

MINISTERE DU TOURISME

SERVICE DU TOURISME - BP 4527 PAPEETE - TAHITI - Tél. 47.62.00 - FAX: 47.62.01

STATISTIQUES TOURISTIQUES

N° 1909/05/NP/STO/PC

AOÛT 2005



| | Août 2005 | | Août 2004 | | Variations | |
|--|----------------|----------------|----------------|----------------|-----------------|---------------|
| | To. | % | To. | % | en nombre | en % |
| NOMBRE de TOURISTES | 18,598 | | 19,174 | | (576) | -3.00% |
| NUITEES TOURISTIQUES | 223,410 | | 237,768 | | (14,358) | -6.04% |
| Nuitées hôtelières et Ets. Assimilés | 180,756 | | 185,269 | | (4,513) | -2.44% |
| DUREE MOYENNE de SEJOUR (Tous touristes) | | | | | | |
| Moyenne générale | 12.01 | | 12.40 | | (0.39) | |
| Touristes à l'hôtel et Ets. Assimilés | 10.92 | | 10.87 | | 0.05 | |
| To. chez des Particuliers | 20.86 | | 24.59 | | (3.73) | |
| DUREE MOYENNE de SEJOUR (Français exclus) | | | | | | |
| Moyenne générale | 10.45 | | 10.42 | | 0.03 | |
| Touristes à l'hôtel et Ets. Assimilés | 10.19 | | 10.15 | | 0.04 | |
| To. chez des Particuliers | 15.37 | | 15.79 | | (0.42) | |
| DUREE MOYENNE de SEJOUR (Français seuls) | | | | | | |
| Moyenne générale | 19.47 | | 22.00 | | (2.53) | |
| Touristes à l'hôtel et Ets. Assimilés | 16.41 | | 16.62 | | (0.21) | |
| To. chez des Particuliers | 24.03 | | 29.43 | | (5.40) | |
| MODE D'HEBERGEMENT | | | | | | |
| Touristes à l'hôtel et Ets. Assimilés | 16,553 | 89.00% | 17,039 | 88.87% | (486) | -2.85% |
| To. chez des particuliers | 2,045 | 11.00% | 2,135 | 11.13% | 90 | 4.22% |
| TYPE DE VOYAGE | | | | | | |
| Destination | 15,736 | 84.61% | 16,401 | 85.54% | (665) | -4.05% |
| Circuit | 2,862 | 15.39% | 2,773 | 14.46% | 89 | 3.21% |
| STRUCTURE de la CLIENTELE.. | | | | | | |
| Classification par sexe : | | | | | | |
| Masculin | 9,288 | 49.94% | 9,300 | 48.50% | (12) | -0.13% |
| Féminin | 9,070 | 48.77% | 9,478 | 49.43% | (408) | -4.30% |
| Non réponse | 240 | 1.29% | 396 | 2.07% | (156) | -39.39% |
| Total: | 18,598 | 100.00% | 19,174 | 100.00% | (576) | -3.00% |
| Tranches d'âge : | | | | | | |
| 0-14 | 976 | 5.25% | 950 | 4.95% | 26 | 2.74% |
| 15-24 | 1,590 | 8.55% | 1,576 | 8.22% | 14 | 0.89% |
| 25-34 | 5,973 | 32.12% | 6,052 | 31.56% | (79) | -1.31% |
| 35-44 | 3,340 | 17.96% | 3,466 | 18.08% | (126) | -3.64% |
| 45-54 | 3,206 | 17.24% | 3,216 | 16.77% | (10) | -0.31% |
| 55-64 | 2,144 | 11.53% | 2,318 | 12.09% | (174) | -7.51% |
| 65-74 | 837 | 4.50% | 964 | 5.03% | (127) | -13.17% |
| >75 | 296 | 1.59% | 370 | 1.93% | (74) | -20.00% |
| Non réponse | 236 | 1.27% | 262 | 1.37% | (26) | -9.92% |
| Total: | 18,598 | 100.00% | 19,174 | 100.00% | (576) | -3.00% |
| Catégories socio-professionnelles : | | | | | | |
| Agriculteur, pêcheur, éleveur | 86 | 0.46% | 75 | 0.39% | 11 | 14.67% |
| Chef d'entreprise, commerçant, artisan | 1,601 | 8.61% | 1,681 | 8.77% | (80) | -4.76% |
| Cadre supérieur, profession libérale | 5,872 | 31.57% | 5,948 | 31.02% | (76) | -1.28% |
| Cadre moyen, technicien | 1,883 | 10.12% | 2,094 | 10.92% | (211) | -10.08% |
| Employé | 3,873 | 20.82% | 3,849 | 20.07% | 24 | 0.62% |
| Ouvrier | 494 | 2.66% | 413 | 2.15% | 81 | 19.61% |
| Retraité | 1,471 | 7.91% | 1,710 | 8.92% | (239) | -13.98% |
| Sans profession | 2,621 | 14.09% | 2,683 | 13.99% | (62) | -2.31% |
| Non réponse | 697 | 3.75% | 721 | 3.76% | (24) | -3.33% |
| Total: | 18,598 | 100.00% | 19,174 | 100.00% | (576) | -3.00% |

