



THE AUSTRALIANS IN THE PARIS REGION

OCCUPANCY



488,000
stays



2,596,000
overnight stays



5.3
nights
on average

PROFILE

60% women

45: average age

39% professionals



57% first-time visitors, **43%** repeat visitors

42% couples

93% independent, **7%** groups

PURPOSE OF STAY



94%
Leisure stays



58%
Websites



35%
Travel agencies
and tour operators



12%
Direct
booking

ACCOMMODATION

55%
Hotels



36%
Other commercial



9%
Non-commercial



TOP 3 ACTIVITIES



96%

Visiting museums/
monuments



76%

Exploring cities/
walking



56%

Shopping

TOP 3 SITES VISITED

76%
Notre Dame Cathedral

79%
Eiffel Tower

67%
Arc de Triomphe

ECONOMIC BENEFITS

€176
average spend
per person
per day

€938
average budget
per person

€457.7 million
in tourist
revenues

SATISFACTION AND RETURN VISITS



96%
satisfaction rate



34%
plan to return
in the next 2 years