THE BELGIANS

Tourism Trips

3,263,000
nights

1,385,000
trips

2.4
average nights per trip

Profile

52 %
Women

43
Average age

41 %
Employees

85 %
Repeat visitors

33 %
As a family

81 %
Free independent travellers

Main purpose of trip

73 %
Personal trips

27 %
Business and bleisure trips

Accommodation booking

33 %
Direct booking

48 %
Websites

13 %
Travel agencies and Tour operators

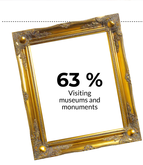
Accommodation

27 %
Free accommodation

11 %
Other commercial accommodation

62 %
Hotels

Top 3 activities



63 %
Visiting museums and monuments

62 %
Exploring cities

38 %
Shopping

Top 5 tourist attractions

30 %
Eiffel Tower

24 %
Notre-Dame de Paris

22 %
Sacré-Coeur de Montmartre

21 %
Disneyland® Paris

21 %
Arc de triomphe

Economic impact

€130
Average spend per night

€306
Average spend per trip

€423.5 million
Tourism expenditure

Satisfaction and revisit intention

96 %
Satisfaction rate

72 %
Revisit intention within 1 to 2 years

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Tourisme en Ile-de-France et secteurs-leaders, hébergements collectifs touristiques – Paris Region Tourist Board, ADP, INSEE, EUROSTAT, DGE, APIDAE, CDT/CRT/ADT, SNAEE, SAFRI, EUROVIPIS, Comité Régional du Tourisme (CRT) – results 2018.