

Tourism in the Paris Region



Occupancy



44,9
million tourists
(59% French, 41% international)



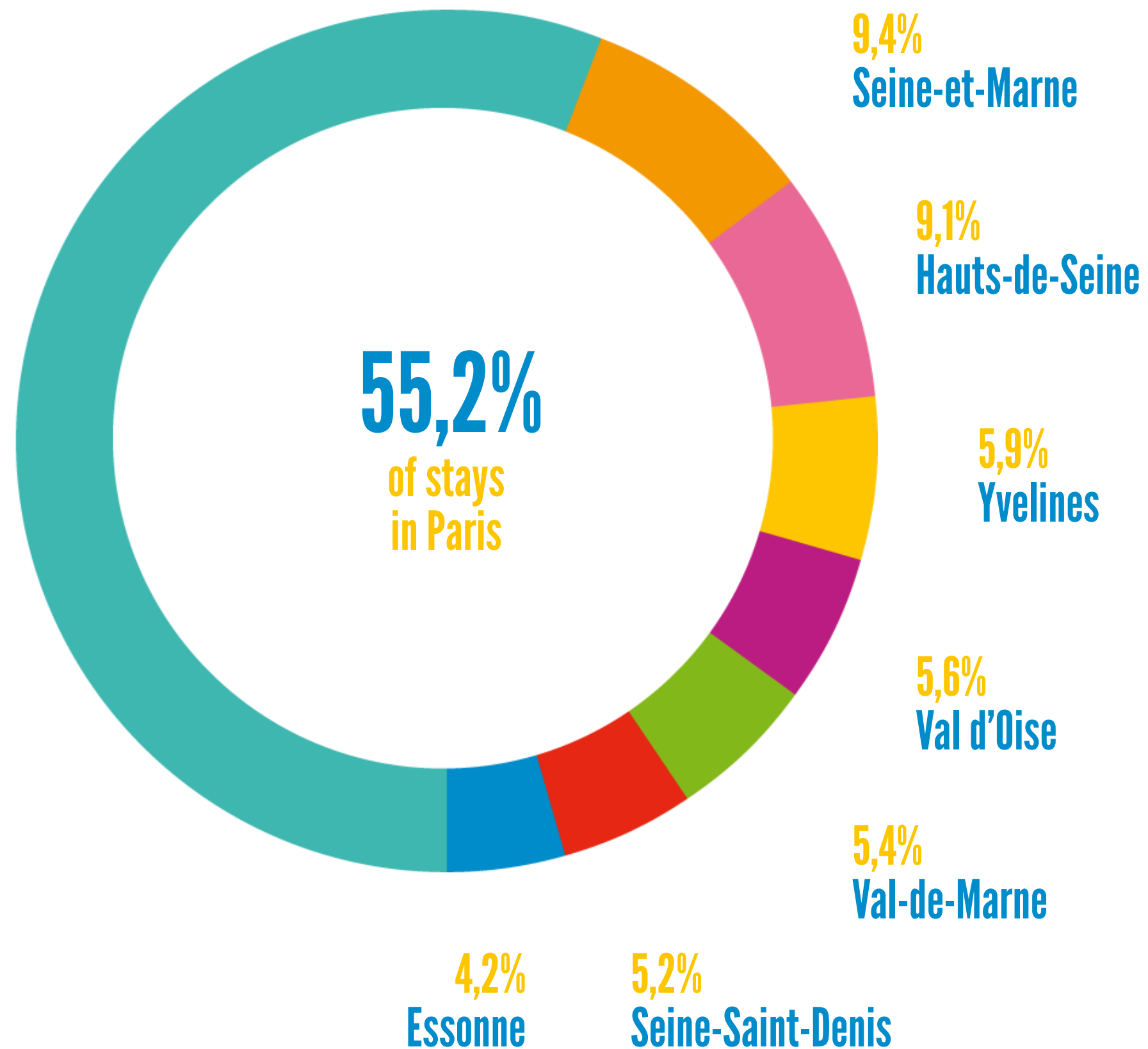
167,6
million overnight stays
(50% French, 50% international)



