



## FOREIGN VISITORS ARRIVING BY AIR



### CHINESE VISITORS

Total population: 1.347 billion inhabitants  
 Economic growth rate: +9.2%  
 Average rate of exchange: €1 = CNY 9.00; variation 2011/2010: +0.2%  
 Unemployment rate: 4.1% in urban areas  
 Inflation rate: +5.4%



Sources: National Bureau of Statistics of China – Banque de France – IMF – DREE.

#### What type of profile?

The average age of Chinese visitors (33 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). More than one-third come from the upper socio-professional categories<sup>1</sup> (36.6%, -10.2 points), 18.5% are employees (+0.1 point) and 14.5% work in craft-based industries, retailing or own their own businesses (+6.9 points).

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

#### What type of travel?

More than half (56.7%, -14.4 points) travel for solely personal reasons. They come mainly alone (32.3%, -2.5 points), with friends (21.2%, +11.2 points) or as couples (17.2%, -10.9 points).

Paris Ile-de-France is the sole destination for almost half of visitors (46.3%, -20.9 points). In more than one-third of cases (37.6%, +21.5 points), the stay is part of a European tour and for 22.5% (+10.7 points) of these visitors, the stay is part of a French tour.

62.7% (-14.5 points) of Chinese visitors make their own travel arrangements. More than 2 out of 10 travel individually with organized trips (21.4%, +4.1 points) and 15.9% (+10.4 points) opt for travel with organized groups.

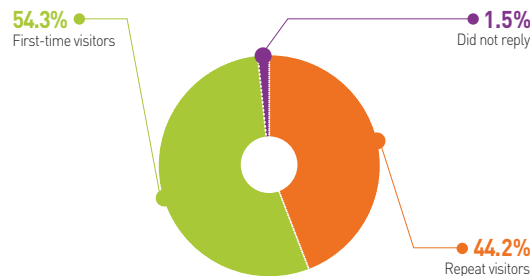
#### What type of accommodation?

Almost 9 out of 10 stays (87.9%, +6.2 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 77.2% (2- or 3-star hotels for 59.8% and 4-star and more hotels for 29.8%), furnished accommodation and seasonal rentals (4.7%), youth hostels (2.9%) and apartment hotels (2.1%).

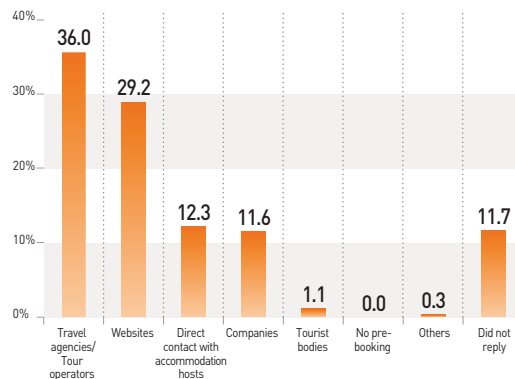
The main types of non-paid accommodation used are staying with friends (6.1%) and parents (3.3%).

#### THE MAJORITY OF CHINESE 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).

#### TRAVEL AGENCIES AND TOUR OPERATORS ARE THE PRIMARY METHODS OF RESERVATION (%)



Several possibilities, based on paid accommodation.  
 Chinese visitors also use travel agencies and tour operators as their preferred method of making travel arrangements (35.9%, +9.9 points), followed by the Internet (32.1%, -14.2 points) and direct contact with accommodation hosts (12.2%, +3.2 points).

#### What types of activity?

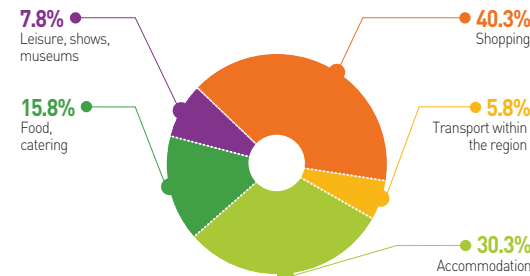
Chinese visitors are particularly fond of markets and flea markets (44.2%, +15.8 points), guided tours discovering different neighbourhoods (20.3%, +13.1 points), shopping (60.9%, +10.3 points), discovering French gastronomy (48.9%, +8.7 points) and visiting museums and monuments (96.6%, +7.3 points). On the other hand, they are a little less interested in sporting events (2.5%, +0.1 point) and discovering trendy new areas (13.4%, +0.7 point).

#### Which sites are visited?

The 5 most-visited sites are: the tour Eiffel (83.4%), the Louvre (83.0%), the Arc de triomphe (77.4%), Notre-Dame de Paris (72.7%) and the Sacré-Cœur de Montmartre (39.4%).

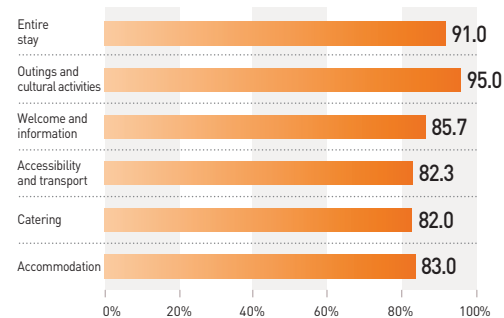
More are visiting the 4 most popular sites, and particularly the Louvre (+25.4 points). More are also visiting the château de Versailles (31.0%, +11.7 points). On the other hand, fewer visit the Sacré-Cœur de Montmartre (-6.7 points) and the musée d'Orsay (21.9%, -3.5 points).

#### MORE THAN 40% OF CHINESE VISITORS SPEND IS ALLOCATED TO SHOPPING



Chinese visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+18.1 points), but a lower budget to accommodation (-8.6 points) and catering (-7.8 points).

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



\*% 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.

**44.2%** have already visited Paris Ile-de-France during the last 5 years<sup>2</sup>

**46.8%** would like to return to Paris Ile-de-France within the next 2 years

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

#### KEY POINTS

- **297,000 stays** representing 2.9% of stays by all foreign visitors arriving by air (↑44.5% compared with 2010).
- **1,986,000 overnight stays** representing 3.1% of overnight stays by all foreign visitors arriving by air (↑41.4% compared with 2010).
- **6.7 nights** on average (↓0.1 night compared with 2010).
- **44.2%** have already visited Paris Ile-de-France.
- **84.1%** have tailored travel arrangements.
- **56.7%** travel for solely personal reasons.
- **€171 average spend** (per day and per person).
- **91.0%** are satisfied with their stay in Paris Ile-de-France.
- **94.2%** would recommend the destination to their friends and family.
- **46.8%** would like to return to Paris Ile-de-France within the next 2 years.

