The Germans

PARIS REGION TOURIST BOARD

Attendance in Paris Region

1 419 000 trips

4 505 000 nights
z z z

3,2 avergae nights

Profile

52 % Women

41 years Average age

33 % Employees

70 % Repeat visitors
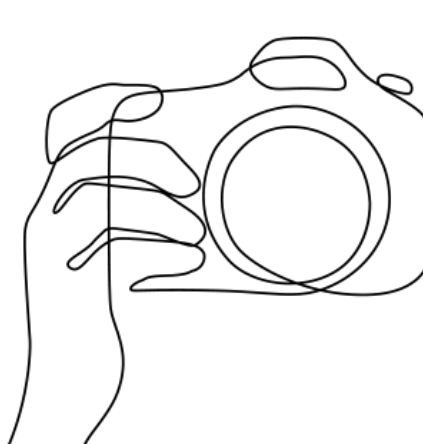
28 % Alone

82 % Free independant travellers
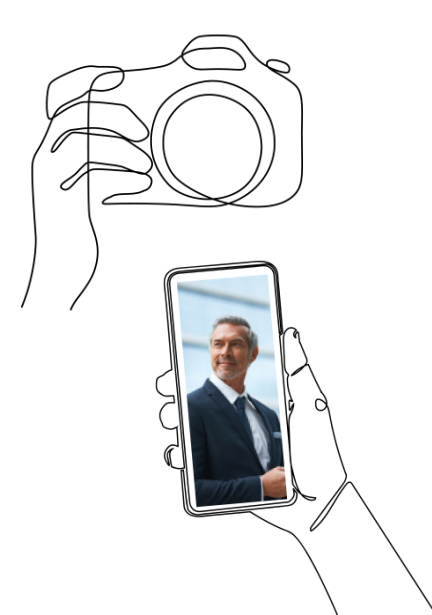
Main purpose of trip

75 % Personal trips

25 % Business and bleisure trips

Type of accomodation

17 % Free accomodation
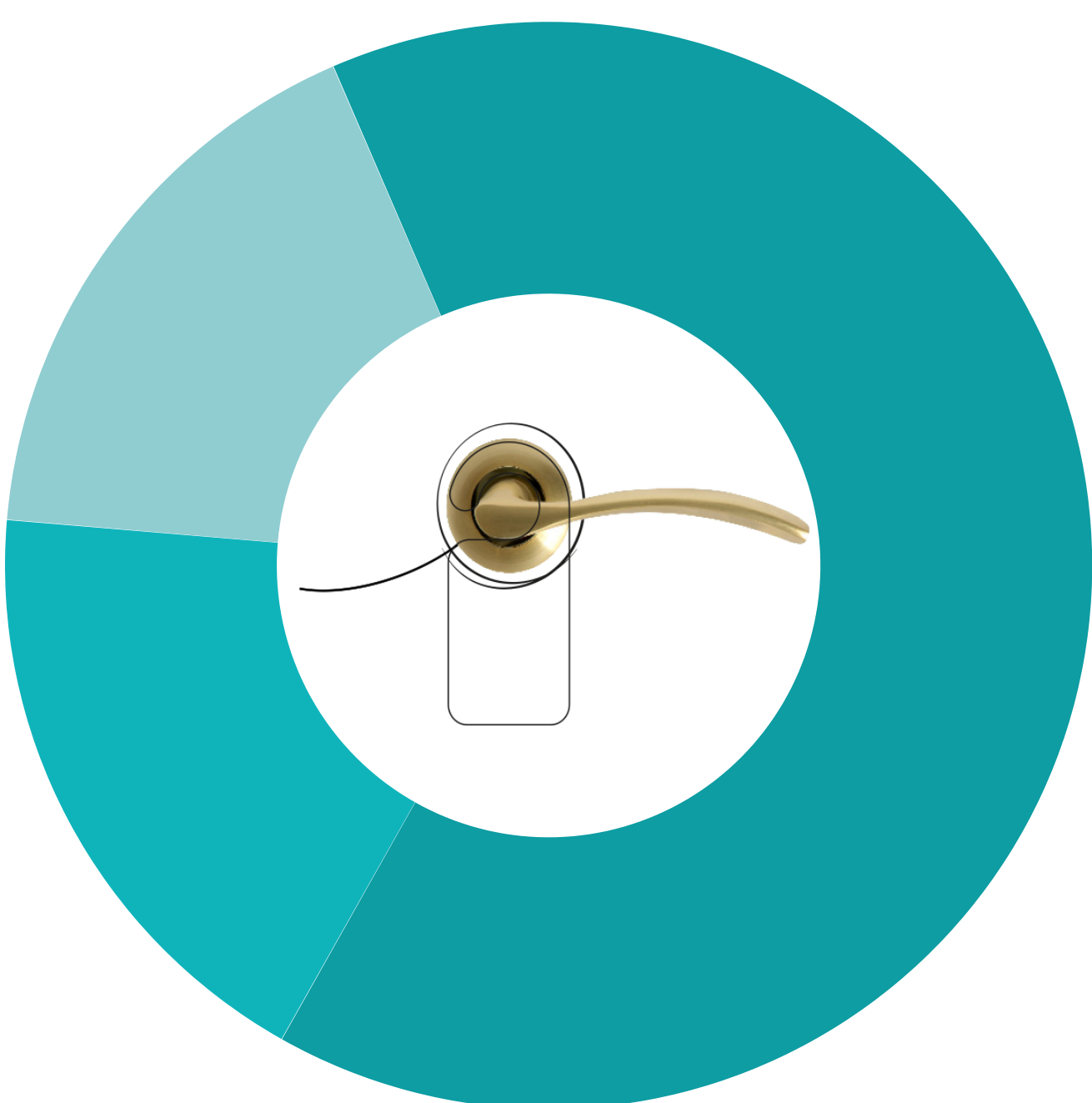
18 % Other commercial accomodation

