



FOREIGN VISITORS ARRIVING BY AIR



INDIAN VISITORS

Total population: 1.205 billion inhabitants
 Economic growth rate: +7.2%
 Average rate of exchange: €1 = INR 64.87; variation 2011/2010: +7.0%
 Unemployment rate: 9.8%
 Inflation rate: +8.6%

Sources: CIA - IMF - Banque de France.



What type of profile?

The average age of Indian visitors (35 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). 41.4% come from upper socio-professional categories¹ (-5.4 points) and 33.6% are employees (+15.2 points).

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

What type of travel?

The majority of Indian visitors travel for solely business reasons (49.8%, +29.7 points), whilst 37.8% visit for solely personal reasons (-33.3 points). They tend to travel alone (56.0%, +21.1 points).

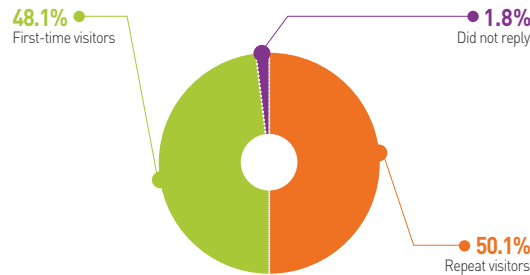
Paris Ile-de-France is the sole destination for 63.1% of stays (-4.1 points). 22.5% visit the region as part of a European tour (+6.4 points) and 11.2% as part of a French tour (-0.6 point). Nearly two-thirds of Indian visitors make their own travel arrangements (66.3%, -10.9 points). More than a quarter travel individually with organized trips (26.6%, +9.4 points) and 7.0% opt to travel with organized groups (+1.6 point).

What type of accommodation?

More than 9 stays out of 10 (92.7%, +10.9 points) are spent in paid accommodation.

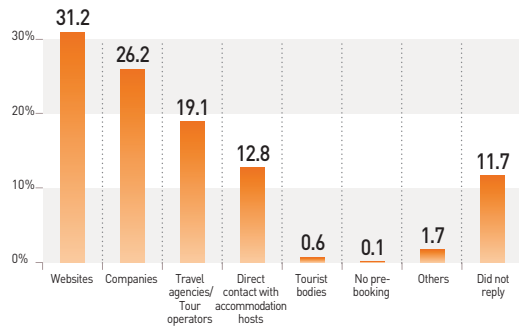
The main types of paid accommodation used are hotels for 73.0% (2- or 3-star hotels for 64.9% and 4-star and more hotels for 25.3%), apartment hotels (11.5%) and furnished accommodation and seasonal rentals (4.2%). The main non-paid types of accommodation used are staying with parents (4.0%) and friends (2.5%).

THE MAJORITY OF INDIANS 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).

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.
 Indian visitors like to use the Internet as their preferred method of making travel arrangements (32.2%, -14.1 points), followed by companies (28.6%, +18.9 points) and travel agencies and tour operators (18.9%, -7.1 points).

What types of activity?

Indian visitors are particularly interested in visiting markets and flea markets (36.1%, +7.7 points), theme parks (24.0%, +5.4 points), having nights out (28.6%, +4.5 points) and visiting parks and gardens (45.0%, +3.7 points). On the other hand, they are less attracted by discovering trendy new areas (4.8%, -7.9 points), French gastronomy (34.2%, -6.0 points) and towns and cities (74.0%, -3.0 points).

Which sites are visited?

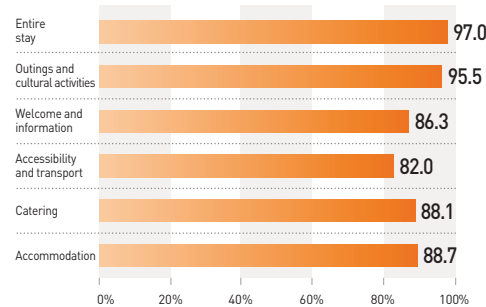
The 5 most-visited sites are: the tour Eiffel (82.9%), Notre-Dame de Paris (58.2%), the Louvre (57.5%), the Arc de triomphe (47.2%) and the Sacré-Coeur de Montmartre (34.7%). More visit the tour Eiffel (+11.5 points), Disneyland® Paris (25.3%, +6.8 points) and the château de Vincennes (9.0%, +5.6 points). On the other hand, fewer visit the Arc de triomphe (-11.9 points), the Sacré-Coeur de Montmartre (-11.3 points), the Centre Pompidou (15.3%, -8.0 points) and the musée d'Orsay (19.0%, -6.5 points).

MORE THAN HALF OF INDIAN VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Indian visitors, whose average spend per day and per person is higher than that for all visitors, allocate a higher budget to accommodation (+14.6 points) and spend less on shopping (-10.0 points).

VISITORS RATE THEMSELVES AS VERY SATISFIED, WITH IMPROVEMENTS NEEDED IN TRANSPORT AND THE WELCOME RECEIVED (%)*



*% 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.

50.1% have already visited Paris Ile-de-France during the last 5 years

56.2% would like to return to Paris Ile-de-France within the next 2 years²

² Which is higher than the average for all visitors.

KEY POINTS

- 155,000 stays representing 1.5% of stays by all foreign visitors arriving by air (↗7.3% compared with 2010).
- 1,319,000 overnight stays representing 2.1% of overnight stays by all foreign visitors arriving by air (↗20.3% compared with 2010).
- 8.5 nights on average (↗1.9 night compared with 2010).
- 50.1% have already visited Paris Ile-de-France.
- 93.0% have tailored travel arrangements.
- 37.8% travel for solely personal reasons.
- €153 average spend (per day and per person).
- 97.0% are satisfied with their stay in Paris Ile-de-France.
- 99.2% would recommend the destination to their friends and family.
- 56.2% would like to return to Paris Ile-de-France within the next 2 years.

