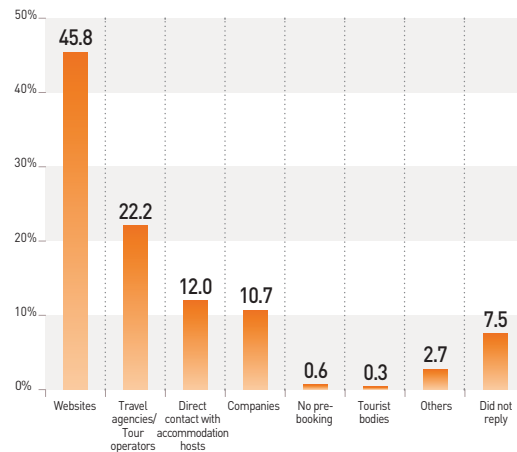
The main types of non-paid accommodation used are staying with friends (3.6%), parents (2.6%) and parents' or friends' holiday homes (0.9%).

THE MAJORITY OF BRITISH 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.
 British visitors also favour the Internet as their preferred method of making travel arrangements (48.7%, +2.4 points), followed by travel agencies and tour operators (22.2%, -2.5 points), direct hosts (10.9%, +1.2 point) and companies (10.7%, +0.7 point).

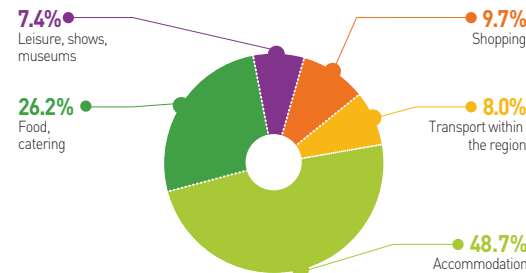
What types of activity?

Overall, British visitors do fewer activities than other international visitors, with the exception of visiting theme parks (22.4%, +4.9 points), events and cultural exhibitions (10.3%, +1.0 point) and sporting events (3.4%, +0.9 point). They spend less time shopping (34.9%, -12.5 points), discovering towns and cities (62.4%, -12.0 points), visiting museums and monuments (76.0%, -11.0 points), parks and gardens (28.3%, -9.2 points) and markets and flea markets (15.4%, -9.0 points).

Which sites are visited?

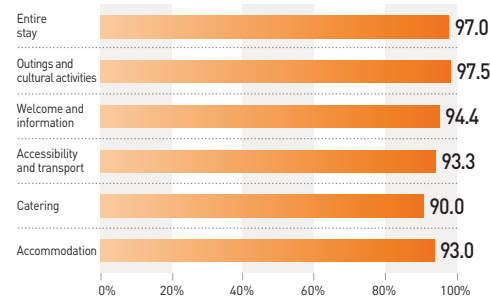
The 5 most-visited sites are: the tour Eiffel (49.5%), Notre-Dame de Paris (49.4%), the Arc de triomphe (41.1%), the Louvre (40.1%) and the Sacré-Cœur de Montmartre (32.8%). Overall, British visitors visit fewer attractions than other international visitors. This is particularly true of the tour Eiffel (-17.1 points), the Arc de triomphe (-13.9 points) and the Louvre (-13.4 points). On the other hand, they are more frequent visitors to Disneyland® Paris (21.8%, +4.9 points).

ALMOST HALF OF THE BRITISH VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



British visitors, whose average spend per day and per person is higher than that for all visitors, allocate a higher budget to accommodation (+9.3 points), but a lower budget to shopping (-11.6 points).

VISITORS RATE THEMSELVES AS VERY SATISFIED, PARTICULARLY WITH OUTINGS AND THE WELCOME RECEIVED (%)*



*% 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.

56.0% have already visited Paris Ile-de-France within the last 5 years

53.4% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

- **1,231,000 stays** representing 8.9% of stays by all international visitors arriving by air and train (70.7% compared with 2010).
- **4,272,000 overnight stays** representing 5.7% of overnight stays by all international visitors arriving by air and train (714.8% compared with 2010).
- **3.5 nights** on average (70.4 night compared with 2010).
- **56.0%** have already visited Paris Ile-de-France.
- **96.3%** have tailored travel arrangements.
- **73.9%** travel for solely personal reasons.
- **€145 average spend** (per day and per person).
- **97.0%** are satisfied with their stay in Paris Ile-de-France.
- **96.9%** would recommend the destination to their friends and family.
- **53.4%** would like to return to Paris Ile-de-France within the next 2 years.

