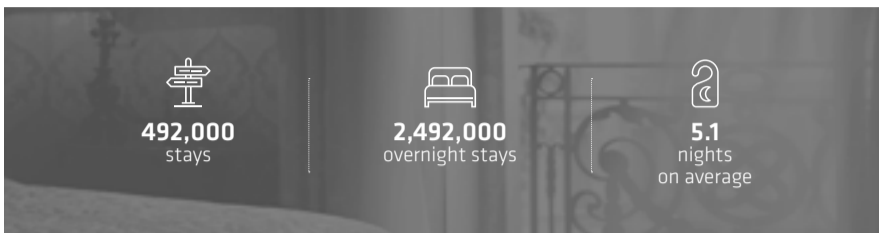




# THE JAPANESE IN THE PARIS REGION

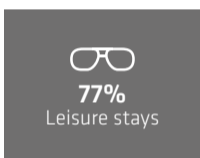
## OCCUPANCY



## PROFILE



## PURPOSE OF STAY



## ACCOMMODATION BOOKING



45% Travel agencies and tour operators



44% Websites



6% Direct booking

## ACCOMMODATION



## TOP 3 ACTIVITIES



90% Visiting museums/monuments



78% Exploring cities/walking



56% Shopping

## TOP 3 SITES VISITED



## ECONOMIC BENEFITS



## SATISFACTION AND RETURN VISITS