TOURISTES par DOMICILE PERMANENT: AOÛT 2005

| Pays de résidence | Août 2005 | | Août 2004 | | Variations | |
|--|---------------|----------------|---------------|----------------|--------------|----------------|
| | To. | % | To. | % | en nombre | en % |
| Non réponse | 6 | 0.03% | 6 | 0.03% | 0 | - |
| Canada | 312 | 1.68% | 416 | 2.17% | (104) | -25.00% |
| Hawaii | 190 | 1.02% | 130 | 0.68% | 60 | 46.15% |
| U.S.A. (Continent) | 5,983 | 32.17% | 6,424 | 33.50% | (441) | -6.86% |
| TOTAL AMERIQUE DU NORD..... | 6,485 | 34.87% | 6,970 | 36.35% | (485) | -6.96% |
| Argentine | 108 | 0.58% | 72 | 0.38% | 36 | 50.00% |
| Brésil | 78 | 0.42% | 189 | 0.99% | (111) | -58.73% |
| Chili | 164 | 0.88% | 111 | 0.58% | 53 | 47.75% |
| Autres Amérique du Sud | 41 | 0.22% | 27 | 0.14% | 14 | 51.85% |
| TOTAL AMERIQUE DU SUD..... | 391 | 2.10% | 399 | 2.08% | (8) | -2.01% |
| Mexique | 43 | 0.23% | 86 | 0.45% | (43) | -50.00% |
| Autres Amérique Centrale | 9 | 0.05% | 12 | 0.06% | (3) | -25.00% |
| TOTAL AMERIQUE CENTRALE... | 52 | 0.28% | 98 | 0.51% | (46) | -46.94% |
| Belgique | 77 | 0.41% | 72 | 0.38% | 5 | 6.94% |
| Luxembourg | 82 | 0.44% | 44 | 0.23% | 38 | 86.36% |
| Pays-Bas | 44 | 0.24% | 30 | 0.16% | 14 | 46.67% |
| Danemark | 2 | 0.01% | 12 | 0.06% | (10) | -83.33% |
| Finlande | 17 | 0.09% | 12 | 0.06% | 5 | 41.67% |
| Norvège | 10 | 0.05% | 11 | 0.06% | (1) | -9.09% |
| Suède | 11 | 0.06% | 23 | 0.12% | (12) | -52.17% |
| Allemagne | 284 | 1.53% | 317 | 1.65% | (33) | -10.41% |
| Autriche | 45 | 0.24% | 54 | 0.28% | (9) | -16.67% |
| Espagne | 702 | 3.77% | 465 | 2.43% | 237 | 50.97% |
| Italie | 2,244 | 12.07% | 2,030 | 10.59% | 214 | 10.54% |
| Portugal | 49 | 0.26% | 68 | 0.35% | (19) | -27.94% |
| Royaume-Uni | 664 | 3.57% | 676 | 3.53% | (12) | -1.78% |
| Suisse | 125 | 0.67% | 159 | 0.83% | (34) | -21.38% |
| Autre Europe | 167 | 0.90% | 116 | 0.60% | 51 | 43.97% |
| TOTAL EUROPE (hors France)..... | 4,523 | 24.32% | 4,089 | 21.33% | 434 | 10.61% |
| France..... | 3,229 | 17.36% | 3,281 | 17.11% | (52) | -1.58% |
| TOTAL EUROPE..... | 7,752 | 41.68% | 7,370 | 38.44% | 382 | 5.18% |
| Australie | 839 | 4.51% | 466 | 2.43% | 373 | 80.04% |
| Cook | 31 | 0.17% | 102 | 0.53% | (71) | -69.61% |
| Fiji | 10 | 0.05% | 1 | 0.01% | 9 | 900.00% |
| Nouvelle Calédonie | 173 | 0.93% | 219 | 1.14% | (46) | -21.00% |
| Nouvelle Zélande | 851 | 4.58% | 1,082 | 5.64% | (231) | -21.35% |
| Samoa US & Occ. | 1 | 0.01% | 0 | 0.00% | 1 | - |
| Tonga | 1 | 0.01% | 1 | 0.01% | 0 | - |
| Autre Pacifique | 22 | 0.12% | 19 | 0.10% | 3 | 15.79% |
| TOTAL PACIFIQUE..... | 1,928 | 10.37% | 1,890 | 9.86% | 38 | 2.01% |
| Corée du sud | 38 | 0.20% | 49 | 0.26% | (11) | -22.45% |
| Formose (Taiwan) | 37 | 0.20% | 12 | 0.06% | 25 | 208.33% |
| Hong Kong | 19 | 0.10% | 24 | 0.13% | (5) | -20.83% |
| Inde | 7 | 0.04% | 3 | 0.02% | 4 | 133.33% |
| Indonésie | 2 | 0.01% | 4 | 0.02% | (2) | -50.00% |
| Japon | 1,724 | 9.27% | 2,226 | 11.61% | (502) | -22.55% |
| Malaisie | 11 | 0.06% | 1 | 0.01% | 10 | 1000.00% |
| Philippines | 17 | 0.09% | 12 | 0.06% | 5 | 41.67% |
| Singapour | 24 | 0.13% | 9 | 0.05% | 15 | 166.67% |
| Thaïlande | 8 | 0.04% | 12 | 0.06% | (4) | -33.33% |
| Autres Asie | 11 | 0.06% | 19 | 0.10% | (8) | -42.11% |
| TOTAL ASIE..... | 1,898 | 10.21% | 2,371 | 12.37% | (473) | -19.95% |
| AFRIQUE..... | 13 | 0.07% | 25 | 0.13% | (12) | -48.00% |
| PROCHE ET MOYEN ORIENT.. | 18 | 0.10% | 11 | 0.06% | 7 | 63.64% |
| C.E.I. | 31 | 0.17% | 17 | 0.09% | 14 | 82.35% |
| AUTRES PAYS..... | 24 | 0.13% | 17 | 0.09% | 7 | 41.18% |
| TOTAL GENERAL..... | 18,592 | 99.97% | 19,168 | 99.97% | (576) | -3.01% |
| Total Fiches récoltées | 18,598 | 100.00% | 19,174 | 100.00% | (576) | -3.00% |

