

RHÔNE-ALPES TOURISME

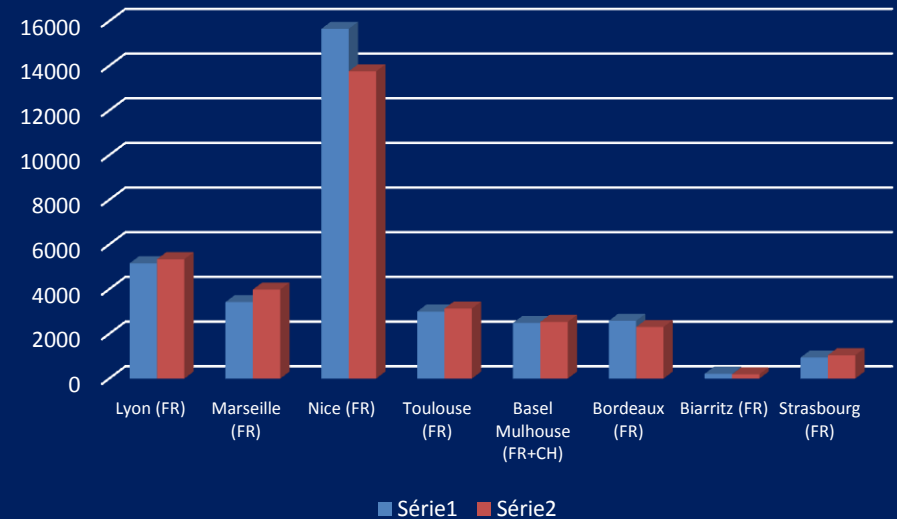
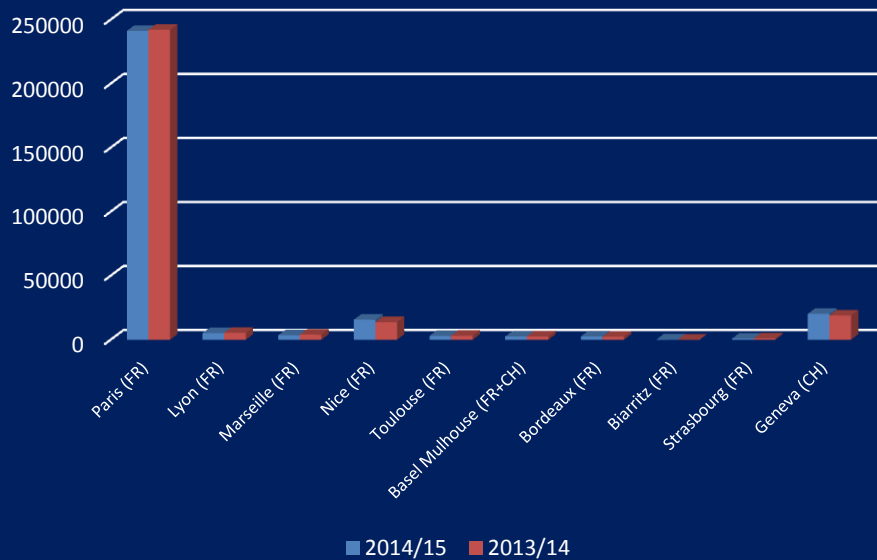
ETUDE DE LA PROGRAMMATION SUR LES MARCHES ASIE