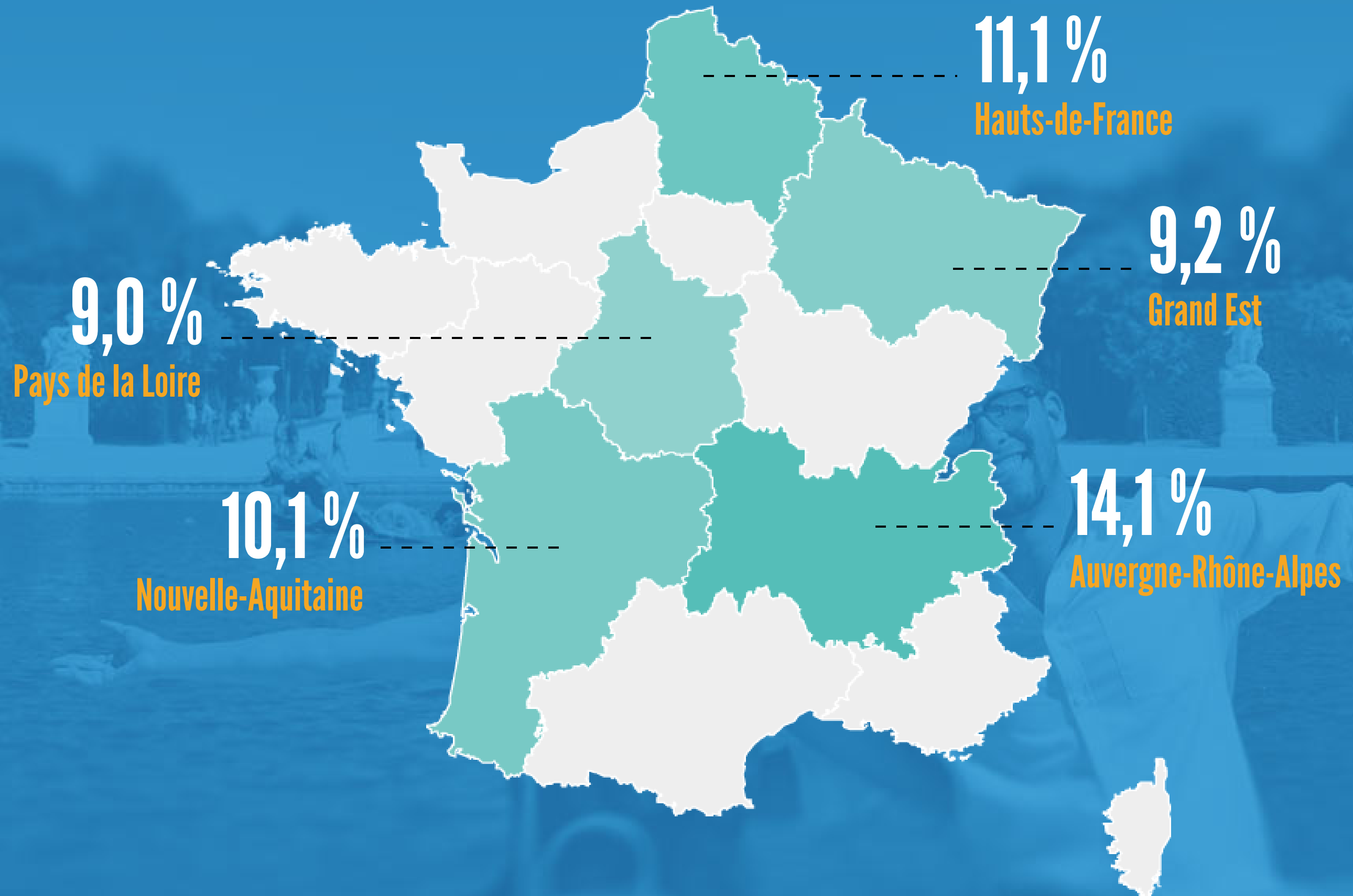
3,7 nights on average
(3,2 for French tourists, 4,5 for international tourists)

