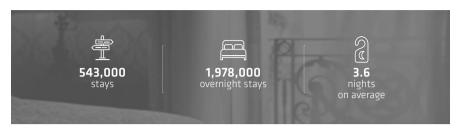


THE SWISS IN THE PARIS REGION

OCCUPANCY



PROFILE



PURPOSE OF STAY

ACCOMMODATION BOOKING











Travel agencies and tour operators

ACCOMMODATION



TOP 3 ACTIVITIES



Visiting museums/ monuments



70% Exploring cities/ walking



TOP 3 SITES VISITED



ECONOMIC BENEFITS



SATISFACTION AND RETURN VISITS



93% satisfaction rate



65% plan to return in the next 2 years