REUNION VENDREDI 19 JUIN 2015



JAPON

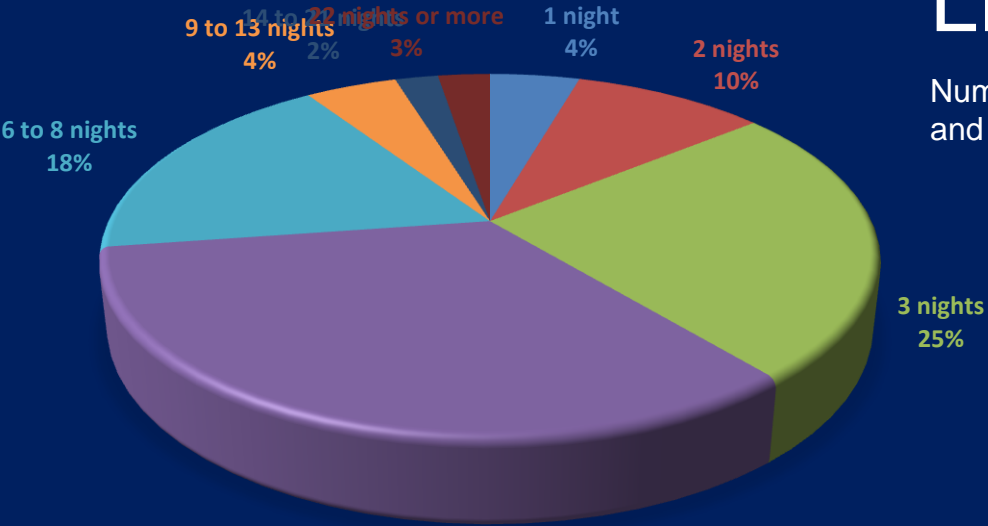
Absolute number of pax			
Location			
	2014/15	2013/14	VAR/Y-1
France	278020	277594	0,15%
Paris (FR)	241226	242210	-0,41%
Lyon (FR)	5162	5346	-3,44%
Marseille (FR)	3425	3987	-14,10%
Nice (FR)	15656	13753	13,84%
Toulouse (FR)	3002	3135	-4,24%
Basel Mulhouse (FR+CH)	2489	2540	-2,01%
Bordeaux (FR)	2587	2310	11,99%
Biarritz (FR)	216	189	14,29%
Strasbourg (FR)	941	1046	-10,04%
Geneva (CH)	20244	18925	6,97%
TOTAL	298264	296519	0,59%



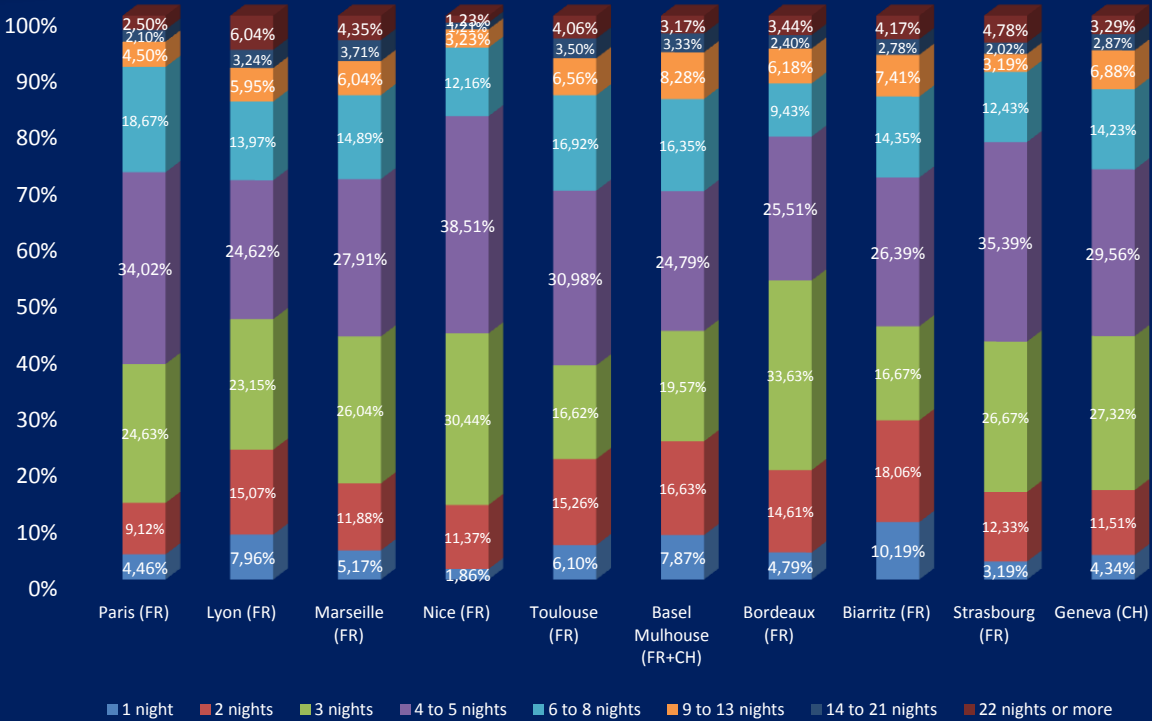
FRANCE

LENGTHS OF STAY

Number of nights stayed in destination according to arrival and departure date of the air reservation



