



**FOREIGN VISITORS ARRIVING BY AIR**



**SPANISH VISITORS**

Total population: 46.2 million inhabitants  
 Economic growth rate: +0.7%  
 Unemployment rate: 21.7%  
 Inflation rate: +3.1%

Source: Eurostat.



**What type of profile?**

The average age of Spanish visitors (38 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). More than half come from the upper socio-professional categories<sup>1</sup> (53.2%, +6.3 points) and 15.7% are employees (-2.7 points). They come mainly from the Madrid area (36.2%) and the region of Catalonia (27.1%).

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

**What type of travel?**

More than three-quarters (78.2%, +7.1 points) travel for solely personal reasons. They come as a family (35.7%, +15.7 points) or as couples (27.7%, -0.4 point).

The majority make their own travel arrangements (69.9%, -7.4 points). Just over a quarter choose to travel individually with organized trips (26.3%, +9.1 points), whilst relatively few (3.8%, -1.7 point) opt for organized groups.

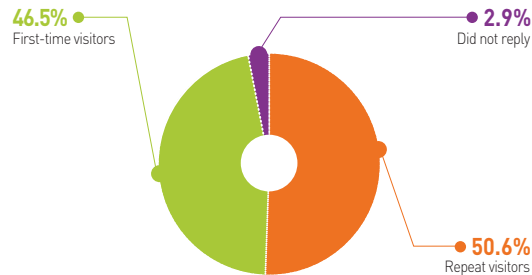
**What type of accommodation?**

Almost 9 out of 10 stays (87.2%, +5.4 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 80.5% (2- or 3-star hotels for 70.6% and 4-star and more hotels for 26.8%), furnished accommodation and seasonal rentals (4.0%), youth hostels (1.2%) and apartment hotels (1.1%).

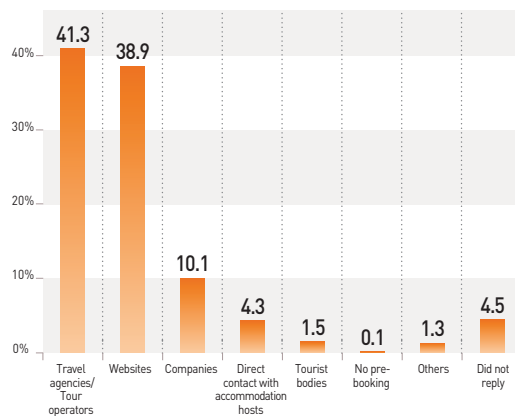
The main types of non-paid accommodation used are staying with friends (5.9%) and parents (5.1%).

**THE MAJORITY OF SPANISH VISITING PARIS ILE-DE-FRANCE ARE REPEAT 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, CLOSELY FOLLOWED BY THE INTERNET (%)**



Several possibilities, based on paid accommodation.  
 On the other hand, Spanish visitors prefer to use the Internet when making travel arrangements (42.9%, -3.4 points), followed by travel agencies and tour operators (41.7%, +15.7 points).

**What types of activity?**

Spanish visitors spend less time shopping (28.3%, -22.3 points), visiting parks and gardens (31.2%, -10.1 points) and discovering French gastronomy (30.2%, -10.0 points). They are also less interested in visiting markets and flea markets (20.0%, -8.3 points), museums and monuments (81.4%, -7.9 points) and in discovering towns and cities (71.8%, -5.3 points). On the other hand, more are interested in visiting theme parks (36.4%, +17.7 points).

**Which sites are visited?**

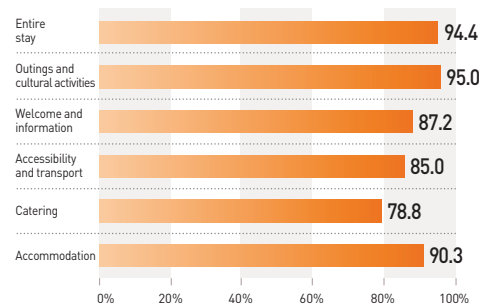
The 5 most-visited sites are: the tour Eiffel (67.5%), Notre-Dame de Paris (64.6%), the Arc de triomphe (51.1%), the Sacré-Cœur de Montmartre (50.8%) and the Louvre (49.8%).  
 More Spanish visitors are interested in visiting Disneyland® Paris (36.5%, +18.1 points) and the Sacré-Cœur de Montmartre (+4.7 points). On the other hand, fewer visit the Arc de triomphe (-8.0 points), the Louvre (-7.8 points) and the château de Versailles (14.1%, -5.2 points).

**MORE THAN 44% OF SPANISH VISITORS SPEND IS ALLOCATED TO ACCOMMODATION**



Spanish visitors, whose average spend per day and per person is lower than that for all visitors, allocate a higher budget to accommodation (+5.5 points), but a lower budget to shopping (-8.6 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.

**50.6%** have already visited Paris Ile-de-France during the last 5 years

**36.0%** would like to return to Paris Ile-de-France within the next 2 years<sup>2</sup>

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

**KEY POINTS**

- **760,000 stays** representing 7.3% of stays by all foreign visitors arriving by air (↗ 13.7% compared with 2010).
- **3,402,000 overnight stays** representing 5.3% of overnight stays by all foreign visitors arriving by air (↗ 9.9% compared with 2010).
- **4.5 nights** on average (↘ 0.2 night compared with 2010).
- **50.6%** have already visited Paris Ile-de-France.
- **96.2%** have tailored travel arrangements.
- **78.2%** travel for solely personal reasons.
- **€129 average spend** (per day and per person).
- **94.4%** are satisfied with their stay in Paris Ile-de-France.
- **97.8%** would recommend the destination to their friends and family.
- **36.0%** would like to return to Paris Ile-de-France within the next 2 years.

