



# THE SOUTH KOREANS IN THE PARIS REGION

## OCCUPANCY



**255,000**  
stays



**1,349,000**  
overnight stays



**5.3**  
nights  
on average

## PROFILE

**55%** women

**30:** average age

**32%** professionals



**74%** first-time visitors, **26%** repeat visitors

**29%** solo

**96%** independent, **4%** groups

## PURPOSE OF STAY



**80%**  
Leisure stays



**47%**  
Websites



**29%**  
Travel agencies  
and tour operators



**20%**  
Direct  
booking

## ACCOMMODATION

**56%**  
Hotels



**36%**  
Other commercial



**8%**  
Non-commercial



## TOP 3 ACTIVITIES



**100%**

Visiting museums/  
monuments



**63%**

Exploring cities/  
walking



**53%**

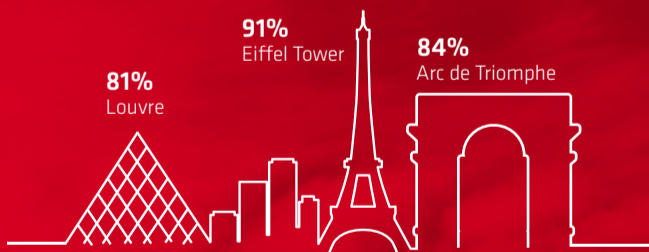
Visiting  
theme parks

## TOP 3 SITES VISITED

**81%**  
Louvre

**91%**  
Eiffel Tower

**84%**  
Arc de Triomphe



## ECONOMIC BENEFITS

**€168**  
average spend  
per person  
per day

**€888**  
average budget  
per person

**€226.6 million**  
in tourist  
revenues

## SATISFACTION AND RETURN VISITS



**88%**  
satisfaction rate



**34%**  
plan to return  
in the next 2 years