



## FOREIGN VISITORS ARRIVING BY AIR



### RUSSIAN VISITORS

Total population: 142.9 million inhabitants  
 Economic growth rate: +4.3%  
 Average rate of exchange: €1 = RUB 40.88; variation 2011/2010: +1.5%  
 Unemployment rate: 6.6%  
 Inflation rate: +8.4%



Sources: Federal State Statistics Service (GKS) – Banque de France – CIA – IMF.

#### What type of profile?

The average age of Russian visitors (37 years old) is lower than that for other foreign visitors as a whole arriving by air (39 years old). Nearly one-third comes from the upper socio-professional categories<sup>1</sup> (32.2%, -14.7 points), 19.7% from the middle socio-professional categories (+11.2 points) and 19.7% are employees (+1.2 point).

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

#### What type of travel?

Nearly 8 out of 10 (78.0%, +6.9 points) travel for solely personal reasons. They come mainly as couples (37.2%, +9.1 points) or alone (31.0%, -3.9 points).

Paris Ile-de-France is the sole destination in two-thirds of cases (66.8%, -0.4 point). 22.4% visit the region as part of a French tour (+10.6 points) and 10.9% as part of a European tour (-5.1 points).

More than two-thirds of Russian visitors make their own travel arrangements (67.6%, -9.7 points). More than a quarter travel individually with organized trips (27.2%, +9.9 points) and 5.2% opt to travel with organized groups (-0.2 point).

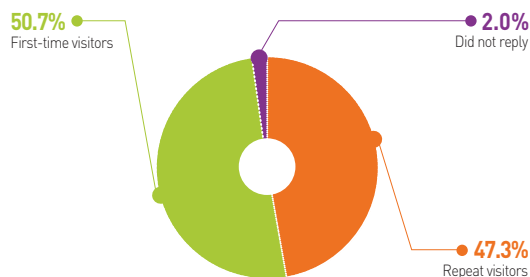
#### What type of accommodation?

Almost 9 out of 10 stays (88.7%, +6.9 points) are spent in paid accommodation.

The main types of paid accommodation used are hotels for 80.8% (2- or 3-star hotels for 87.9%), apartment hotels (2.3%) and youth hostels (1.9%).

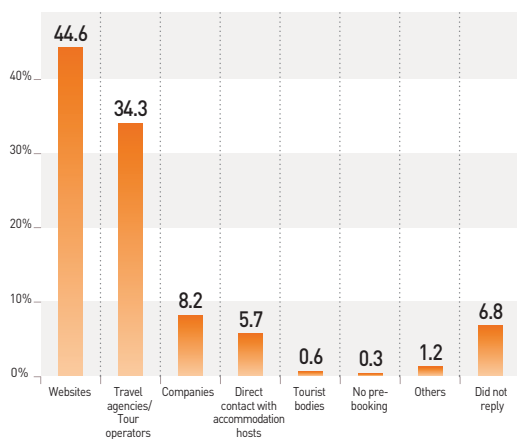
The main types of non-paid accommodation used are staying with friends (6.4%) and parents (3.9%).

#### THE MAJORITY OF RUSSIANS 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).

#### THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.  
 Russian visitors also use the Internet as their preferred method of making travel arrangements (47.8%, +1.5 point), followed by travel agencies and tour operators (34.7%, +8.7 points) and companies (17.8%, -2.0 points).

#### What types of activity?

More Russian visitors are attracted by discovering towns and cities (85.6%, +8.6 points), discovering French gastronomy (46.7%, +6.4 points), visiting museums and monuments (94.8%, +5.6 points) and guided tours discovering different neighbourhoods (12.3%, +5.1 points). On the other hand, they are less interested in nights out (14.1%, -10.0 points), discovering trendy new areas (9.1%, -3.6 points) and visiting markets and flea markets (25.9%, -2.4 points).

#### Which sites are visited?

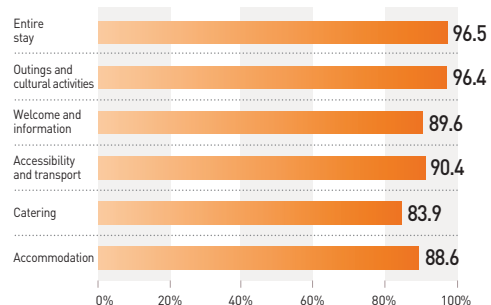
The 5 most-visited sites are: the tour Eiffel (77.6%), Notre-Dame de Paris (77.1%), the Louvre (71.0%), the Arc de Triomphe (69.1%) and the Sacré-Cœur de Montmartre (64.0%). More Russian visitors are interested in the 5 most-visited sites, including the Sacré-Cœur de Montmartre (+18.0 points). The château de Versailles (35.6%, +16.3 points) and the musée d'Orsay (36.0%, +10.5 points) are also proving more popular. On the other hand, fewer visit the Cité des sciences et de l'industrie (4.2%, -1.8 point) and the musée du quai Branly (3.6%, -1.5 point).

#### MORE THAN 30% OF RUSSIAN VISITORS SPEND IS ALLOCATED TO SHOPPING



Russian visitors, whose average spend per day and per person is much higher than that for all visitors, allocate a higher budget to shopping (+8.3 points) and spend less on accommodation (-6.8 points).

#### VISITORS RATE THEMSELVES AS VERY SATISFIED, WITH IMPROVEMENTS NEEDED IN 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.

**47.3%** have already visited Paris Ile-de-France during the last 5 years

**54.4%** would like to return to Paris Ile-de-France within the next 2 years<sup>2</sup>

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

#### KEY POINTS

- **343,000 stays** representing 3.3% of stays by all foreign visitors arriving by air (↑ 19.0% compared with 2010).
- **2,303,000 overnight stays** representing 3.6% of overnight stays by all foreign visitors arriving by air (↑ 17.2% compared with 2010).
- **6.7 nights** on average (↳ 0.1 night compared with 2010).
- **47.3%** have already visited Paris Ile-de-France.
- **94.8%** have tailored travel arrangements.
- **78.0%** travel for solely personal reasons.
- **€164 average spend** (per day and per person).
- **96.5%** are satisfied with their stay in Paris Ile-de-France.
- **97.8%** would recommend the destination to their friends and family.
- **54.4%** would like to return to Paris Ile-de-France within the next 2 years.