TOURISTES par DOMICILE PERMANENT: CUMUL JANVIER - AOÛT 2005

| Pays de résidence | Janvier-Août 2005 | | Janvier-Août 2004 | | Variations | |
|--|-------------------|----------------|-------------------|----------------|----------------|----------------|
| | To. | % | To. | % | en nombre | en % |
| Non réponse | 16 | 0.01% | 48 | 0.03% | (32) | -66.67% |
| Canada | 3,529 | 2.63% | 3,769 | 2.71% | (240) | -6.37% |
| Hawaii | 1,613 | 1.20% | 1,459 | 1.05% | 154 | 10.56% |
| U.S.A. (Continent) | 42,189 | 31.46% | 47,950 | 34.47% | (5,761) | -12.01% |
| TOTAL AMERIQUE DU NORD..... | 47,331 | 35.30% | 53,178 | 38.23% | (5,847) | -11.00% |
| Argentine | 782 | 0.58% | 701 | 0.50% | 81 | 11.55% |
| Brésil | 989 | 0.74% | 1,122 | 0.81% | (133) | -11.85% |
| Chili | 1,065 | 0.79% | 1,034 | 0.74% | 31 | 3.00% |
| Autres Amérique du Sud | 274 | 0.20% | 318 | 0.23% | (44) | -13.84% |
| TOTAL AMERIQUE DU SUD..... | 3,110 | 2.32% | 3,175 | 2.28% | (65) | -2.05% |
| Mexique | 725 | 0.54% | 1,077 | 0.77% | (352) | -32.68% |
| Autres Amérique Centrale | 63 | 0.05% | 62 | 0.04% | 1 | 1.61% |
| TOTAL AMERIQUE CENTRALE... | 788 | 0.59% | 1,139 | 0.82% | (351) | -30.82% |
| Belgique | 711 | 0.53% | 778 | 0.56% | (67) | -8.61% |
| Luxembourg | 170 | 0.13% | 121 | 0.09% | 49 | 40.50% |
| Pays-Bas | 397 | 0.30% | 386 | 0.28% | 11 | 2.85% |
| Danemark | 124 | 0.09% | 137 | 0.10% | (13) | -9.49% |
| Finlande | 125 | 0.09% | 131 | 0.09% | (6) | -4.58% |
| Norvège | 167 | 0.12% | 182 | 0.13% | (15) | -8.24% |
| Suède | 209 | 0.16% | 270 | 0.19% | (61) | -22.59% |
| Allemagne | 2,364 | 1.76% | 2,730 | 1.96% | (366) | -13.41% |
| Autriche | 456 | 0.34% | 336 | 0.24% | 120 | 35.71% |
| Espagne | 2,589 | 1.93% | 1,988 | 1.43% | 601 | 30.23% |
| Italie | 7,312 | 5.45% | 6,942 | 4.99% | 370 | 5.33% |
| Portugal | 443 | 0.33% | 319 | 0.23% | 124 | 38.87% |
| Royaume-Uni | 5,608 | 4.18% | 5,194 | 3.73% | 414 | 7.97% |
| Suisse | 1,431 | 1.07% | 1,529 | 1.10% | (98) | -6.41% |