4 to 5 nights
34%

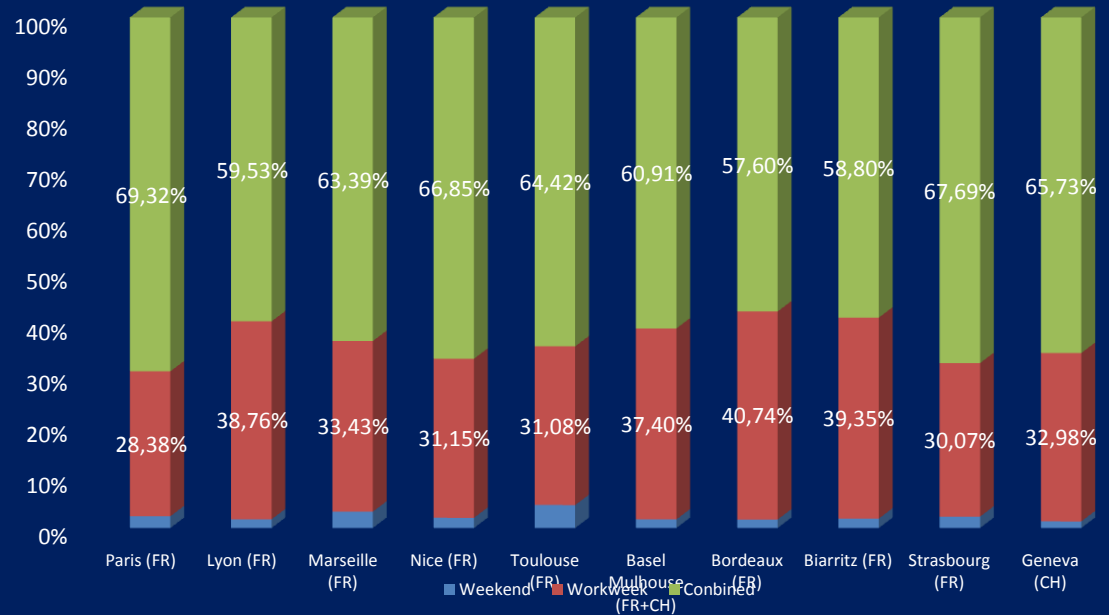
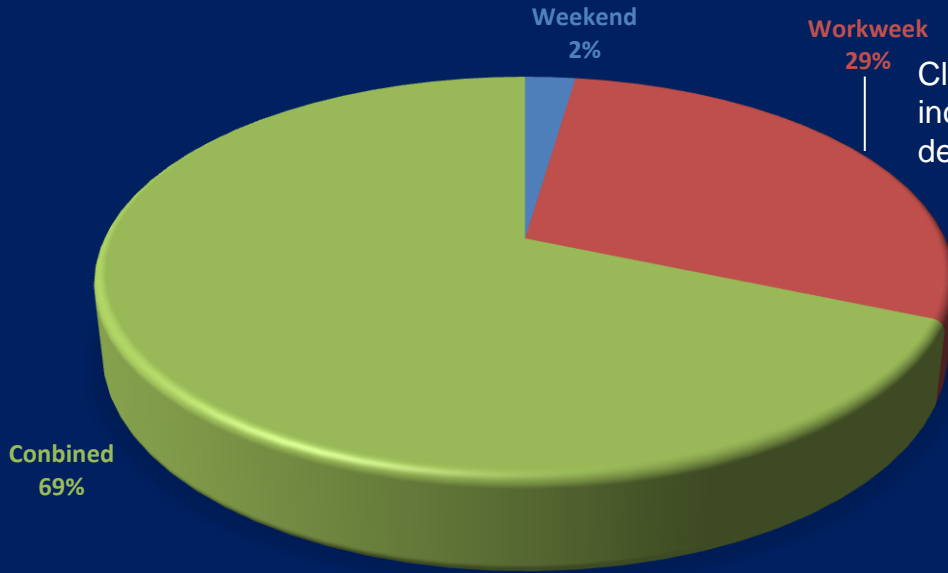


Legend: 1 night (blue), 2 nights (red), 3 nights (green), 4 to 5 nights (purple), 6 to 8 nights (cyan), 9 to 13 nights (orange), 14 to 21 nights (grey), 22 nights or more (brown)

