



# THE MEXICANS IN THE PARIS REGION

## OCCUPANCY



**212,000**  
stays



**1,359,000**  
overnight stays



**6.4**  
nights  
on average

## PROFILE

**52%** men

**36:** average age

**37%** professionals



**52%** return visitors, **48%** first-time visitors

**27%** couples

**95%** independent, **5%** groups

## PURPOSE OF STAY



**83%**  
Leisure stays



**50%**  
Websites



**37%**  
Travel agencies  
and tour operators



**10%**  
Direct  
booking

## ACCOMMODATION

**71%**  
Hotels



**12%**  
Other commercial



**17%**  
Non-commercial



## TOP 3 ACTIVITIES



**98%**

Visiting museums/  
monuments



**83%**

Exploring cities/  
walking



**55%**

Discovering  
French cuisine

## TOP 3 SITES VISITED



## ECONOMIC BENEFITS

**€147**  
average spend  
per person  
per day

**€943**  
average budget  
per person

**€199.4 million**  
in tourist  
revenues

## SATISFACTION AND RETURN VISITS



**95%**  
satisfaction rate



**53%**  
plan to return  
in the next 2 years