| Autre Europe | 1,287 | 0.96% | 1,037 | 0.75% | 250 | 24.11% |
| TOTAL EUROPE (hors France)..... | 23,393 | 17.44% | 22,080 | 15.87% | 1,313 | 5.95% |
| France..... | 29,946 | 22.33% | 29,375 | 21.12% | 571 | 1.94% |
| TOTAL EUROPE..... | 53,339 | 39.78% | 51,455 | 36.99% | 1,884 | 3.66% |
| Australie | 5,196 | 3.87% | 4,976 | 3.58% | 220 | 4.42% |
| Cook | 324 | 0.24% | 319 | 0.23% | 5 | 1.57% |
| Fiji | 54 | 0.04% | 60 | 0.04% | (6) | -10.00% |
| Nouvelle Calédonie | 2,195 | 1.64% | 2,179 | 1.57% | 16 | 0.73% |
| Nouvelle Zélande | 4,771 | 3.56% | 4,833 | 3.47% | (62) | -1.28% |
| Samoa US & Occ. | 4 | 0.00% | 31 | 0.02% | (27) | -87.10% |
| Tonga | 5 | 0.00% | 11 | 0.01% | (6) | -54.55% |
| Autre Pacifique | 245 | 0.18% | 247 | 0.18% | (2) | -0.81% |
| TOTAL PACIFIQUE..... | 12,794 | 9.54% | 12,656 | 9.10% | 138 | 1.09% |
| Corée du sud | 430 | 0.32% | 293 | 0.21% | 137 | 46.76% |
| Formose (Taiwan) | 103 | 0.08% | 141 | 0.10% | (38) | -26.95% |
| Hong Kong | 181 | 0.13% | 152 | 0.11% | 29 | 19.08% |
| Inde | 53 | 0.04% | 53 | 0.04% | 0 | 0.00% |
| Indonésie | 61 | 0.05% | 17 | 0.01% | 44 | 258.82% |
| Japon | 14,591 | 10.88% | 15,733 | 11.31% | (1,142) | -7.26% |
| Malaisie | 43 | 0.03% | 30 | 0.02% | 13 | 43.33% |
| Philippines | 118 | 0.09% | 35 | 0.03% | 83 | 237.14% |
| Singapour | 148 | 0.11% | 145 | 0.10% | 3 | 2.07% |
| Thaïlande | 64 | 0.05% | 62 | 0.04% | 2 | 3.23% |
| Autres Asie | 142 | 0.11% | 165 | 0.12% | (23) | -13.94% |
| TOTAL ASIE..... | 15,934 | 11.88% | 16,826 | 12.10% | (892) | -5.30% |
| AFRIQUE..... | 160 | 0.12% | 159 | 0.11% | 1 | 0.63% |
| PROCHE ET MOYEN ORIENT.. | 120 | 0.09% | 99 | 0.07% | 21 | 21.21% |
| C.E.I. | 380 | 0.28% | 202 | 0.15% | 178 | 88.12% |
| AUTRES PAYS..... | 127 | 0.09% | 155 | 0.11% | (28) | -18.06% |
| TOTAL GENERAL..... | 134,083 | 99.99% | 139,044 | 99.97% | (4,961) | -3.57% |
| Total Fiches récoltées | 134,099 | 100.00% | 139,092 | 100.00% | (4,993) | -3.59% |