FRANCE

TYPE OF STAY

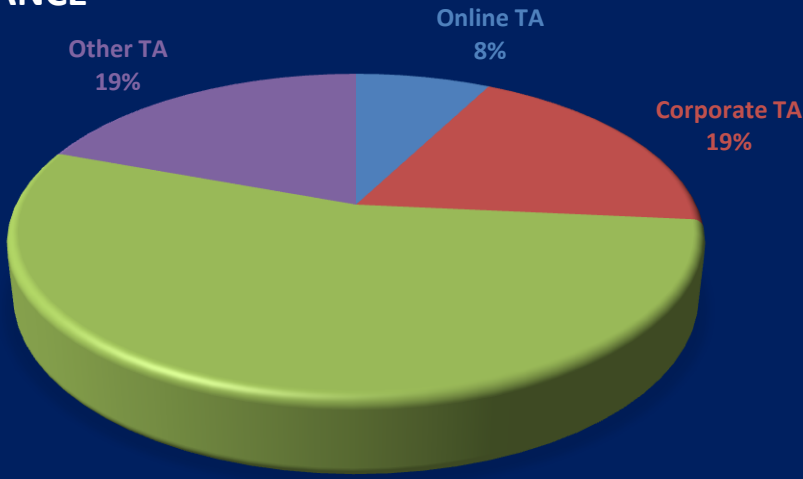
Classification of the arrivals and bookings depending on if they included only Weekend night, workweek or combined stay in destination



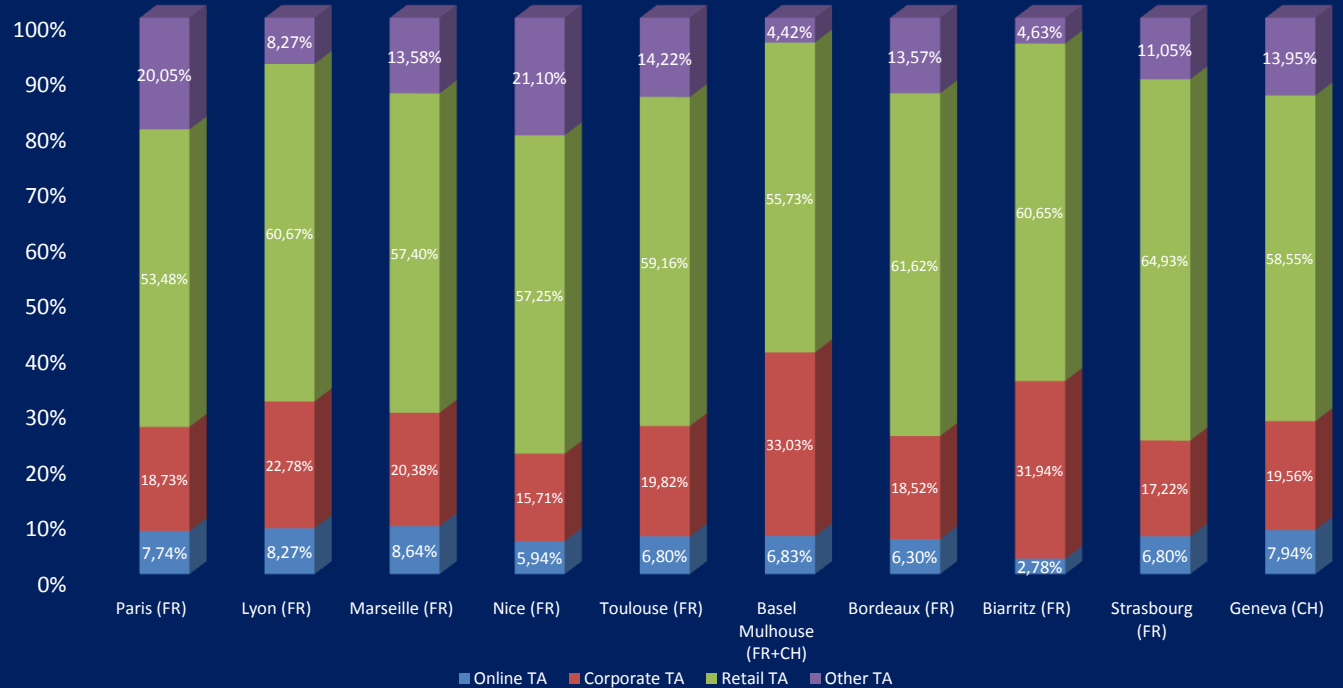
FRANCE

DISTRIBUTION CHANEL

Classification of the bookings depending on the category of the travel agency where it was issued. Current classification include Retail, Online, Corporate, and Other Travel Agencies.