64 % Hotels

Accomodation booking

45 % Websites

25 % Direct booking

15 % Reservation platforms between individuals

Top 3 activities

80 % Visiting museums and monuments

75 % Exploring cities

50 % Visiting parks and gardens

Top 5 tourist attractions

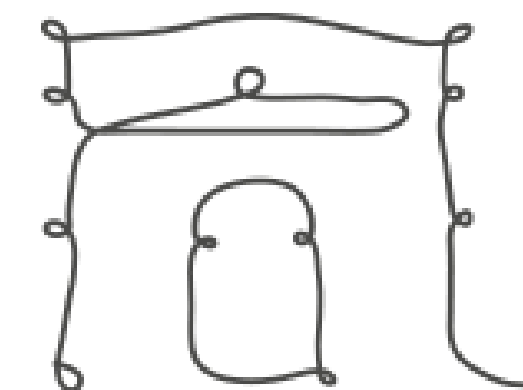**57 %** Eiffel Tower

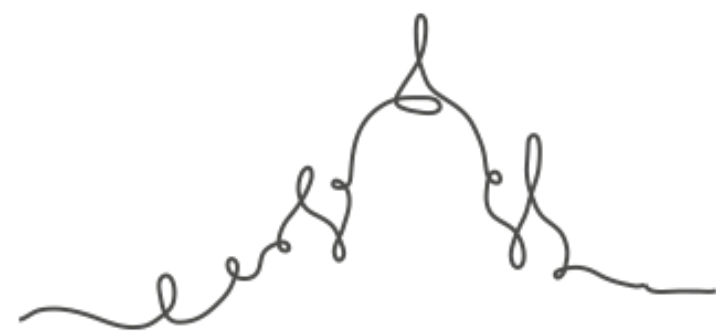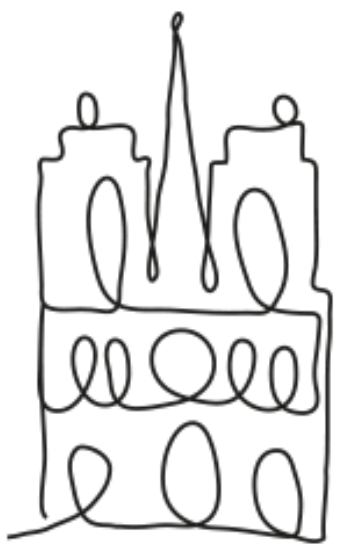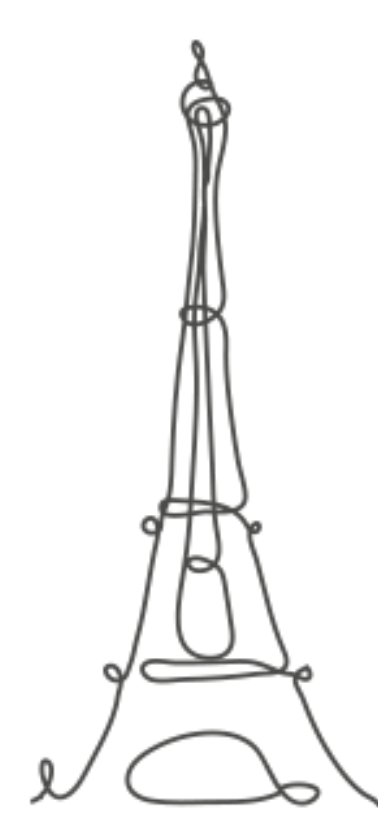**49 %** Notre-Dame de Paris

45 % Sacré-Cœur de Montmartre

42 % Arc de triomphe

41 % Louvre museum

Economic impact

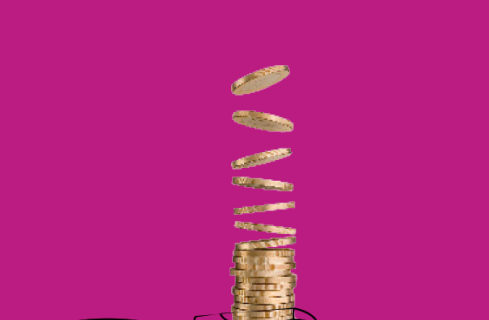**€122** Average expenditure per day and per person

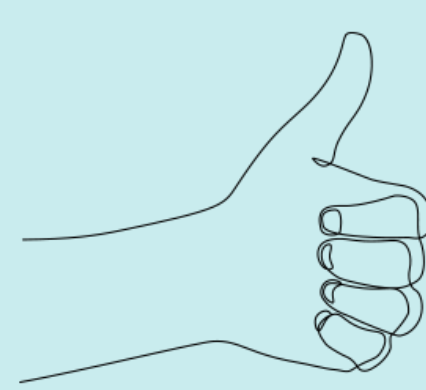**€389** Average spend per trip and per person

551.5 millions euros in tourism revenue

Satisfaction and revisit intention

93 % Satisfaction rate

62 % Revisit intention within 1 to 2 years

Contact :
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