



FOREIGN VISITORS ARRIVING BY AIR



CANADIAN VISITORS

Total population: 34.5 million inhabitants
 Economic growth rate: +2.5%
 Average rate of exchange: €1 = CAD 1.38; variation 2011/2010: +0.7%
 Unemployment rate: 7.4%
 Inflation rate: +2.9%

Sources: Statistics Canada – Banque de France – IMF.



What type of profile?

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

More than half come from the upper socio-professional categories¹ (54.2%, +7.3 points).

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

What type of travel?

Almost 8 out of 10 (79.6%, +8.5 points) travel for solely personal reasons. They come mainly as couples (33.7%, +5.6 points) or alone (30.9%, -4.0 points).

Paris Ile-de-France is the sole destination for nearly half (47.6%, -19.6 points). 26.2% visit the region as part of a European tour (+10.1 points) and 22.7% as part of a French tour (+10.9 points).

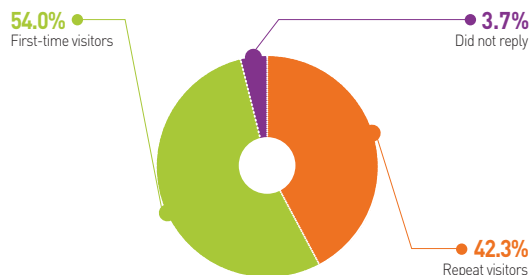
81.3% of Canadian visitors make their own travel arrangements (+4.1 points). 12.3% (-5.0 points) travel individually with organized trips and 6.4% (+0.9 point) opt for travel with organized groups.

What type of accommodation?

Almost 8 out of 10 stays (77.7%, -4.1 points) are spent in paid accommodation.

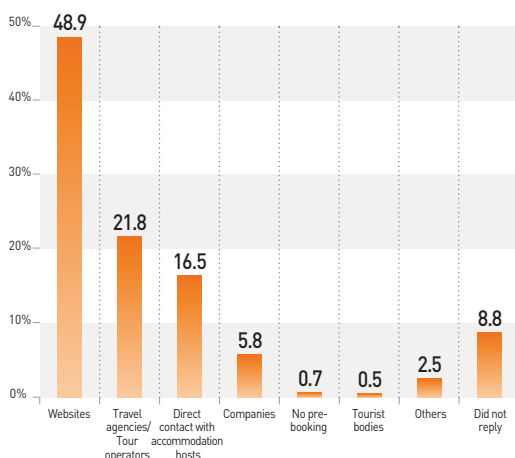
The main types of paid accommodation used are hotels for 63.8% (2- or 3-star hotels for 65.8% and 4-star and more hotels for 28.6%), furnished accommodation and seasonal rentals (7.0%) and apartment hotels (3.3%). The main types of non-paid accommodation used are staying with friends (8.0%), parents (6.9%), apartment swaps (2.1%) and parents' or friends' holiday homes (2.1%).

THE MAJORITY OF CANADIANS 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.
 Canadian visitors also use the Internet as their preferred method of making travel arrangements (53.4%, +7.0 points), followed by travel agencies and tour operators (23.0%, -3.0 points) and direct contact with accommodation hosts (16.5%, +7.5 points).

What types of activity?

Canadian visitors are particularly interested in discovering trendy new areas (24.3%, +11.5 points), guided tours discovering different neighbourhoods (12.3%, +5.1 points), visiting events and cultural exhibitions (12.1%, +3.8 points) and visiting museums and monuments (93.0%, +3.7 points). On the other hand, Canadians are less interested in visiting theme parks (6.5%, -12.2 points), nights out (16.4%, -7.7 points) and shopping (45.0%, -5.7 points).

Which sites are visited?

The 5 most-visited sites are: the tour Eiffel (76.7%), Notre-Dame de Paris (71.3%), the Arc de triomphe (64.5%), the Louvre (57.9%) and the Sacré-Cœur de Montmartre (47.5%).

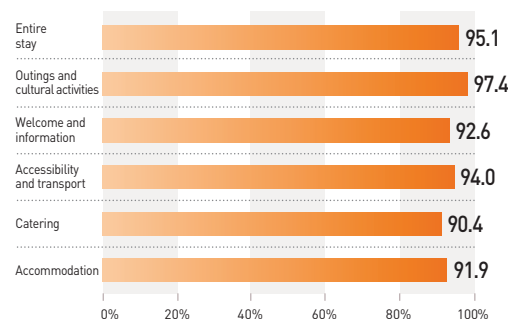
More visit Notre-Dame de Paris (+7.0 points), the Arc de triomphe (+5.4 points), the tour Eiffel (+5.3 points) and the musée d'Orsay (29.1%, +3.6 points). On the other hand, fewer visit Disneyland® Paris (5.0%, -13.5 points) and the Grande Arche de La Défense (6.7%, -4.5 points).

NEARLY 43% OF CANADIAN VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Canadian visitors, whose average spend per day and per person is lower than that for all visitors, allocate a higher budget to accommodation (+3.9 points) and catering (+3.4 points), but a lower budget to shopping (-6.3 points).

VISITORS RATE THEMSELVES AS 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.

42.3% have already visited Paris Ile-de-France during the last 5 years²

40.7% 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

- **343,000 stays** representing 3.3% of stays by all foreign visitors arriving by air (↘ 4.2% compared with 2010).
- **2,248,000 overnight stays** representing 3.5% of overnight stays by all foreign visitors arriving by air (↘ 8.3% compared with 2010).
- **6.6 nights** on average (↘ 0.3 night compared with 2010).
- **42.3%** have already visited Paris Ile-de-France.
- **93.6%** have tailored travel arrangements.
- **79.6%** travel for solely personal reasons.
- **€139 average spend** (per day and per person).
- **95.1%** are satisfied with their stay in Paris Ile-de-France.
- **97.5%** would recommend the destination to their friends and family.
- **40.7%** would like to return to Paris Ile-de-France within the next 2 years.