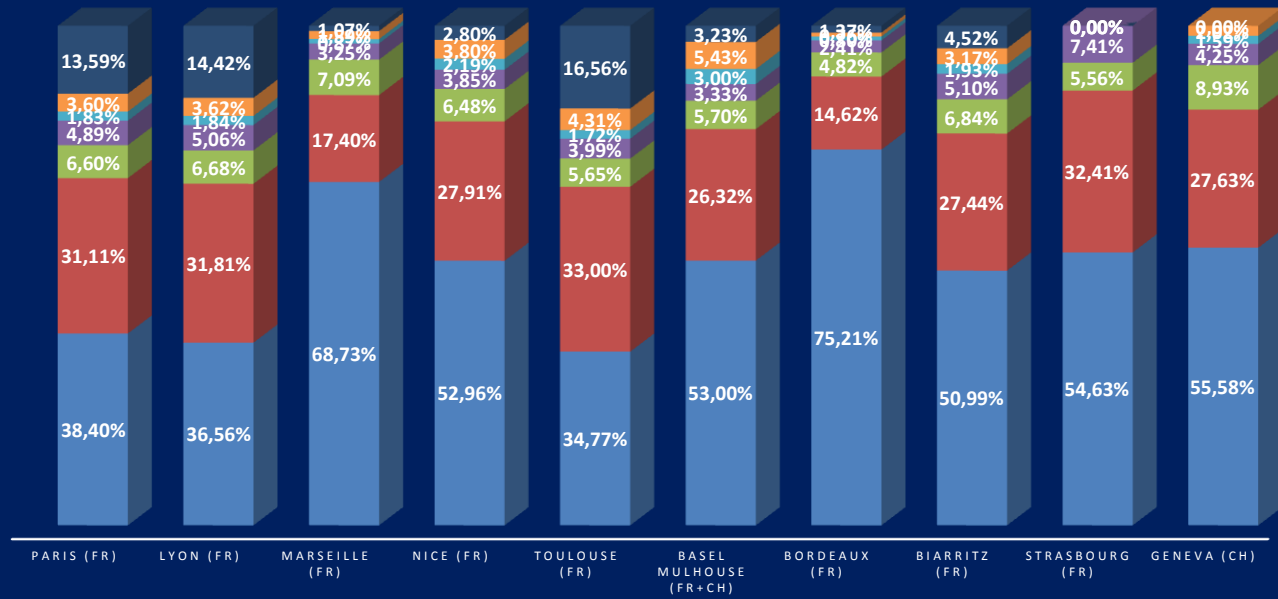
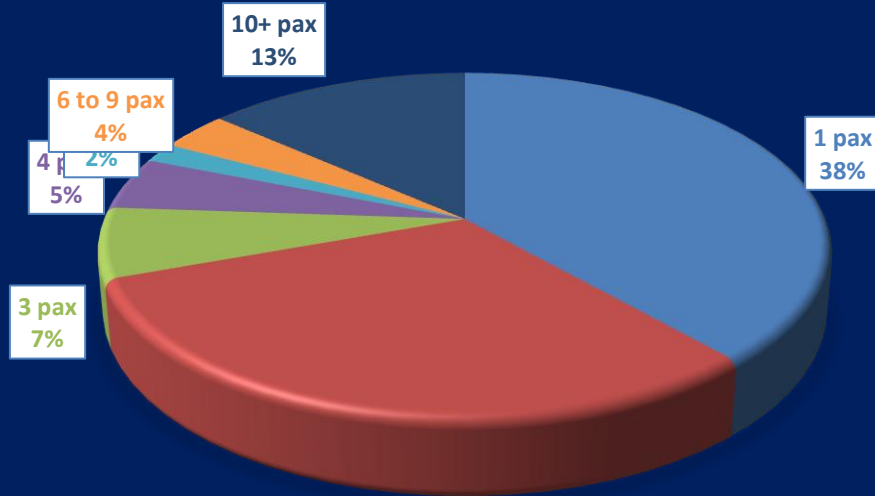
Retail TA 54%



