Tourism Trips

5,047,000
nights

976,000
trips

5.2
average nights per trip

Profile

53 %
Women

35
Average age

30 %
Students

57 %
First-time visitors

22 %
Alone

76 %
Free independent travellers

Main purpose of trip

75 %
Personal trips

25 %
Business and bleisure trips

Accommodation booking

29 %
Travel agencies and Tour operators

48 %
Websites

20 %
Direct booking

Accommodation

9 %
Free accommodation

16 %
Other commercial accommodation

76 %
Hotels

Top 3 activities

96 %
Visiting museums and monuments

73 %
Exploring cities

61 %
Shopping

Top 5 tourist attractions

80 %
Eiffel Tower

79 %
Louvre museum

69 %
Notre-Dame de Paris

65 %
Arc de triomphe

41 %
Sacré-Coeur de Montmartre

Economic impact

€198
Average spend per night

€1,024
Average spend per trip

€999.6 million
Tourism expenditure

Satisfaction and revisit intention

93 %
Satisfaction rate

54 %
Revisit intention within 1 to 2 years

Permanent survey aimed at travellers aging residence not belonging to the European Union - Porto Region
Tourist Board, AUTORIDADE TURÍSTICA NACIONAL DOS APOIOS TURÍSTICOS, SANAT, SAPA CONSORTS
(2015, 2016) - results 2016