



FOREIGN VISITORS ARRIVING BY TRAIN



SWISS VISITORS

Total population: 7.9 million inhabitants
 Economic growth rate: +2.1%
 Average rate of exchange: €1 = CHF 1.23; variation 2011/2010: -10.7%
 Unemployment rate: 3.1%
 Inflation rate: +0.1%



Sources: Eurostat - Swiss Federal Statistical Office - Banque de France.

What type of profile?

The average age of Swiss visitors (43 years old) is higher than that for other foreign visitors as a whole arriving by train (41 years old).

More than 4 out of 10 come from the upper socio-professional categories¹ (41.3%, -2.2 points) and 19.2% are employees (-2.9 points).

They come mainly from Geneva (35.3%), Bern (13.3%) and Zurich (10.5%).

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

What type of travel?

More than three-quarters (76.6%, +9.1 points) travel solely for personal reasons. The majority travel alone (29.4%, -1.5 point), as couples (28.5%, +1.6 point) or as a family (24.6%, +2.6 points).

More than 8 out of 10 Swiss visitors make their own travel arrangements (82.7%, +1.4 point). More than 1 out of 10 travel individually with organized trips (14.2%, -0.6 point) and 3.2% opt to travel with organized groups (-0.8 point).

What type of accommodation?

More than two-thirds of stays (69.4%, -11.7 points) are spent in paid accommodation.

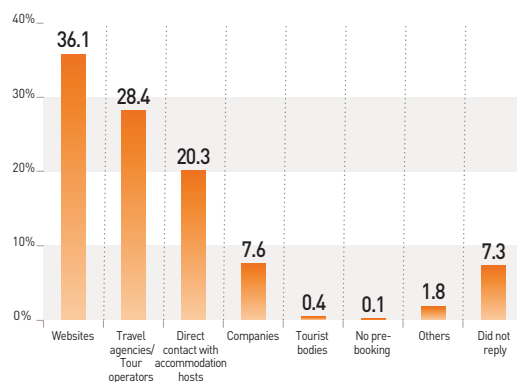
The main types of paid accommodation used are hotels for 63.2% (2- or 3-star hotels for 76.7% and 4-star and more hotels for 17.3%), furnished accommodation and seasonal rentals (2.9%) and apartment hotels (1.7%). The main types of non-paid accommodation used are staying with friends (9.6%), parents (8.5%) and parents' or friends' holiday homes (7.8%).

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



Reference period: the last 5 years.
 The average figures for foreign visitors as a whole are 66.3% repeat visitors and 33.0% first-time visitors (0.7% did not reply).

THE INTERNET IS THE PRIMARY METHOD OF RESERVATION (%)



Several possibilities, based on paid accommodation.
 Swiss visitors also use the Internet as their preferred method of making travel arrangements (43.7%, -2.6 points), followed by travel agencies and tour operators (28.0%, +7.2 points) and direct contact with accommodation hosts (12.8%, +0.8 point).

What types of activity?

Swiss visitors are particularly interested in shopping (44.2%, +6.8 points), going to shows and concerts (17.8%, +6.2 points) and discovering trendy new areas (22.0%, +4.8 points). They also enjoy nights out (16.7%, +3.4 points), discovering towns and cities (68.2%, +2.0 points) and visiting events and cultural exhibitions (14.4%, +1.8 point). On the other hand, they are less interested in discovering French gastronomy (19.4%, -4.6 points) and visiting parks and gardens (21.8%, -3.5 points).

Which sites are visited?

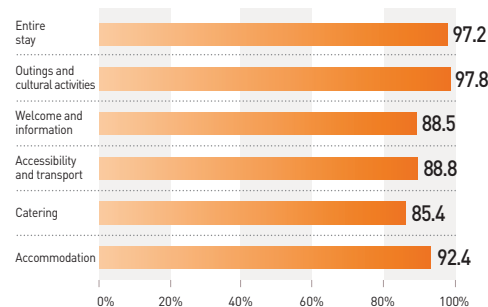
The 5 most-visited sites are: Notre-Dame de Paris (47.8%), the tour Eiffel (47.8%), the Sacré-Cœur de Montmartre (43.6%), the Arc de triomphe (39.8%) and the Louvre (36.4%). Fewer visit 'classic' landmarks like Notre-Dame de Paris (-5.0 points), the Louvre (-4.9 points), the musée d'Orsay (13.4%, -3.9 points) and the tour Eiffel (-3.8 points). On the other hand, more visit the Cité des sciences et de l'industrie (9.5%, +4.9 points) and the musée du quai Branly (10.0%, +4.8 points).

MORE THAN ONE-THIRD OF SWISS VISITORS SPEND IS ALLOCATED TO ACCOMMODATION



Swiss visitors, whose average spend per day and per person is slightly higher than for all visitors, allocate a higher budget to shopping (+5.7 points) and catering (+3.8 points) but a lower budget to accommodation (-8.9 points).

VISITORS RATE THEMSELVES AS VERY SATISFIED, PARTICULARLY WITH OUTINGS AND CULTURAL ACTIVITIES (%)*



*% satisfied and very satisfied.
 Average satisfaction rating, all foreign visitors as a whole: 95.6%.

The figures are expressed in "points" and relate to all foreign visitors arriving by train.
 Source: ongoing survey in trains - Paris Ile-de-France Tourist Board, SVD (BWA) - 2011 results.

74.5% **62.1%**

have already visited Paris Ile-de-France during the last 5 years²

would like to return to Paris Ile-de-France within the next 5 years²

²Which is higher than the average for all visitors.

KEY POINTS

- **256,000 stays** representing 7.5% of stays by all foreign visitors arriving by train (➔ 1.9% compared with 2010).
- **939,000 overnight stays** representing 8.1% of overnight stays by all foreign visitors arriving by train (➔ 0.0% compared with 2010).
- **3.7 nights** on average (➔ 0.1 night compared with 2010).
- **74.5%** have already visited Paris Ile-de-France.
- **96.8%** have tailored travel arrangements.
- **76.6%** travel for solely personal reasons.
- **€136 average spend** (per day and per person).
- **97.2%** are satisfied with their stay in Paris Ile-de-France.
- **96.7%** would recommend the destination to their friends and family.
- **62.1%** would like to return to Paris Ile-de-France within the next 2 years.

