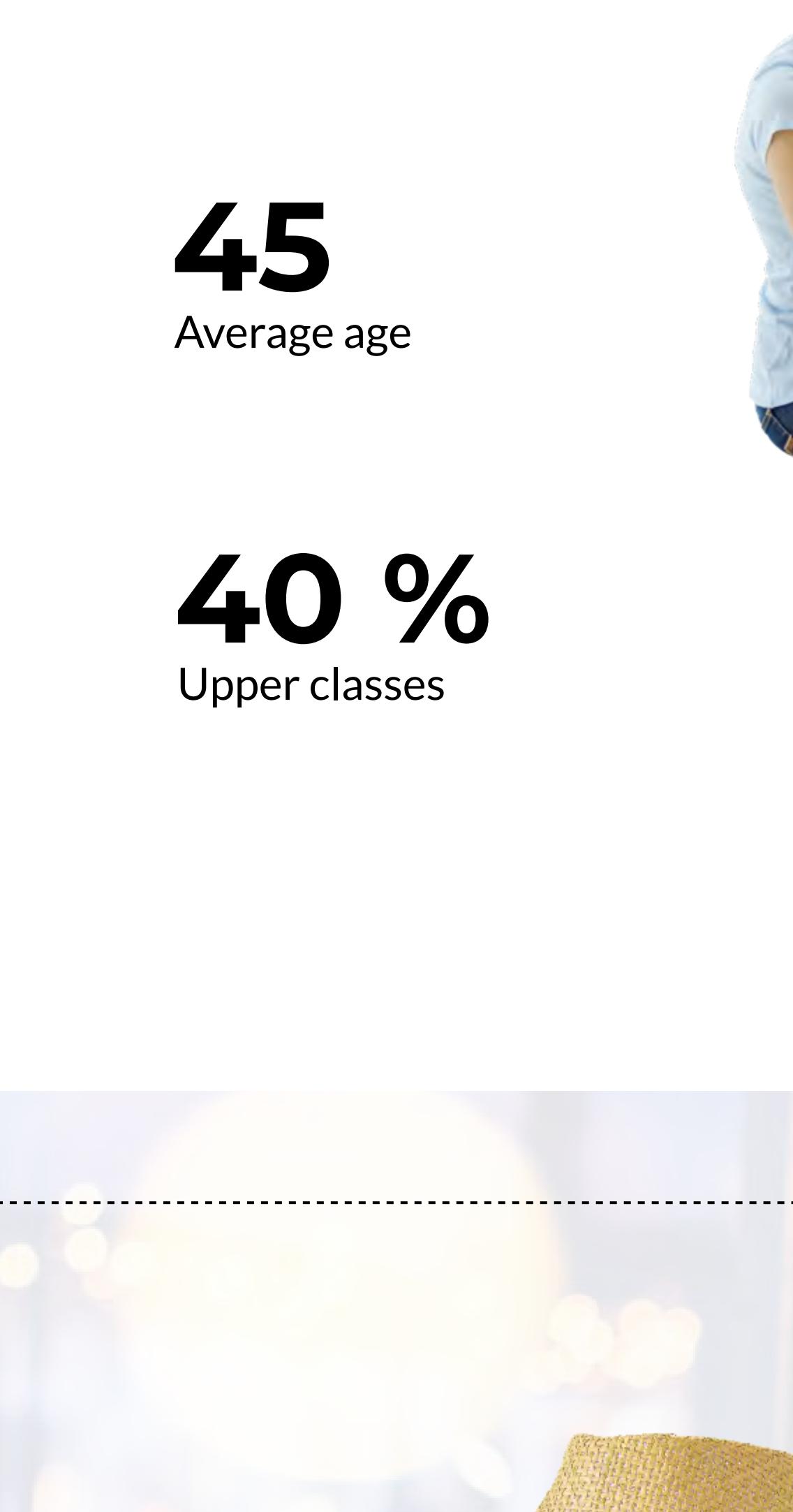


# THE SWISS



PARIS REGION

## Tourism Trips



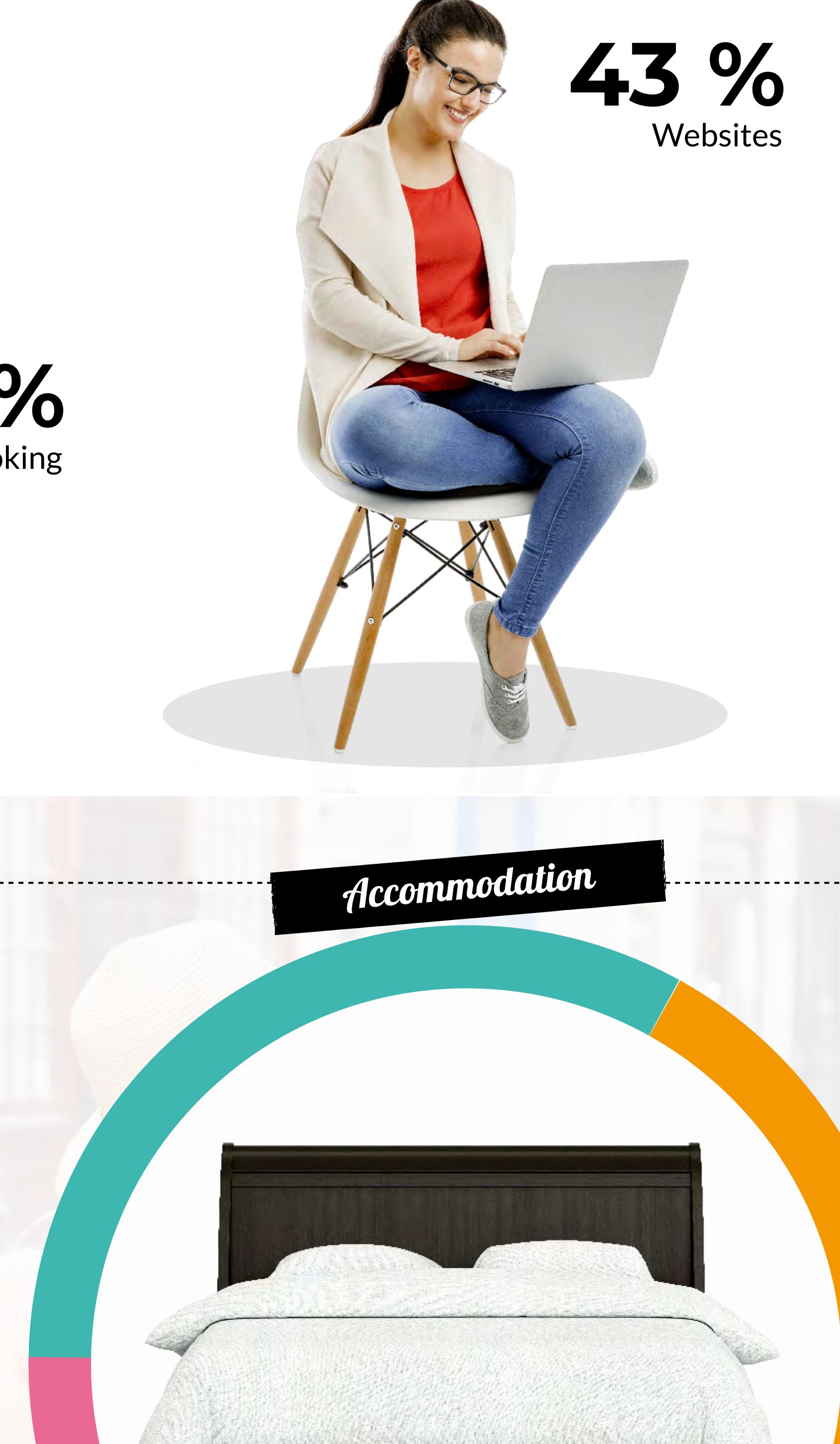
1,985,000 nights



3.6 average nights per trip

## Profile

51 % Women



81 % Repeat visitors

45 Average age

29 % Alone

40 % Upper classes

79 % Free independent travellers

## Main purpose of trip



73 % Personal trips



27 % Business and bleisure trips



## Accommodation booking



23 % Direct booking



43 % Websites



15 % Travel agencies and Tour operators



## Accommodation

33 % Free accommodation

50 % Hotels



17 % Other commercial accommodation



## Top 3 activities

77 % Visiting museums and monuments

75 % Exploring cities