PRINCIPAUX INDICATEURS TOURISTIQUES: CUMUL JANVIER - AOÛT 2005

| | Janvier-Août 2005 | | Janvier-Août 2004 | | Variations | |
|--|-------------------|----------------|-------------------|----------------|-----------------|---------------|
| | To. | % | To. | % | en nombre | en % |
| NOMBRE de TOURISTES | 134,099 | | 139,092 | | (4,993) | -3.59% |
| NUITEES TOURISTIQUES | 1,828,788 | | 1,890,321 | | (61,533) | -3.26% |
| Nuitées hôtelières et Ets. Assimilés | 1,223,070 | | 1,246,001 | | (22,931) | -1.84% |
| DUREE MOYENNE de SEJOUR (Tous touristes) | | | | | | |
| Moyenne générale | 13.64 | | 13.59 | | 0.05 | |
| Touristes à l'hôtel et Ets. Assimilés | 10.87 | | 10.73 | | 0.14 | |
| To. chez des Particuliers | 28.08 | | 27.99 | | 0.09 | |
| DUREE MOYENNE de SEJOUR (Français exclus) | | | | | | |
| Moyenne générale | 10.43 | | 10.40 | | 0.03 | |
| Touristes à l'hôtel et Ets. Assimilés | 9.92 | | 9.83 | | 0.09 | |
| To. chez des Particuliers | 17.81 | | 18.32 | | (0.51) | |
| DUREE MOYENNE de SEJOUR (Français seuls) | | | | | | |
| Moyenne générale | 24.80 | | 25.50 | | (0.70) | |
| Touristes à l'hôtel et Ets. Assimilés | 17.00 | | 17.52 | | (0.52) | |
| To. chez des Particuliers | 32.69 | | 32.31 | | 0.38 | |
| MODE D'HEBERGEMENT | | | | | | |
| Touristes à l'hôtel et Ets. Assimilés | 112,526 | 83.91% | 116,163 | 83.52% | (3,637) | -3.13% |
| To. chez des particuliers | 21,573 | 16.09% | 22,929 | 16.48% | (1,356) | -5.91% |
| TYPE DE VOYAGE | | | | | | |
| Destination | 111,794 | 83.37% | 118,514 | 85.21% | (6,720) | -5.67% |
| Circuit | 22,305 | 16.63% | 20,578 | 14.79% | 1,727 | 8.39% |
| STRUCTURE de la CLIENTELE.. | | | | | | |
| Classification par sexe : | | | | | | |
| Masculin | 67,702 | 50.49% | 68,423 | 49.19% | (721) | -1.05% |
| Féminin | 65,091 | 48.54% | 68,052 | 48.93% | (2,961) | -4.35% |
| Non réponse | 1,306 | 0.97% | 2,617 | 1.88% | (1,311) | -50.10% |
| Total: | 134,099 | 100.00% | 139,092 | 100.00% | (4,993) | -3.59% |
| Tranches d'âge : | | | | | | |
| 0-14 | 6,411 | 4.78% | 6,476 | 4.66% | (65) | -1.00% |
| 15-24 | 10,618 | 7.92% | 10,914 | 7.85% | (296) | -2.71% |
| 25-34 | 39,836 | 29.71% | 40,434 | 29.07% | (598) | -1.48% |
| 35-44 | 22,544 | 16.81% | 23,869 | 17.16% | (1,325) | -5.55% |
| 45-54 | 21,267 | 15.86% | 23,217 | 16.69% | (1,950) | -8.40% |
| 55-64 | 19,229 | 14.34% | 20,443 | 14.70% | (1,214) | -5.94% |
| 65-74 | 9,288 | 6.93% | 9,268 | 6.66% | 20 | 0.22% |
| >75 | 2,910 | 2.17% | 2,672 | 1.92% | 238 | 8.91% |
| Non réponse | 1,996 | 1.49% | 1,799 | 1.29% | 197 | 10.95% |
| Total: | 134,099 | 100.00% | 139,092 | 100.00% | (4,993) | -3.59% |
| Catégories socio-professionnelles : | | | | | | |
| Agriculteur, pêcheur, éleveur | 747 | 0.56% | 747 | 0.54% | 0 | 0.00% |
| Chef d'entreprise, commerçant, artisan | 10,325 | 7.70% | 11,190 | 8.05% | (865) | -7.73% |
| Cadre supérieur, profession libérale | 35,348 | 26.36% | 38,044 | 27.35% | (2,696) | -7.09% |
| Cadre moyen, technicien | 13,934 | 10.39% | 14,941 | 10.74% | (1,007) | -6.74% |
| Employé | 29,296 | 21.85% | 28,568 | 20.54% | 728 | 2.55% |
| Ouvrier | 3,563 | 2.66% | 3,564 | 2.56% | (1) | -0.03% |
| Retraité | 17,320 | 12.92% | 17,298 | 12.44% | 22 | 0.13% |
| Sans profession | 18,518 | 13.81% | 19,203 | 13.81% | (685) | -3.57% |
| Non réponse | 5,048 | 3.76% | 5,537 | 3.98% | (489) | -8.83% |
| Total: | 134,099 | 100.00% | 139,092 | 100.00% | (4,993) | -3.59% |