

PRESS RELEASE

## 2010 Exhibitions Guide

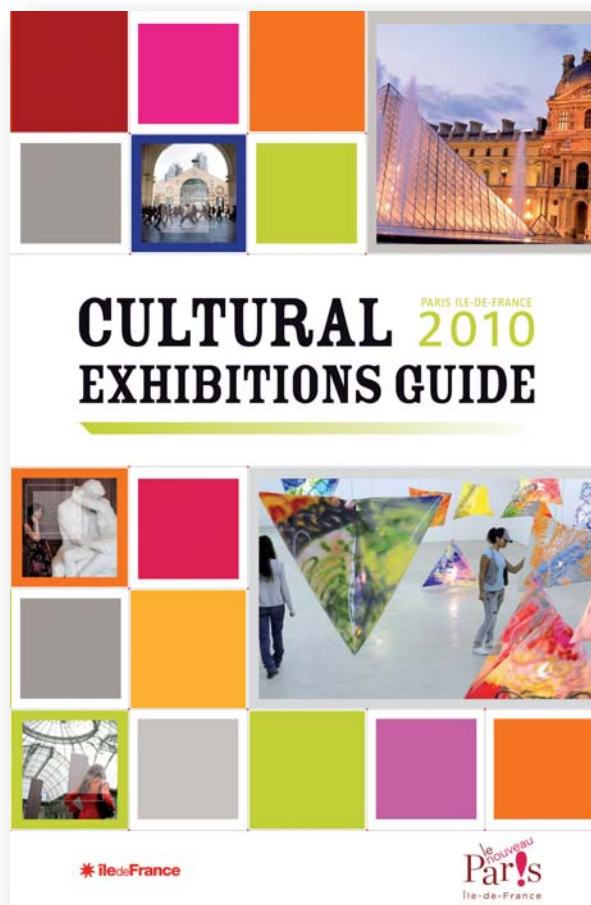
The guide for travel professionals that lists the news from November 2009 and throughout 2010 at the museums and monuments of the destination Paris Ile-de-France

Specially created for French and International travel trade professionals, the 2010 Exhibitions Guide presents the programme of events for over 70 museums and monuments in Paris Ile-de-France, including the Centre Pompidou, the Galeries nationales du Grand Palais, the Arts décoratifs, the Cité de l'architecture & du patrimoine, the château de Versailles and many others besides.

Designed to serve as a practical tool, it lists over 200 exhibitions site by site ("All the Exhibitions" section) as well as month by month in the "calendar" section.

New for 2010: the calendar also highlights the major events other than exhibitions (52 festivals, fairs, sporting events, etc throughout the year) that demonstrate the constant vibrancy of the destination Paris Ile-de-France.

The 2010 Exhibitions Guide is available in French and English versions.



With 32.1 million arrivals and 66.2 million room nights in 2008, Paris Ile-de-France is one of the world's most visited tourist destinations.

*Profile and behaviour of the French and European clientele: a marked interest in cultural visits.*

The initial results from the permanent surveys that have been put in place on trains since July 2008 by the CRT, in partnership with the SNCF, Eurostar, Thalys, Lyria and Aléo, show that above all Paris Ile-de-France is a destination that is favoured by the urban short break market, and that visitors from the proximity markets are interested in cultural visits.

53% of French, 90% of UK visitors, 85% of Swiss and 81% of Belgians stated that they had visited a monument or museum during their stay. *In addition, events (cultural, sporting, etc.) are becoming more and more a key part of the visitor's itinerary.* 41% of French, 23% of UK visitors, 53% of Swiss and 40% of Belgians also visited a temporary exhibition or attended a sporting event, a show, a concert or a cultural event.

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