Occupancy

per administrative departments



Top 5 french regions



Origin of tourists



83 % of tourists from
France and Europe

Top 5 of international clientele

10,6 %
United Kingdom



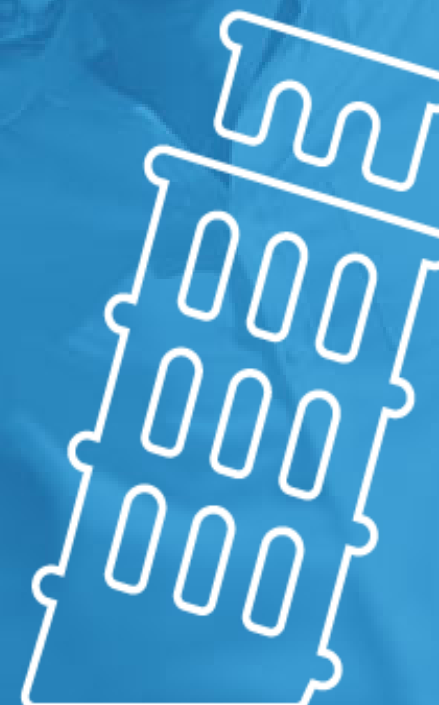
10,4 %
United States



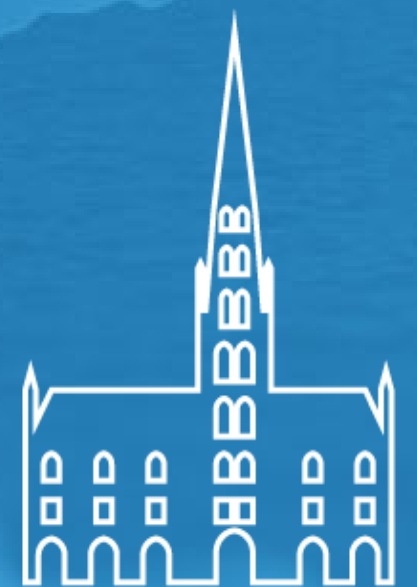
7,4 %
Spain



7,4 %
Italy



6,5 %
Belgium



Profile

51 %

men

81 %
repeat visitors

41

Average age

36 %
solo

32 %

higher professional
classes

96 %
independent



Purpose of stay



65 %
Leisure



35 %
Business
and bleisure

Accommodation booking



