



THE INDIANS IN THE PARIS REGION

OCCUPANCY



190,000
stays



1,390,000
overnight stays



7.3
nights
on average

PROFILE

69% men

36: average age

36% employees



54% first-time visitors, **46%** repeat visitors

33% solo

94% independent, **6%** groups

PURPOSE OF STAY



58%
Leisure stays



44%
Websites



30%
Travel agencies
and tour operators



18%
Companies

ACCOMMODATION

77%
Hotels



14%
Other commercial



9%
Non-commercial



TOP 3 ACTIVITIES



94%
Visiting museums/
monuments



71%
Exploring
cities/walking



52%
Shopping

TOP 3 SITES VISITED

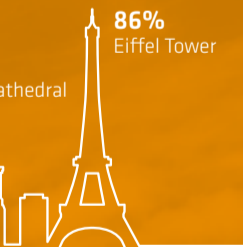
64%
Louvre



58%
Notre Dame Cathedral



86%
Eiffel Tower



ECONOMIC BENEFITS

€165
average spend
per person
per day

€1,209
average budget
per person

€229.4 million
in tourist
revenues

SATISFACTION AND RETURN VISITS



98%
satisfaction rate



52%
plan to return
in the next 2 years