



THE CHINESE IN THE PARIS REGION

OCCUPANCY



PROFILE



PURPOSE OF STAY



ACCOMMODATION BOOKING



38% Travel agencies and tour operators



34% Websites



22% Direct booking

ACCOMMODATION



TOP 3 ACTIVITIES



97% Visiting museums/monuments

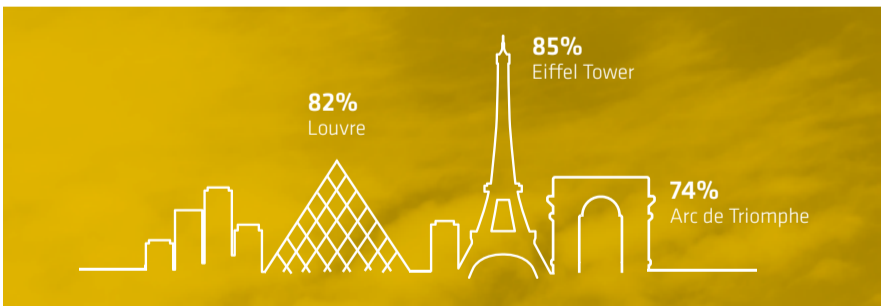


75% Exploring cities/walking



56% Shopping

TOP 3 SITES VISITED



ECONOMIC BENEFITS



SATISFACTION AND RETURN VISITS