FRANCE

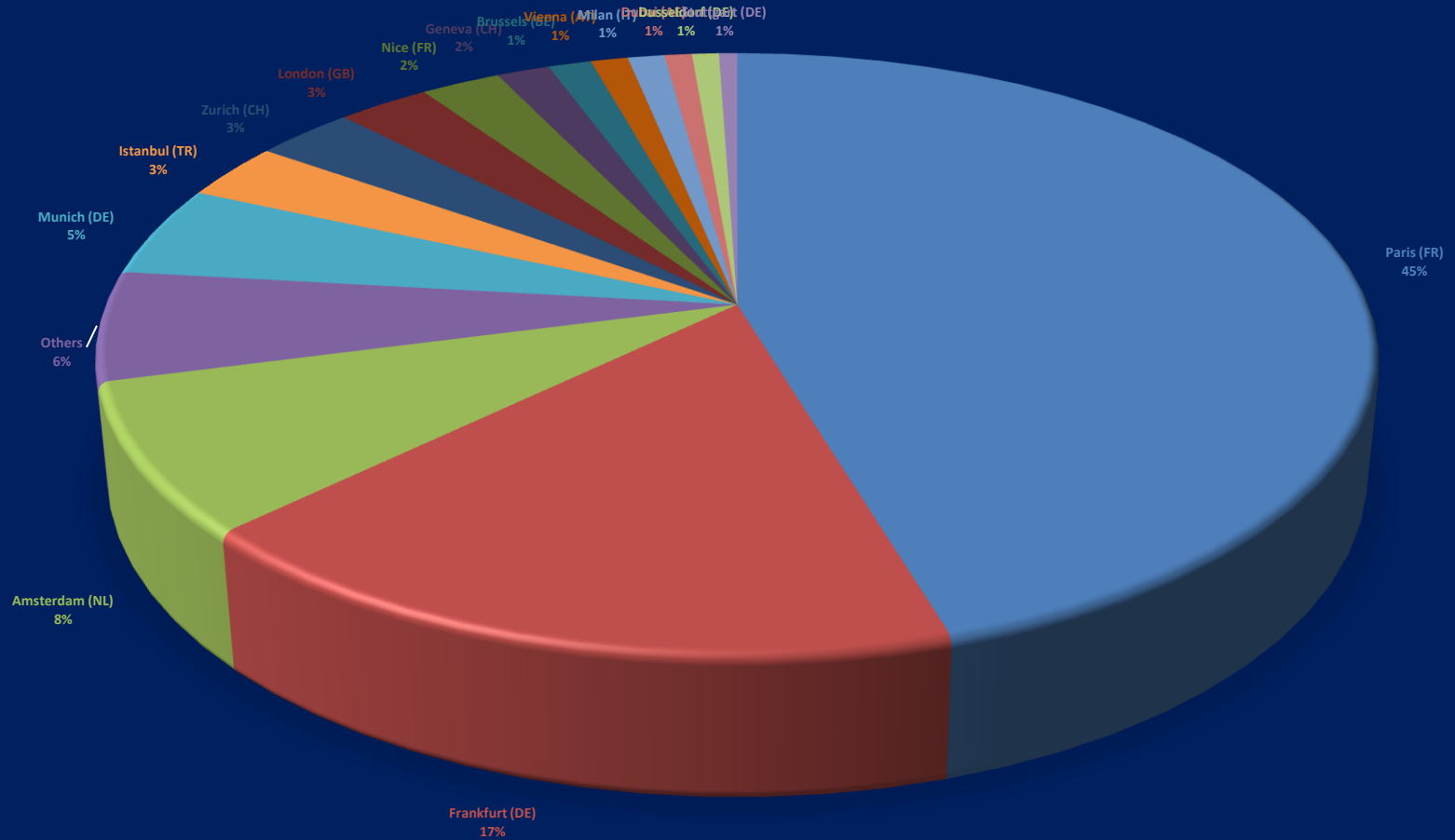
PAX PER BOOKING

Number of passengers under the same air reservation



■ 1 person ■ 2 persons ■ 3 persons ■ 4 persons ■ 5 persons ■ 6-9 persons ■ 10+ persons

LAST PREVIOUS STEP



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