



THE SPANIARDS

PARIS
REGION

Tourism trips



1,553,000
trips

6,228,000
nights



4.0
average nights
per trip

Profile

54 %

Women

39

Average age

45 %

Upper classes



57 %

Repeat visitors

43 %

As a family

81 %

Free independent travellers

Main purpose of trip



79 %

Personal trips

21 %

Business and *bleisure* trips



Accommodation booking



36 %

Websites



39 %

Travel agencies and
Tour operators

22 %

Direct booking



Accommodation

11 %

Free accommodation

15 %

Other commercial
accommodation



74 %

Hotels

Top 3 activities



77 %

Visiting
museums and
monuments

58 %

Exploring cities

50 %

Visiting parks
and gardens



Top 5 tourist attractions

64 %

Eiffel Tower

50 %

Arc de triomphe

45 %

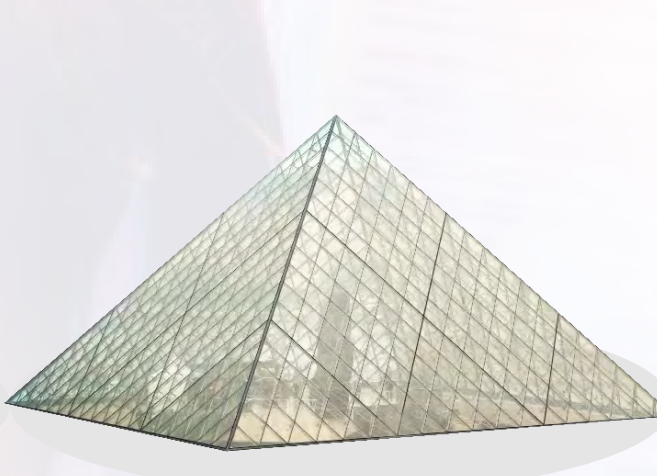
Louvre museum

45 %

Sacré-Coeur de Montmartre

39 %

Notre-Dame de Paris



Economic impact

€133

Average spend per night



€826.9

million

Tourism expenditure



€533

Average spend per trip



Satisfaction and revisit intention

90 %

Satisfaction rate



41 %

Revisit intention within 1 to 2 years