



THE BRITISH IN THE PARIS REGION

OCCUPANCY



2,170,000
stays



6,792,000
overnight stays



3.1
nights
on average

PROFILE

51% women

41: average age

42% professionals



61% return visitors, **39%** first-time visitors

35% couples

95% independent, **5%** groups

PURPOSE OF STAY



80%
Leisure stays



53%
Websites



19%
Direct
booking



18%
Travel agencies
and tour operators

ACCOMMODATION

77%
Hotels



12%
Other commercial



11%
Non-commercial



TOP 3 ACTIVITIES



77%

Visiting museums/
monuments



65%

Exploring cities/
walking



34%

Shopping

TOP 3 SITES VISITED

45%
Notre Dame Cathedral

51%
Eiffel Tower

36%
Arc de Triomphe

ECONOMIC BENEFITS

€152
average spend
per person
per day

€474
average budget
per person

€1.0 billion
in tourist
revenues

SATISFACTION AND RETURN VISITS



95%
satisfaction rate



56%
plan to return
in the next 2 years