



THE AMERICANS IN THE PARIS REGION

OCCUPANCY



1,792,000
stays



10,326,000
overnight stays



5.8
nights
on average

PROFILE

57% women

44: average age

48% professionals



55% first-time visitors, **45%** repeat visitors

31% couples

91% independent, **9%** groups

PURPOSE OF STAY



80%
Leisure stays



50%
Websites



26%
Travel agencies
and tour operators



19%
Direct
booking

ACCOMMODATION

65%
Hotels



18%
Other commercial



17%
Non-commercial



TOP 3 ACTIVITIES



94%

Visiting museums/
monuments



79%

Exploring cities/
walking



53%

Shopping

TOP 3 SITES VISITED

62%

Louvre

71%

Notre Dame Cathedral

74%

Eiffel Tower

ECONOMIC BENEFITS

€167

average spend
per person
per day

€961

average budget
per person

€1.7 billion

in tourist
revenues

SATISFACTION AND RETURN VISITS



98%
satisfaction rate



39%
plan to return
in the next 2 years