45 % Shopping



## Top 5 tourist attractions

44 % Eiffel Tower



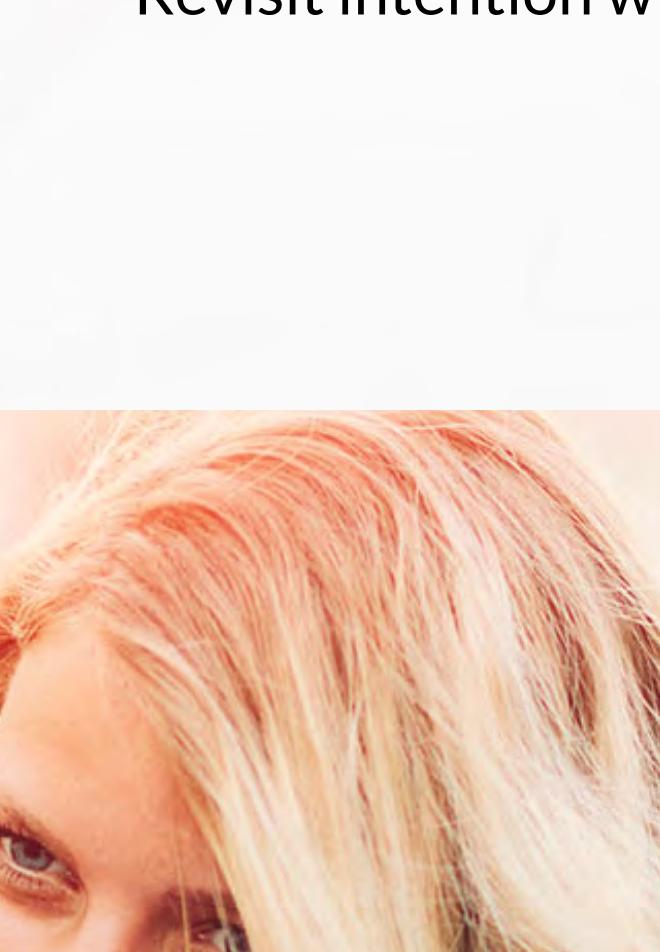
39 % Notre-Dame de Paris



34 % Sacré-Cœur de Montmartre



30 % Louvre museum



26 % Arc de triomphe



## Economic impact

€128 Average spend per night



€254.2 million Tourism expenditure



## Satisfaction and revisit intention

97 % Satisfaction rate

74 % Revisit intention within 1 to 2 years



74 % Revisit intention within 1 to 2 years



Permanent survey devices in airports, trains, motorway rest areas and bus stations - Paris Region

Tourist Board, ADP, SAGEB, EUROSTAR, AFD, APRR, COFIRROUTE, SANEF, SAPN, EUROLINES,

QUIBUS (BVA) - results 2018

PARIS REGION