47 %

Websites



18 %

**Direct
booking**



16 %

**Travel agencies
and tour operators**

Accommodation

35 %

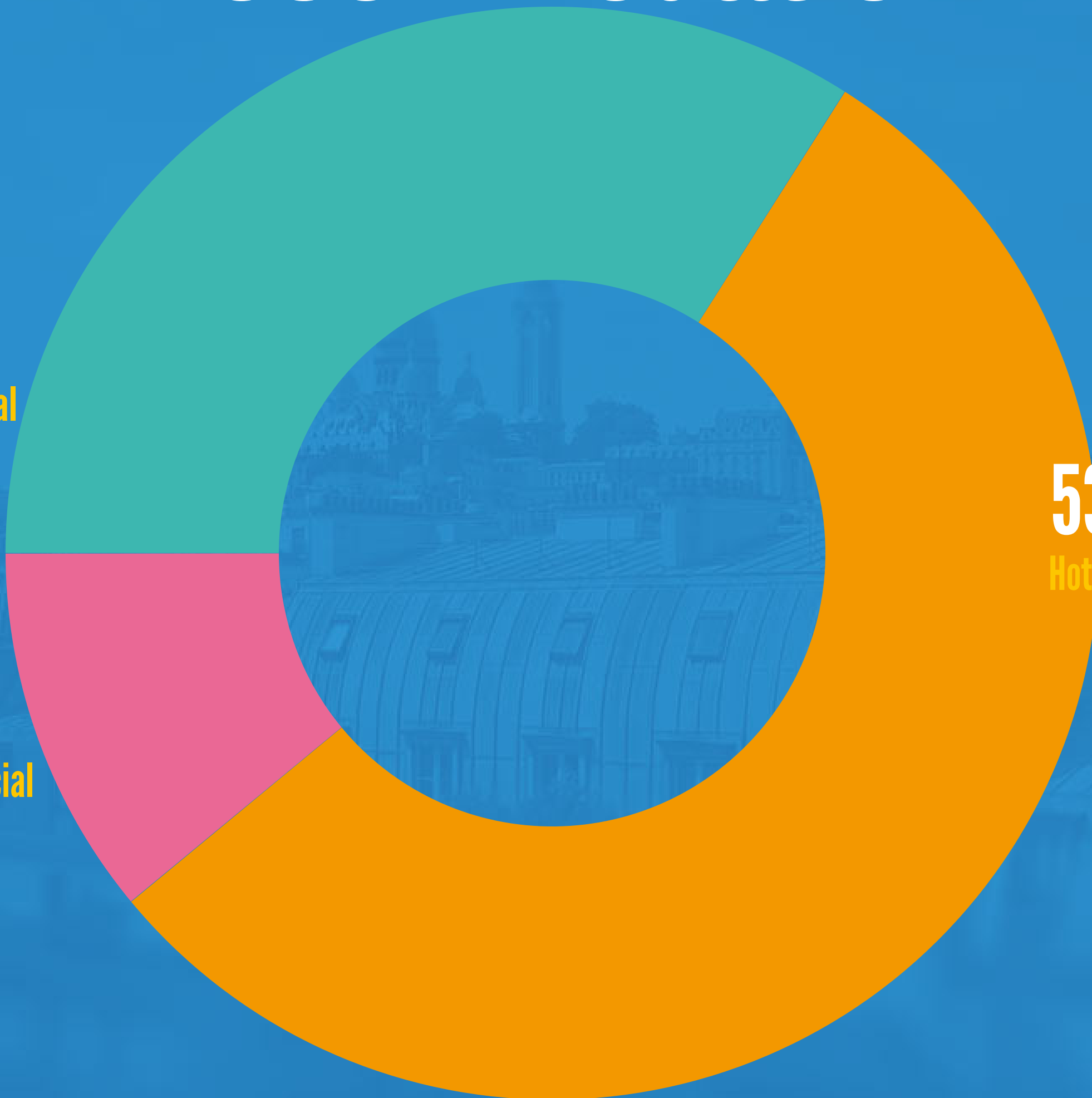
Non-commercial

12 %

Other commercial

53 %

Hotels



Top 5 activities



71%

Visiting
museums/monuments



67%

Exploring cities/
walking



42%

Shopping



36%

Visiting parks/gardens



Discovering French gastronomy

24%

Top 5 sites visited

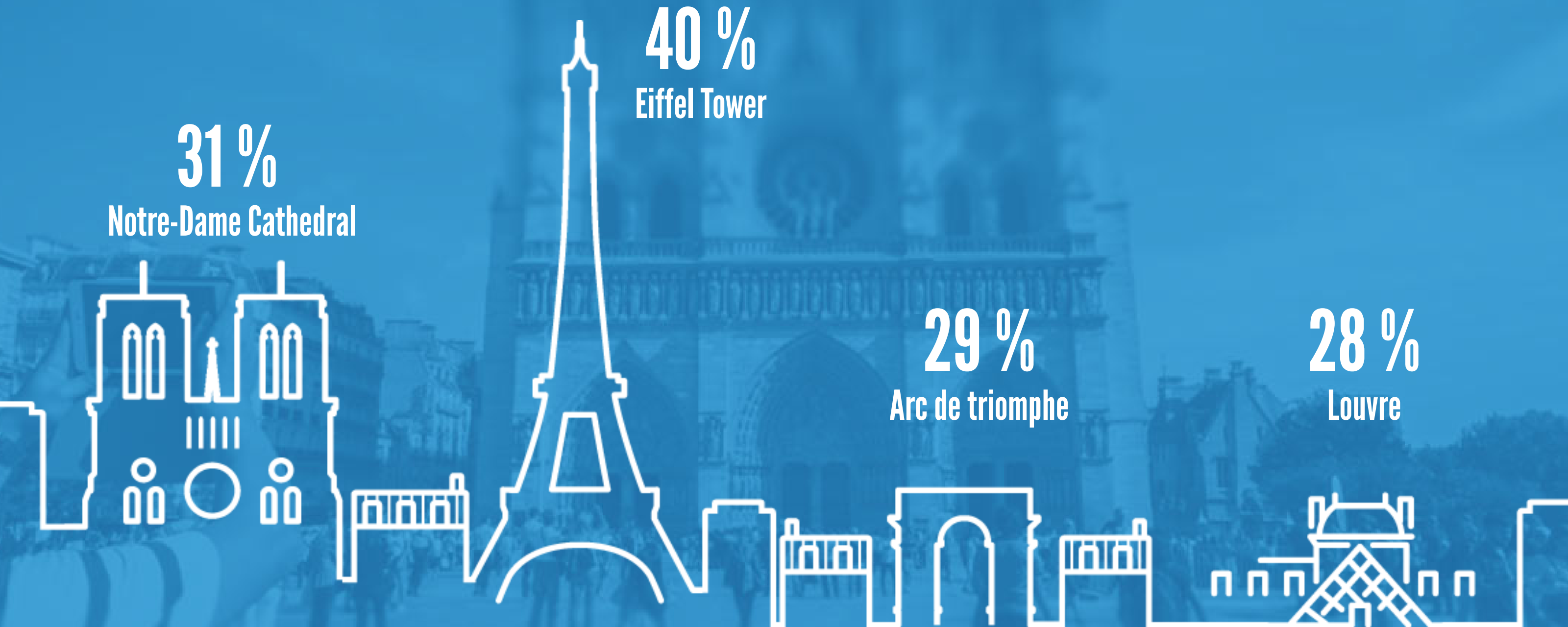
31 %
Notre-Dame Cathedral

40 %
Eiffel Tower

29 %
Arc de triomphe

28 %
Louvre

29 %
