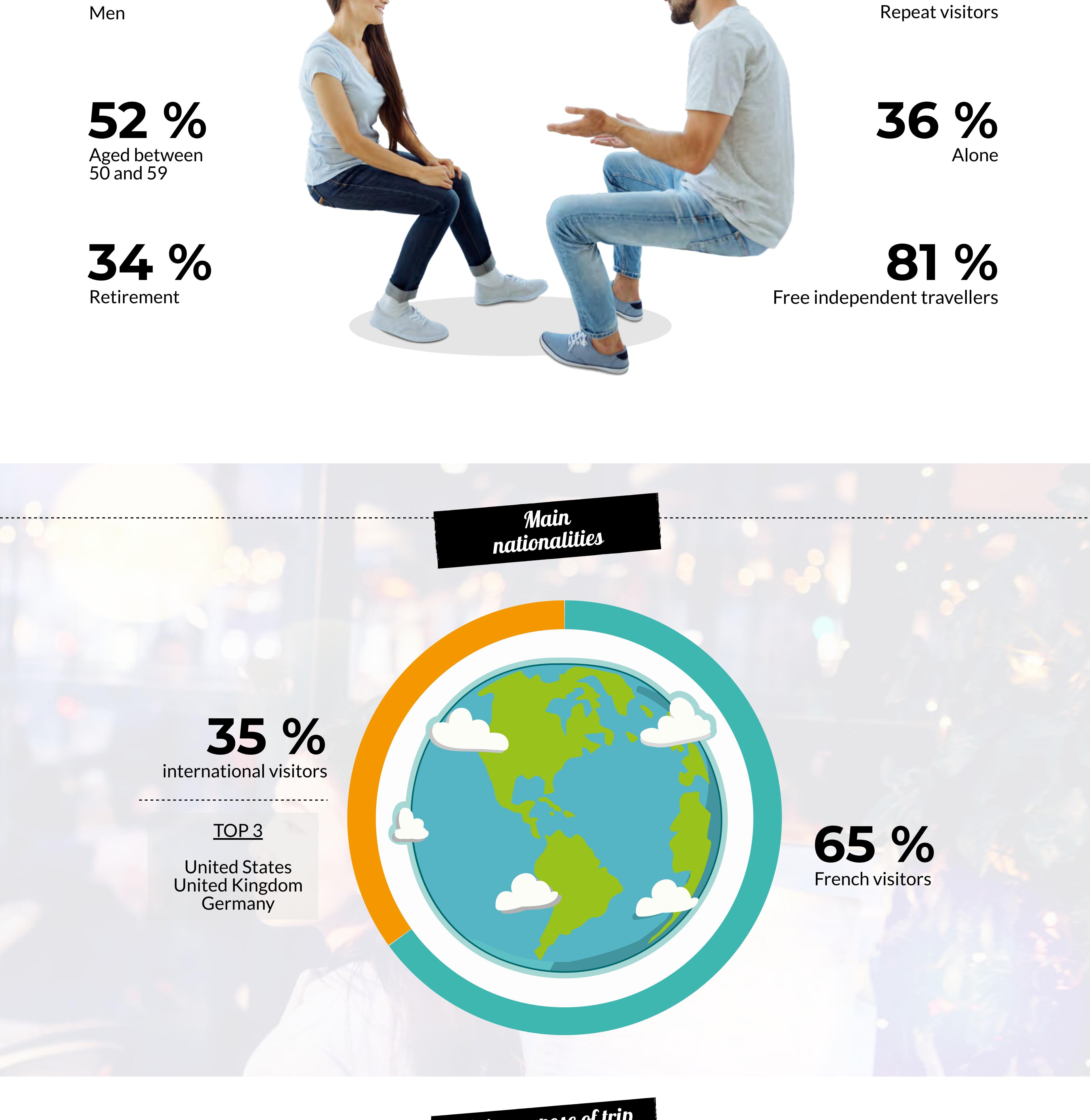




**Tourism trips**



**Profile**

**53 %**  
Men



**86 %**  
Repeat visitors

**52 %**  
Aged between 50 and 59

**34 %**  
Retirement

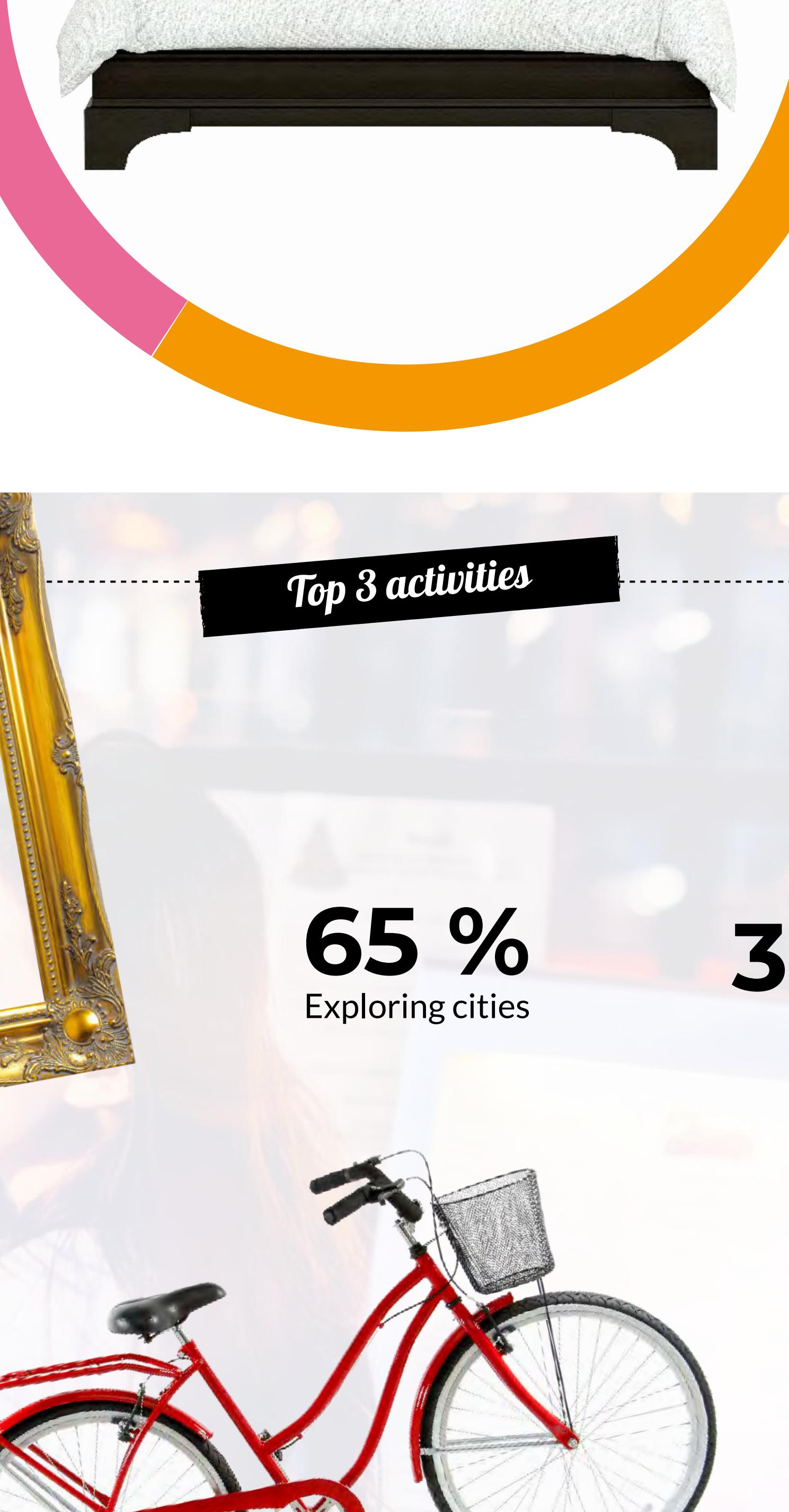
**36 %**  
Alone

**81 %**  
Free independent travellers

**Main nationalities**

**35 %**  
international visitors

**TOP 3**  
United States  
United Kingdom  
Germany



**Main purpose of trip**

**70 %**  
Personal trips

