



**FOREIGN VISITORS ARRIVING BY AIR**



**JAPANESE VISITORS**

Total population: 127.8 million inhabitants  
 Economic growth rate: -0,7%  
 Average rate of exchange: €1 = JPY 111.02; variation 2011/2010: -4,7%  
 Unemployment rate: 4,6%  
 Inflation rate: -0,3%



Sources: Japan Statistics Bureau – Banque de France – Eurostat – IMF.

**What type of profile?**

The average age of Japanese visitors (37 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). Fewer than half come from the socio-professional category of employees (42.7%, +24.3 points).

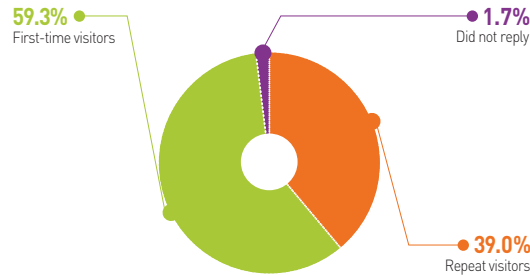
**What type of travel?**

Almost 8 out of 10 (79.0%, +7.8 points) travel for solely personal reasons. They come alone (25.9%, -9.0 points) or with friends (24.6%, +14.5 points). Paris Ile-de-France is the sole destination for nearly 4 out of 10 (37.4%, -29.8 points). For approximately the same proportion (37.1%, +21.0 points), their visit is part of a European tour. For 23.5%, it is part of a French tour (+11.7 points). 51.0% (-26.3 points) of Japanese visitors make their own travel arrangements. More than 3 out of 10 travel individually with organized trips (31.4%, +14.2 points) and 17.6% (+12.1 points) opt for travel with organized groups.

**What type of accommodation?**

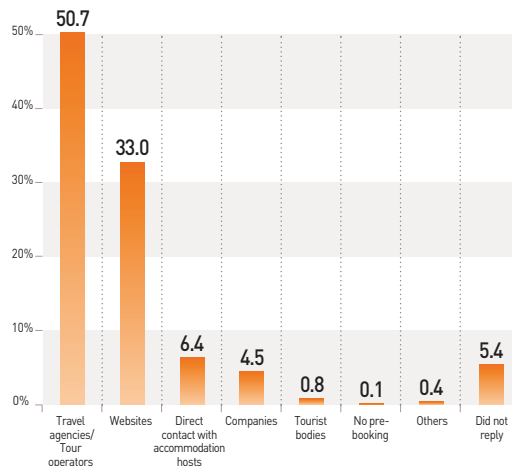
More than 9 stays out of 10 (92.5%, +10.7 points) are spent in paid accommodation. The main types of paid accommodation used are hotels for 87.8% (2- and 3-star hotels for 61.5% and low-price range hotels for 23.9%), furnished accommodation and seasonal rentals (1.7%), apartment hotels (1.7%) and youth hostels (1.1%). The main types of non-paid accommodation used are staying with friends (5.1%) and parents (1.4%).

**THE MAJORITY OF JAPANESE 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. Japanese visitors also use travel agencies and tour operators as their preferred method of making travel arrangements (49.7%, +23.7 points), followed by the Internet (38.6%, -7.8 points).

**What types of activity?**

More Japanese visitors are attracted by guided tours discovering different neighbourhoods (16.1%, +8.9 points), shopping (58.6%, +8.0 points) and visiting museums and monuments (93.4%, +4.2 points). On the other hand, they are less interested in visiting theme parks (4.9%, -13.8 points), markets and flea markets (15.7%, -12.6 points), nights out (13.9%, -10.2 points) and visiting parks and gardens (31.6%, -9.8 points).

**Which sites are visited?**

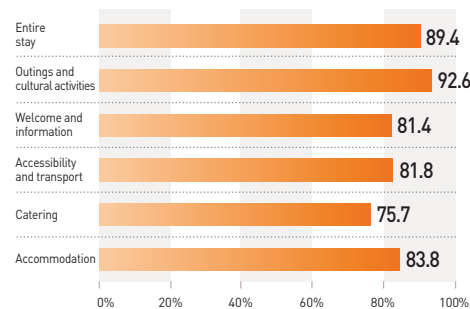
The 5 most-visited sites are: the Louvre (68.7%), the Arc de triomphe (68.3%), the tour Eiffel (65.2%), Notre-Dame de Paris (61.0%) and the musée d'Orsay (31.3%). More visit the Louvre (+11.2 points), the château de Versailles (29.8%, +10.5 points), the Arc de triomphe (+9.1 points) and the musée d'Orsay (+5.9 points). On the other hand, fewer visit the Sacré-Cœur de Montmartre (25.6%, -20.4 points), Disneyland® Paris (4.3%, -14.1 points) and the Centre Pompidou (10.6%, -12.7 points).

**MORE THAN 31% OF JAPANESE VISITORS SPEND IS ALLOCATED TO SHOPPING**



Japanese visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+9.3 points), but a lower budget to catering (-3.6 points) and to transport (-3.0 points).

**VISITORS RATE THEMSELVES AS SLIGHTLY LESS SATISFIED, PARTICULARLY WITH 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.

**39.0%** have already visited Paris Ile-de-France during the last 5 years<sup>1</sup>

**30.3%** would like to return to Paris Ile-de-France within the next 2 years<sup>1</sup>

<sup>1</sup>Which is lower than the average for all visitors.

**KEY POINTS**

- **443,000 stays** representing 4.3% of stays by all foreign visitors arriving by air (75.4% compared with 2010).
- **2,119,000 overnight stays** representing 3.3% of overnight stays by all foreign visitors arriving by air (11.3% compared with 2010).
- **4.8 nights** on average (1.9 night compared with 2010).
- **39.0%** have already visited Paris Ile-de-France.
- **82.4%** have tailored travel arrangements.
- **79.0%** travel for solely personal reasons.
- **€186 average spend** (per day and per person).
- **89.4%** are satisfied with their stay in Paris Ile-de-France.
- **94.4%** would recommend the destination to their friends and family.
- **30.3%** would like to return to Paris Ile-de-France within the next 2 years.

