



FOREIGN VISITORS ARRIVING BY AIR



ITALIAN VISITORS

Total population: 60.6 million inhabitants
Economic growth rate: +0.4%
Unemployment rate: 8.4%
Inflation rate: +2.9%

Source: Eurostat.



What type of profile?

The average age of Italian visitors is the same as that for all other foreign visitors as a whole arriving by air (39 years old). More than 4 out of 10 come from the upper socio-professional categories¹ (40.4%, -6.5 points) and 26.1% are employees (+7.6 points).

They come mainly from the Milan region (32.4%) and Rome (17.5%).

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

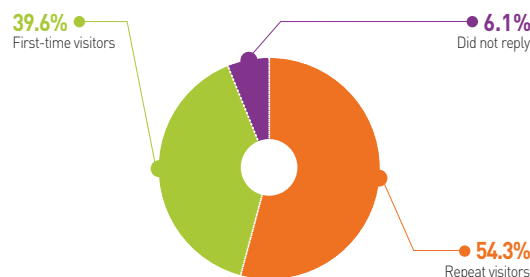
What type of travel?

Approximately 7 visitors out of 10 (70.6%, -0.5 point) travel for solely personal reasons. They come as couples (34.3%, +6.2 points) or alone (27.0%, -7.8 points). Nearly three-quarters make their own travel arrangements (74.8%, -2.5 points). 20.1% travel individually with organized trips (+2.9 points) and 5.1% opt to travel in organized groups (-0.4 point).

What type of accommodation?

Almost 9 out of 10 stays (86.8%, +5.1 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 78.9% (2- or 3-star hotels for 70.9% and 4-star and more hotels for 27.2%), furnished accommodation and seasonal rentals (4.1%) and apartment hotels (2.7%). The main types of non-paid accommodation used are staying with friends (4.1%), parents (3.3%) and parents' or friends' holiday homes (3.0%).

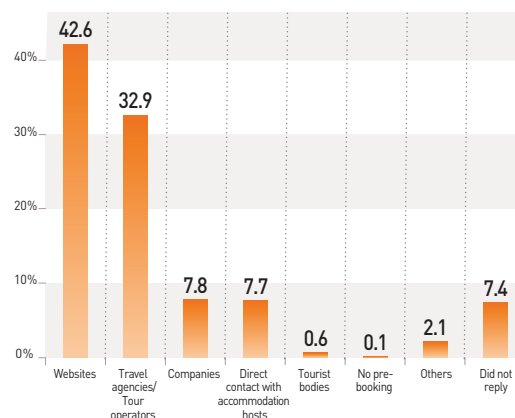
THE MAJORITY OF ITALIANS VISITING PARIS ILE-DE-FRANCE ARE REPEAT VISITORS



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.

Italian visitors also use the Internet as their preferred method of making travel arrangements (47.2%, +0.8 point), followed by travel agencies and tour operators (30.9%, +4.9 points).

What types of activity?

Italian visitors spend less time shopping (34.2%, -16.5 points), visiting parks and gardens (27.0%, -14.3 points), discovering French gastronomy (26.9%, -13.3 points) and visiting markets and flea markets (16.4%, -11.9 points). They are also less interested in nights out (15.9%, -8.2 points) and guided tours discovering different neighbourhoods (2.3%, -4.9 points). On the other hand, more are interested in visiting theme parks (25.5%, +6.9 points).

Which sites are visited?

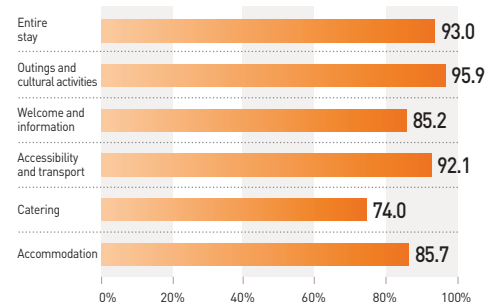
The 5 most-visited sites are: Notre-Dame de Paris (68.2%), the tour Eiffel (65.1%), the Arc de triomphe (54.8%), the Sacré-Cœur de Montmartre (50.1%) and the Louvre (48.6%). More Italian visitors go to Disneyland® Paris (25.6%, +7.1 points), the Sacré-Cœur de Montmartre (+4.1 points), Notre-Dame de Paris (+3.9 points) and the Centre Pompidou (26.9%, +3.5 points). On the other hand, fewer visit the Louvre (-8.9 points) and the château de Versailles (12.2%, -7.1 points).

APPROXIMATELY 43% OF ITALIAN VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Italian 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 (+3.0 points), but a lower budget to shopping (-6.4 points).

VISITORS RATE THEMSELVES AS SATISFIED, WITH A FEW RESERVATIONS ABOUT CATERING (%)*



*% 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.

54.3% have already visited Paris Ile-de-France during the last 5 years

49.7% would like to return to Paris Ile-de-France within the next 2 years

KEY POINTS

- **945,000 stays** representing 9.1% of stays by all foreign visitors arriving by air (7.2.0% compared with 2010).
- **4,300,000 overnight stays** representing 6.7% of overnight stays by all foreign visitors arriving by air (7.3.3% compared with 2010).
- **4.6 nights** on average (7.0.2 night compared with 2010).
- **54.3%** have already visited Paris Ile-de-France.
- **94.9%** have tailored travel arrangements.
- **70.6%** travel for solely personal reasons.
- **€135 average spend** (per day and per person).
- **93.0%** are satisfied with their stay in Paris Ile-de-France.
- **97.3%** would recommend the destination to their friends and family.
- **49.7%** would like to return to Paris Ile-de-France within the next 2 years.