None specified



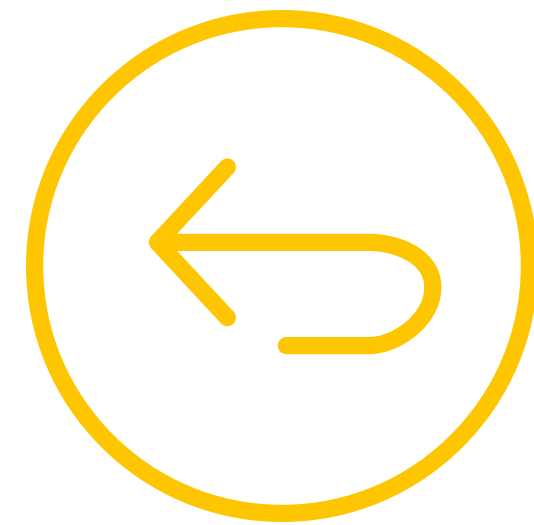
Satisfaction

return visits



93 %

satisfaction rate



71 %

**plan to return
in the next 2 years**

Business trip

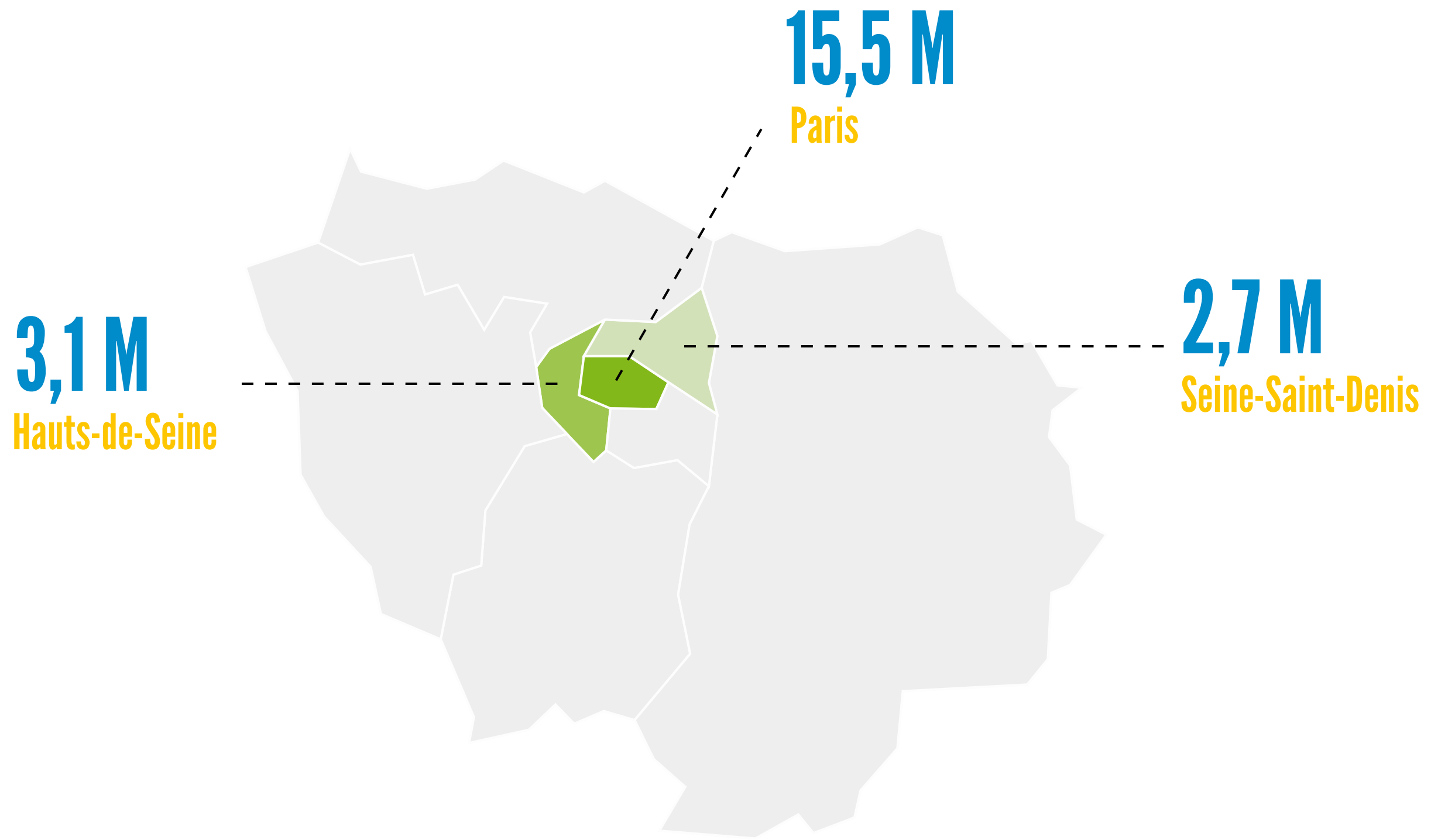


51 %



**overnight business
stays in hotels**

Business trip



Top 3 Paris region – overnight business stays in hotels.

Economic benefits

€ 115

average spend
per person per day

€ 428

average budget
per person

€ 19,2

billion in tourist revenues

93 000

companies involved in
tourism-related activities

More than

500 000

salariated jobs in tourism-related
activities

Sources :

Sources: Ongoing surveys at airports, on trains, on highway service plazas and in the bus stations — CRT Paris Ile-de-France (Paris Region Tourist Board); ADP (Paris Airport Authority); SAGEB (Paris Beauvais Airport Management Authority); SVD (SNCF Travel Development); APRR, COFIROUTE, SANEF and SAPN highway concession operators (market researcher BVA) — 2016 findings; DGE (Directorate-General for Business), INSEE (French National Institute of Statistics and Economic Studies).

