



FOREIGN VISITORS ARRIVING BY AIR



AUSTRALIAN VISITORS

Total population: 22.7 million inhabitants
 Economic growth rate: +2.0%
 Average rate of exchange: €1 = AUD 1.35; variation 2011/2010: -6.6%
 Unemployment rate: 5.1%
 Inflation rate: +3,4%



Sources: Australian Bureau of Statistics - Banque de France - CIA - IMF.

What type of profile?

The average age of Australian visitors (42 years old) is higher than that for other foreign visitors as a whole arriving by air (39 years old).

Nearly half come from the upper socio-professional categories¹ (44.4%, -2.5 points).

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

What type of travel?

More than 9 out of 10 (90.8%, +19.7 points) travel for solely personal reasons. They come mainly as couples (42.2%, +14.2 points), alone (22.3%, -12.6 points) or as a family (18.3%, -1.7 point).

Paris Ile-de-France is the sole destination for 37.0% [-30.2 points]. Nearly half visit the region as part of a European tour (44.7%, +28.7 points) and 15.1% as part of a French tour (+3.3 points).

73.3% of Australian visitors make their own travel arrangements (-4.0 points). Less than a quarter (21.1%, +3.8 points) travel individually with organized trips and 5.6% (+0.2 point) opt for travel with organized groups.

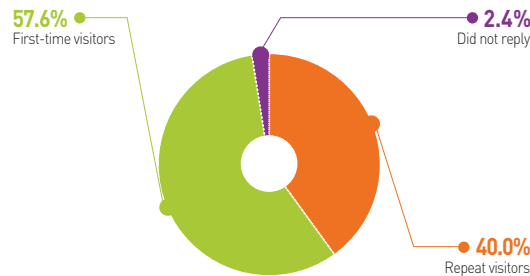
What type of accommodation?

Almost 9 out of 10 stays (89.5%, +7.8 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 67.5% [2- or 3-star hotels for 59.8% and 4-star and more hotels for 34.6%], furnished accommodation and seasonal rentals (8.6%), apartment hotels (6.5%) and youth hostels (5.4%).

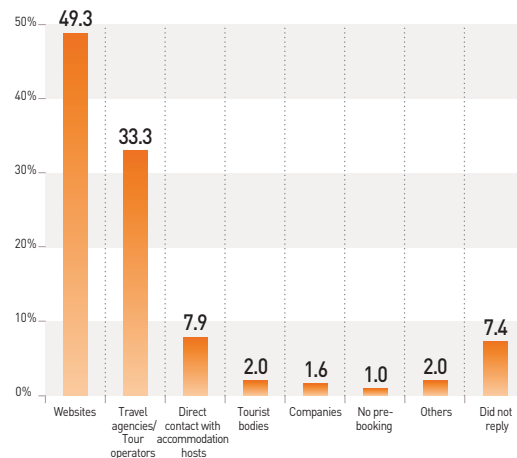
The main types of non-paid accommodation used are staying with friends (4.0%) and parents (3.0%).

THE MAJORITY OF AUSTRALIANS VISITING PARIS ILE-DE-FRANCE ARE FIRST-TIME VISITORS



Reference period: the last 5 years.
 The average figures for foreign visitors as a whole are 52.3% repeat visitors and 43.7% first-time visitors (4.0% did not reply).

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.
 Australian visitors also use the Internet as their preferred method of making travel arrangements (51.8%, +5.5 points), followed by travel agencies and tour operators (35.6%, +9.6 points) and word-of-mouth (11.7%, +4.6 points).

What types of activity?

Australian visitors are particularly interested in shows and concerts (21.7%, +11.9 points), guided tours discovering different neighbourhoods (16.7%, +9.5 points), shopping (59.9%, +9.2 points) and visiting museums and monuments (96.2%, +7.0 points). On the other hand, they are less attracted by theme parks (9.4%, -9.2 points), nights out (18.0%, -6.1 points), visiting parks and gardens (38.6%, -2.8 points) and discovering French gastronomy (37.6%, -2.6 points).

Which sites are visited?

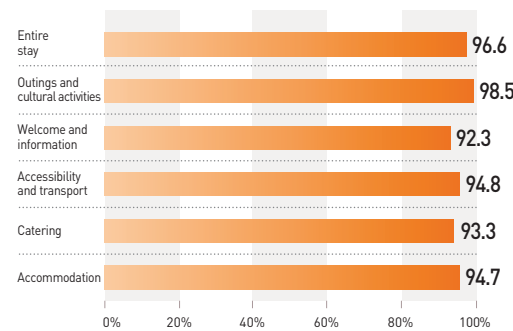
The 5 most-visited sites are: the tour Eiffel (82.4%), Notre-Dame de Paris (74.2%), the Arc de triomphe (70.8%), the Louvre (66.0%) and the Sacré-Cœur de Montmartre (43.3%).
 More of them are visiting some of the 5 most-visited sites, particularly the Arc de triomphe (+11.7 points) and the tour Eiffel (+11.0 points). On the other hand, fewer visit Disneyland® Paris (12.1%, -6.4 points) and the Centre Pompidou (19.0%, -4.3 points).

NEARLY 41% OF AUSTRALIAN VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Australian visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to accommodation (+2.1 points) and spend less on catering (-2.1 points).

VISITORS RATE THEMSELVES AS VERY SATISFIED, PARTICULARLY WITH OUTINGS AND CULTURAL ACTIVITIES (%)*



*% satisfied and very satisfied.
 Average satisfaction rating, all foreign visitors as a whole: 95.3%.

The figures are expressed in "points" and relate to all foreign visitors arriving by air.
 Source: ongoing survey in airports - Paris Ile-de-France Tourist Board, ADP (BVA) - 2011 results.

40.0% **33.7%**

have already visited Paris Ile-de-France during the last 5 years²

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

²Which is lower than the average for all visitors.

KEY POINTS

- **313,000 stays** representing 3.0% of stays by all foreign visitors arriving by air (↑11.3% compared with 2010).
- **1,767,000 overnight stays** representing 2.8% of overnight stays by all foreign visitors arriving by air (↑73.4% compared with 2010).
- **5.7 nights** on average (↑0.4 night compared with 2010).
- **40.0%** have already visited Paris Ile-de-France.
- **94.4%** have tailored travel arrangements.
- **90.8%** travel for solely personal reasons.
- **€185 average spend** (per day and per person).
- **96.6%** are satisfied with their stay in Paris Ile-de-France.
- **97.0%** would recommend the destination to their friends and family.
- **33.7%** would like to return to Paris Ile-de-France within the next 2 years.

