



# THE BRAZILIANS IN THE PARIS REGION

## OCCUPANCY



**515,000**  
stays



**3,142,000**  
overnight stays



**6.1**  
nights  
on average

## PROFILE

**52%** women

**39:** average age

**48%** professionals



**55%** return visitors, **44%** first-time visitors

**33%** couples

**93%** independent, **7%** groups

## PURPOSE OF STAY



**82%**  
Leisure stays



**56%**  
Websites



**28%**  
Travel agencies  
and tour operators



**14%**  
Direct  
booking

## ACCOMMODATION

**72%**  
Hotels



**16%**  
Other commercial



**12%**  
Non-commercial



## TOP 3 ACTIVITIES



**97%**  
Visiting museums/  
monuments



**74%**  
Exploring cities/  
walking



**62%**  
Visiting  
parks/gardens

## TOP 3 SITES VISITED

**73%**  
Louvre

**83%**  
Eiffel Tower

**76%**  
Arc de Triomphe

## ECONOMIC BENEFITS

**€176**  
average spend  
per person  
per day

**€1,072**  
average budget  
per person

**€552.4 million**  
in tourist  
revenues

## SATISFACTION AND RETURN VISITS



**96%**  
satisfaction rate



**53%**  
plan to return  
in the next 2 years