The Americans

PARIS REGION
TOURIST BOARD

Attendance in Paris Region

2 491 000
trips

14 124 000
nights

5,7
average nights
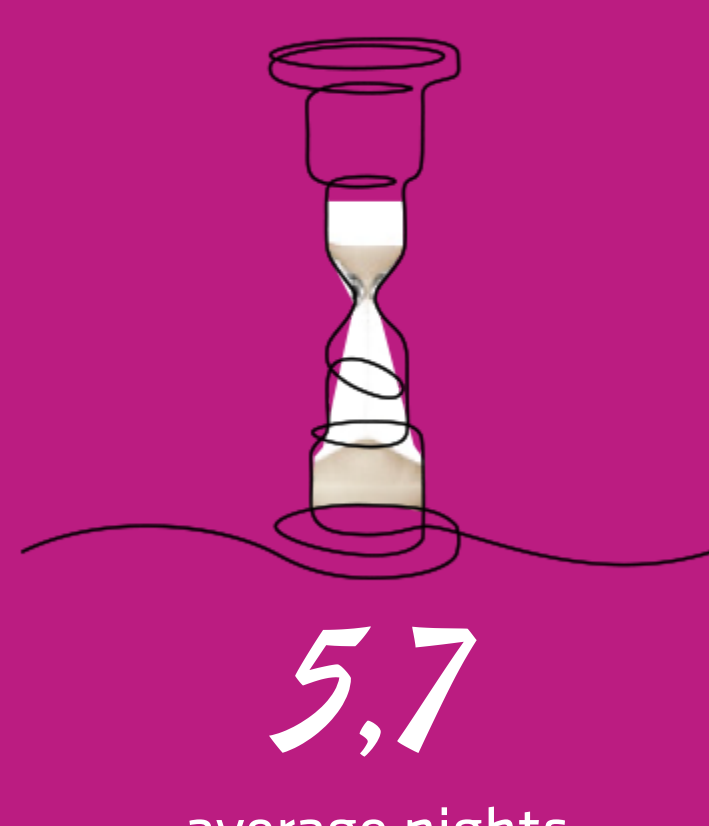
Profile

60 %
Women

42 years
Average age

38 %
Upper classes

58 %
Repeat visitors

29 %
As a couple

77 %
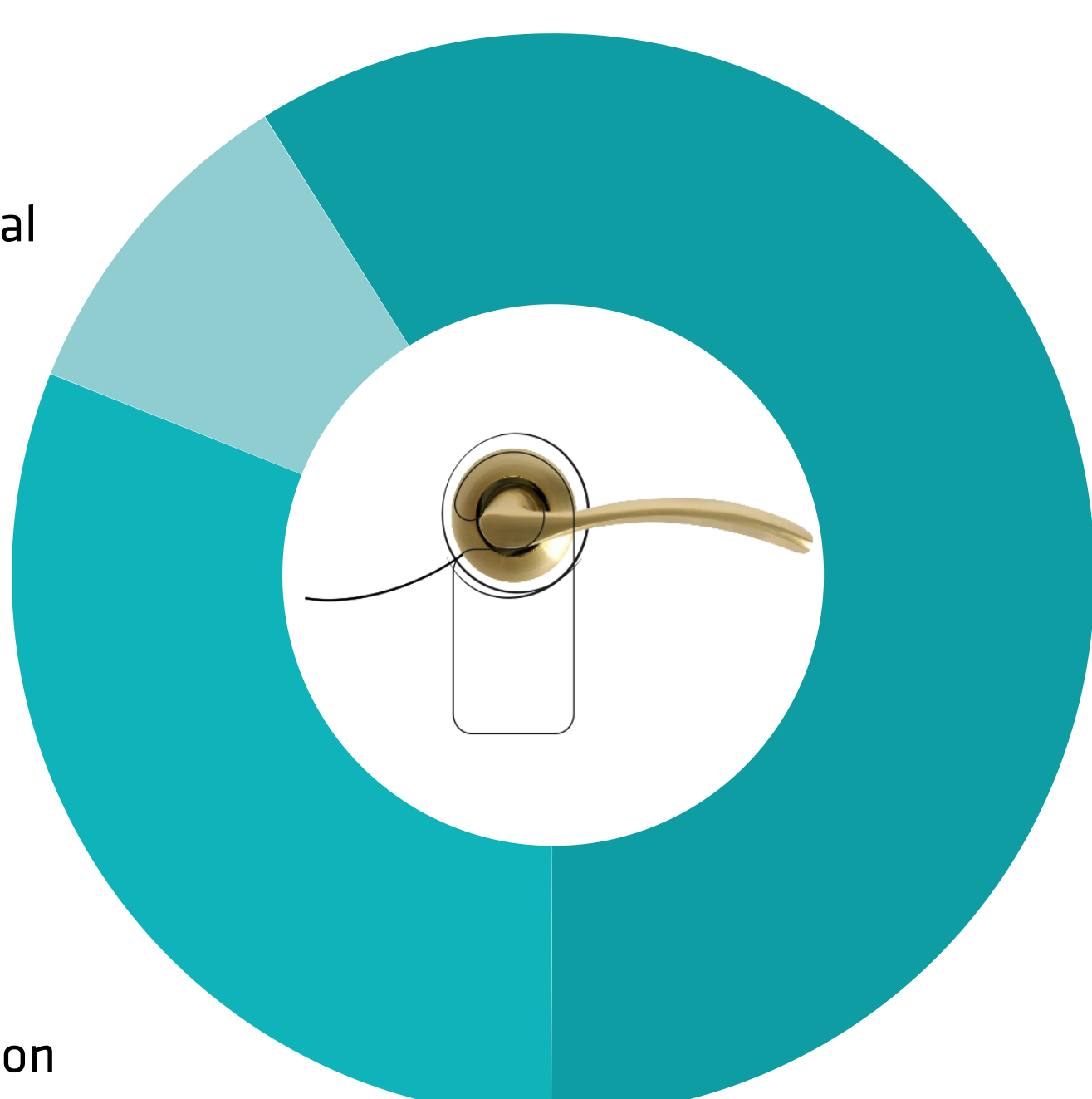Free independant travellers

Main purpose of trip

84 %
Personal trips

16 %
Business and bleisure trips

Type of accomodation

10 %
Other commercial accomodation

31 %
Free accomodation

59 %
Hotels

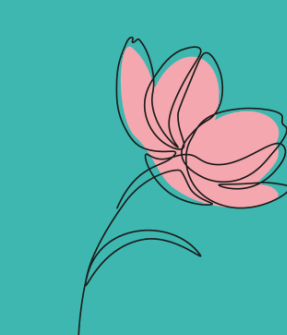## Accomodation booking

46 %
Websites

36 %
Direct booking

32 %
Reservation platforms between individuals

Top 3 activities

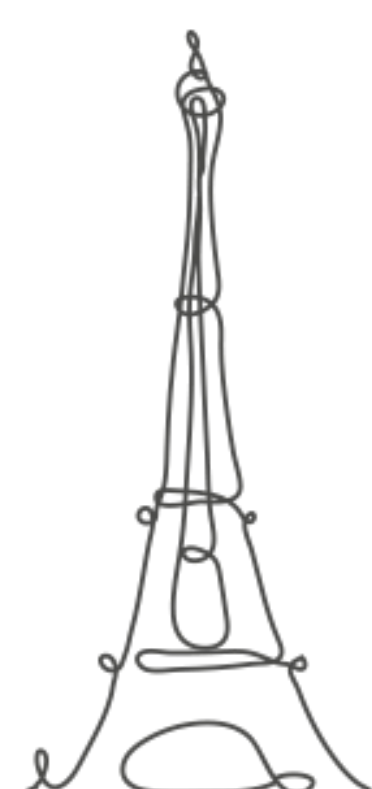*87 %*
