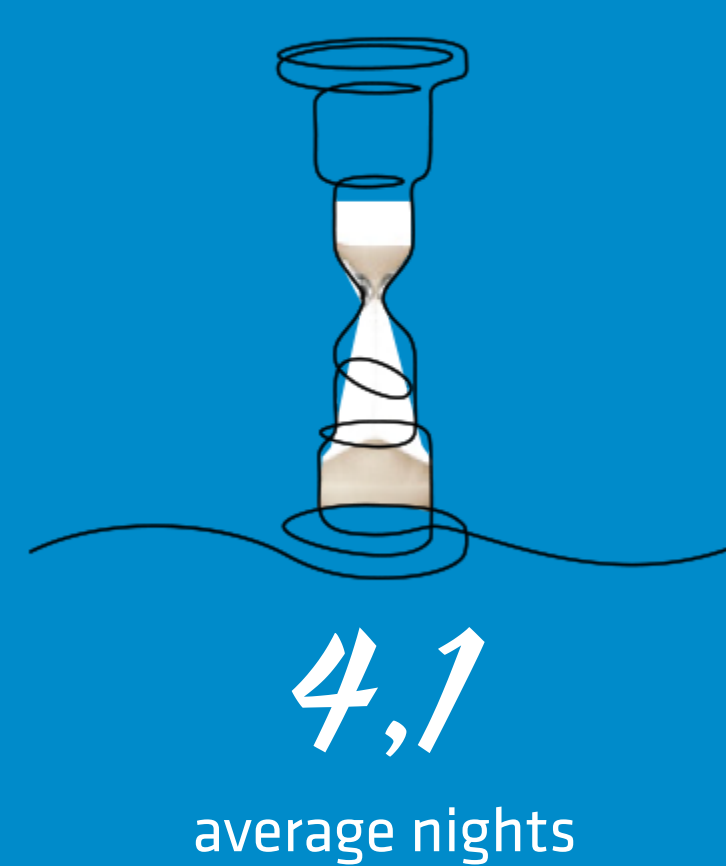


# European air travellers 2014 - 2019



## Tourism trips in Paris Region



### Profile

**53%**  
women

**40 ans**  
average age

**45%**  
upper classes



**72%**  
repeat visitors

**37%**  
alone

**80%**  
unorganized individual

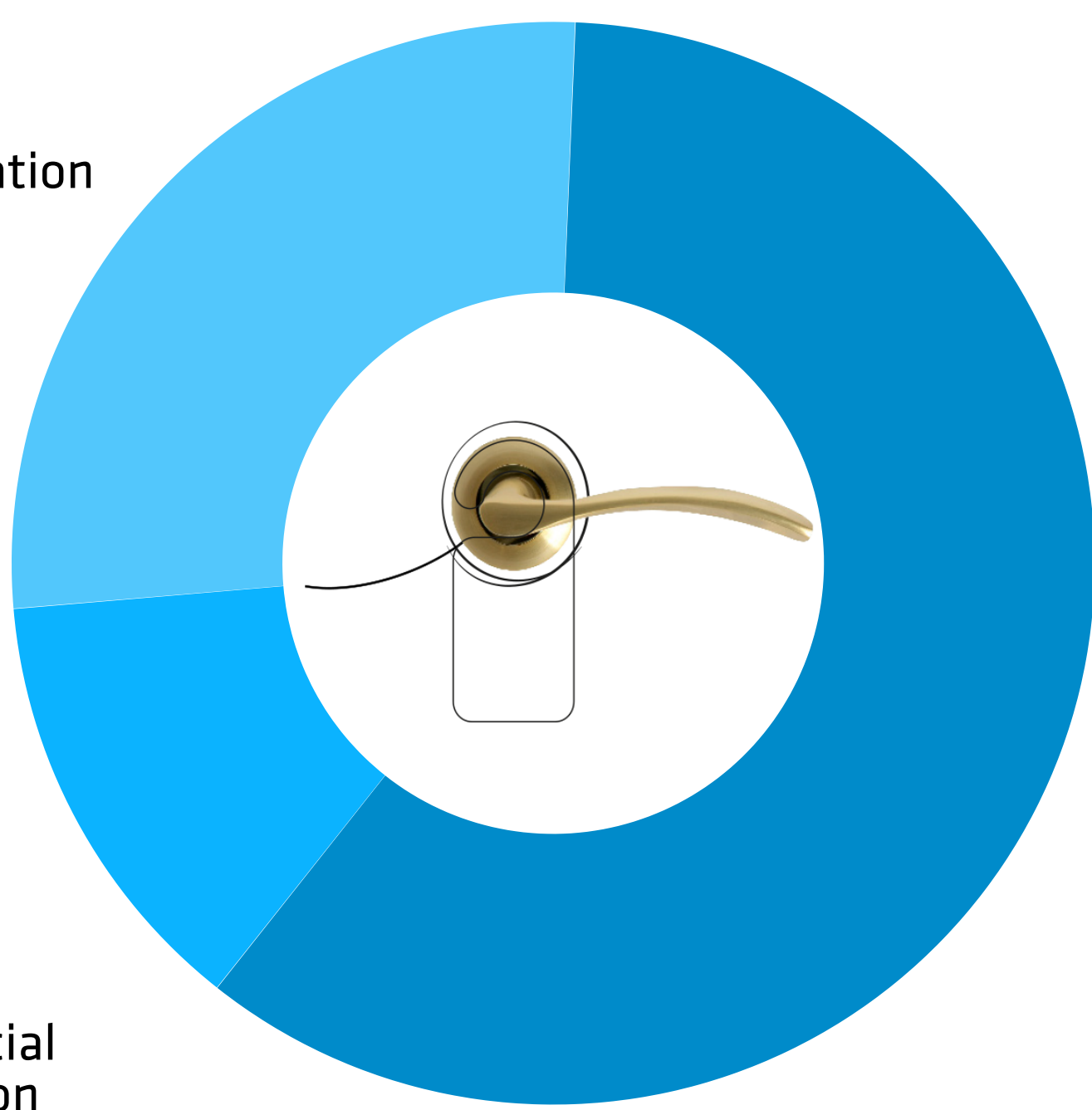
### Main purpose of trip

**67%**  
Leisure trips

**33%**  
Business and leisure trips

### Accommodation

**27%**  
Free accommodation



**13%**  
Other commercial  
accommodation

**60%**  
Hotels

### Booking accommodation

**46%**  
Websites

**22%**  
Travel agencies and  
Tour operators

**17%**  
Direct booking

### Top 3 activities



**72%**  
Visiting museums  
monuments

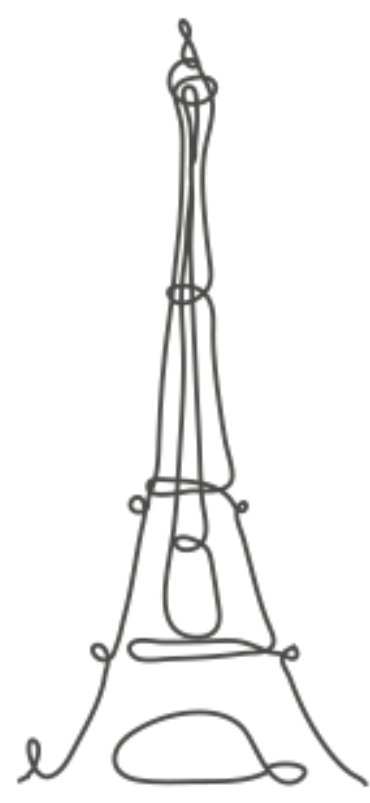
**68%**  
Exploring cities



**40%**  
Shopping

### Top 5 tourist attractions

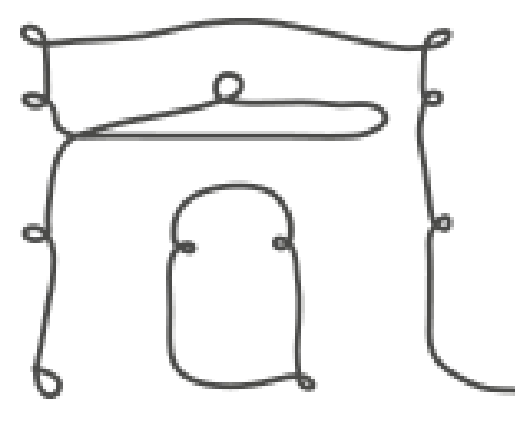
**46%**  
Eiffel Tower