**30 %**  
Business and bleisure trips



**Accommodation booking**

**31 %**  
Direct booking

**43 %**  
Websites

**16 %**  
Travel agencies and Tour operators

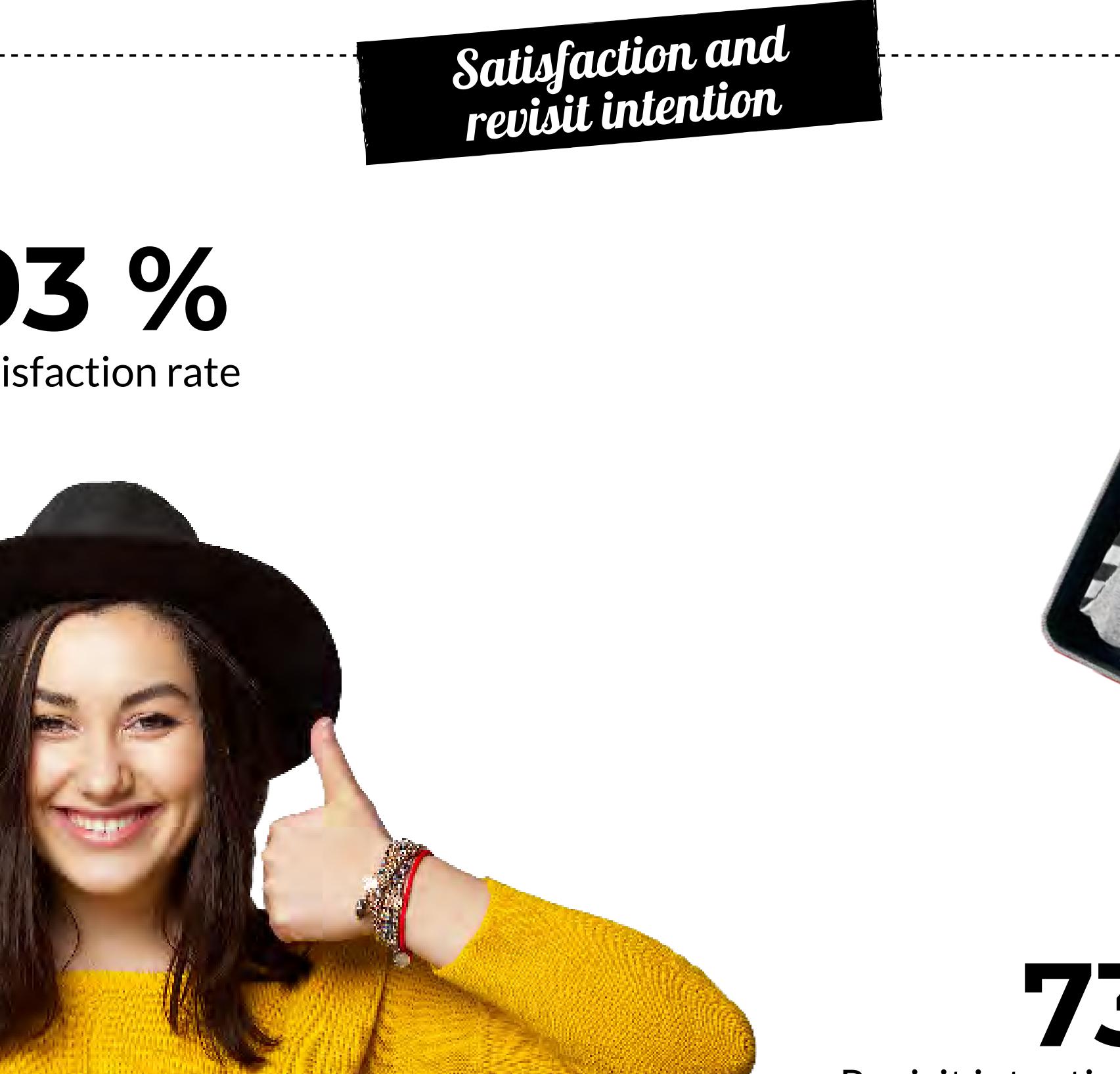


**Accommodation**

**41 %**  
Free accommodation

**10 %**  
Other commercial accommodation

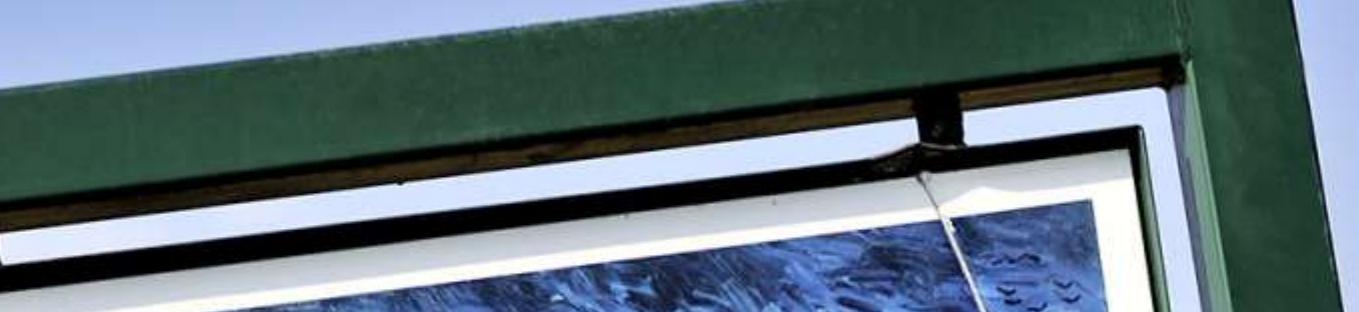
**50 %**  
Hotel



**Top 3 activities**

**65 %**  
Exploring cities

**36 %**  
Shopping



**Top 5 tourist attractions**

**29 %**  
Eiffel Tower

**27 %**  
Notre-Dame de Paris

**26 %**  
Sacré-Cœur de Montmartre

**23 %**  
Louvre museum

**22 %**  
Arc de triomphe



**Economic impact**

**€112**  
Average spend per night

**€418**  
Average spend per trip

**€6.8 billions**  
Tourism expenditure



**Satisfaction and revisit intention**

**93 %**  
Satisfaction rate

**73 %**  
Revisit intention within 1 to 2 years