Exploring cities

95 %
Visiting museums and monuments

69 %
Visiting parks and gardens

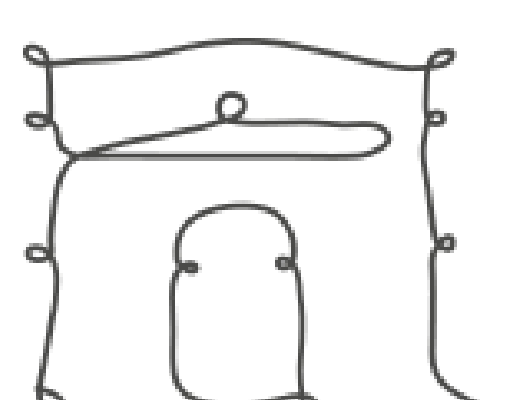## Top 5 tourist attractions

76 %
Eiffel Tower

64 %
Louvre museum

59 %
Notre-Dame de Paris

58 %
Arc de triomphe

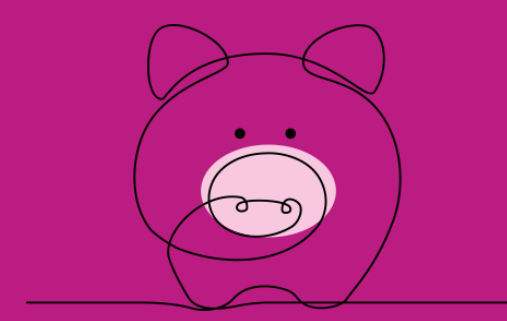*38 %*
Sacré-Coeur de Montmartre

Economic impact

€160
Average expenditure per day and per person

€908
Average spend per trip and per person

2 261,0
millions euros in tourism revenue

Satisfaction and revisit intention

96 %
Satisfaction rate

39 %
Revisit intention within 1 to 2 years

Contact :
Studies and Observation Unit
etudes-observation@visitparisregion.com

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