**37%**  
Notre-Dame de Paris



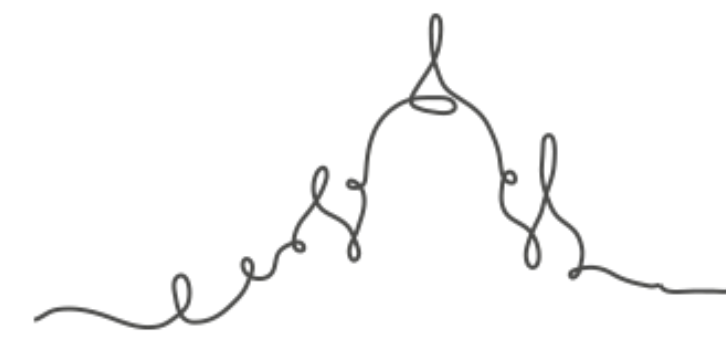
**34%**  
Arc de triomphe



**34%**  
Louvre museum



**33%**  
Sacré-Cœur de Montmartre

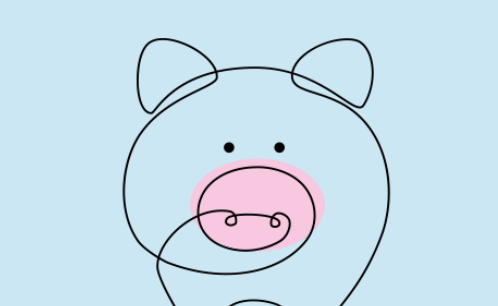


### Economic impact

**€118**  
average expenditure per day  
and per person



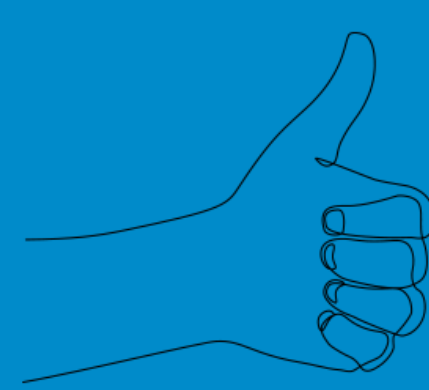
**€487**  
average budget of stay  
per person



**24%**  
tourism revenue



### Satisfaction and revisit intention



**93%**  
satisfaction rate

**61%**  
revisit intention  
within 1 to 2 years



Source : dispositifs permanents d'enquêtes dans les aéroports, les trains, sur les aires d'autoroutes et dans les gares routières - CRT Paris Ile-de-France, ADP, SAGEB, SVD, APRR, COFIROUTE, SANEF, SAPN, EUROLINES, QUIBUS (BVA) - résultats 2014-2019.

# Les voyageurs aériens européens 2014 - 2019



### Contact :

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