



THE RUSSIANS IN THE PARIS REGION

OCCUPANCY



413,000
stays



2,356,000
overnight stays



5.7
nights
on average

PROFILE

61% women

36: average age

26% professionals



53% first-time visitors, **47%** repeat visitors

31% couples

97% independent, **3%** groups

PURPOSE OF STAY



81%

Leisure stays



56%
Websites



32%
Travel agencies
and tour operators



7%
Companies

ACCOMMODATION

70%
Hotels



19%
Other commercial



11%
Non-commercial



TOP 3 ACTIVITIES



96%

Visiting museums/
monuments



90%

Exploring cities/
walking



56%

Visiting
parks/gardens

TOP 3 SITES VISITED

72%
Louvre

79%
Notre Dame Cathedral

80%
Eiffel Tower

ECONOMIC BENEFITS

€189
average spend
per person
per day

€1,076
average budget
per person

€444.4 million
in tourist
revenues

SATISFACTION AND RETURN VISITS



95%
satisfaction rate



56%
plan to return
in the next 2 years