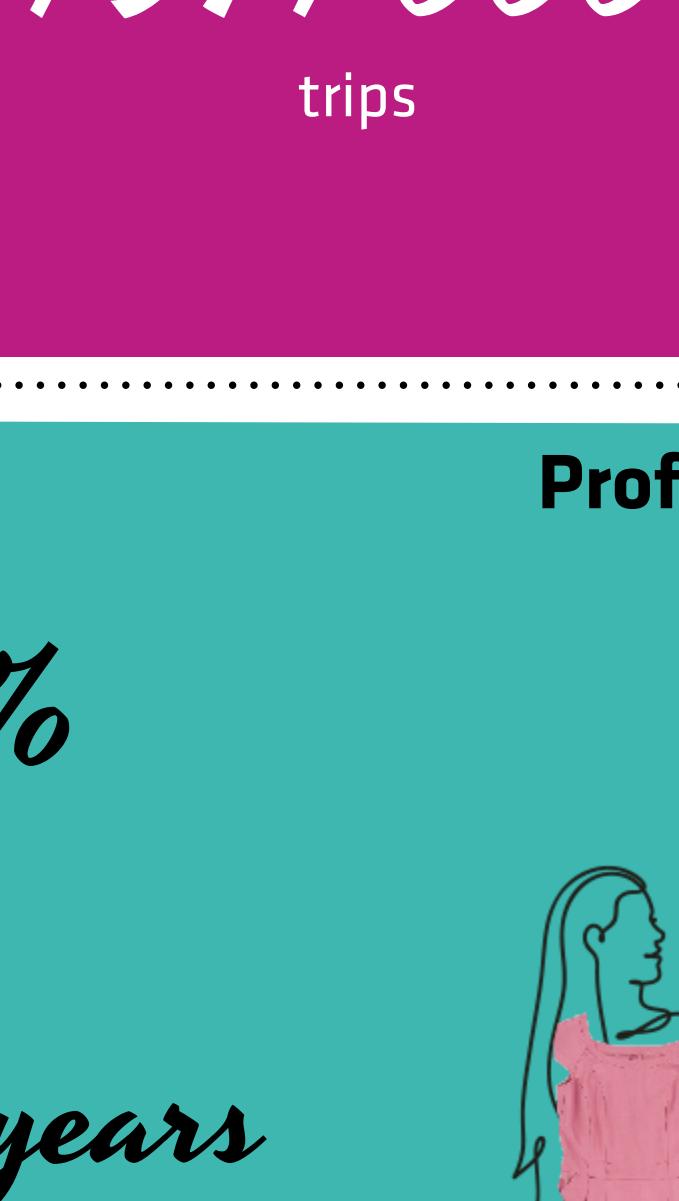


The Belgians

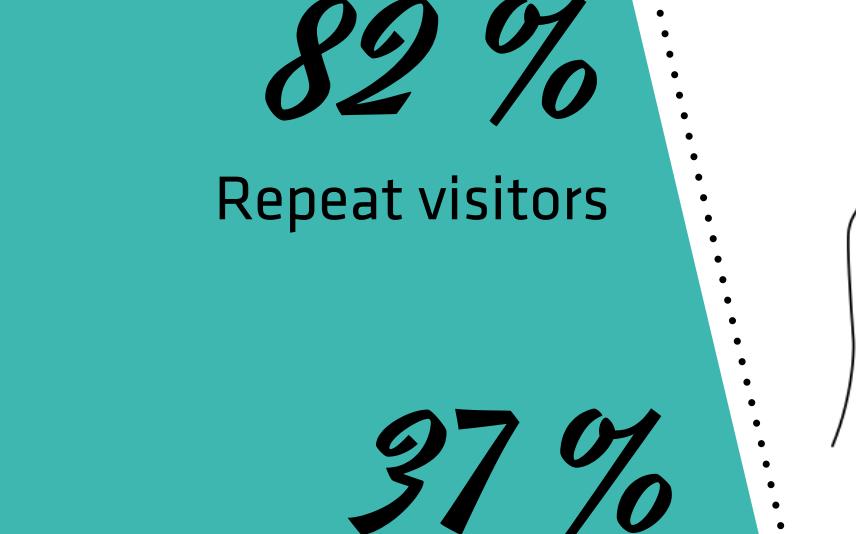
PARIS
REGION
TOURIST BOARD

Attendance in Paris Region



2 901 000

nights



2,1

average nights

Profile

50 %

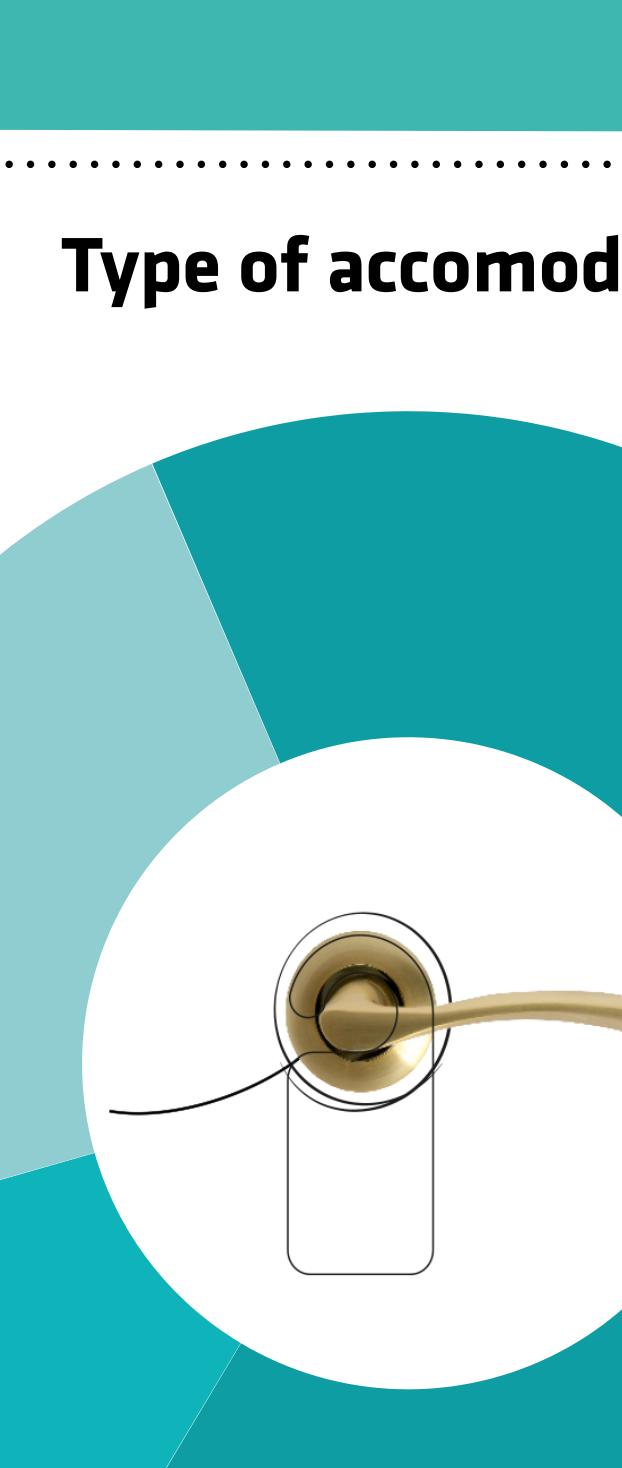
Women

45 years

Average age

38 %

Employees



82 %

Repeat visitors

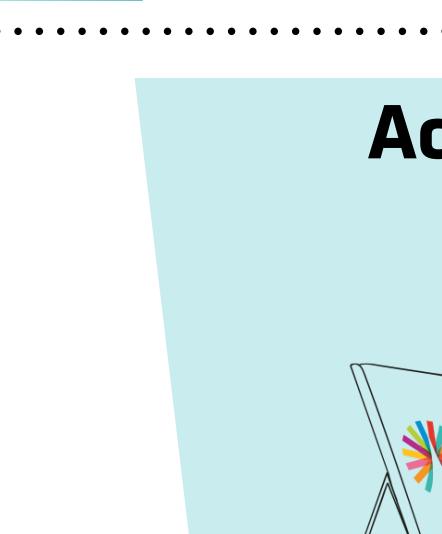
37 %

As a couple

82 %

Free independent travellers

Main purpose of trip



73 %

Personal trips



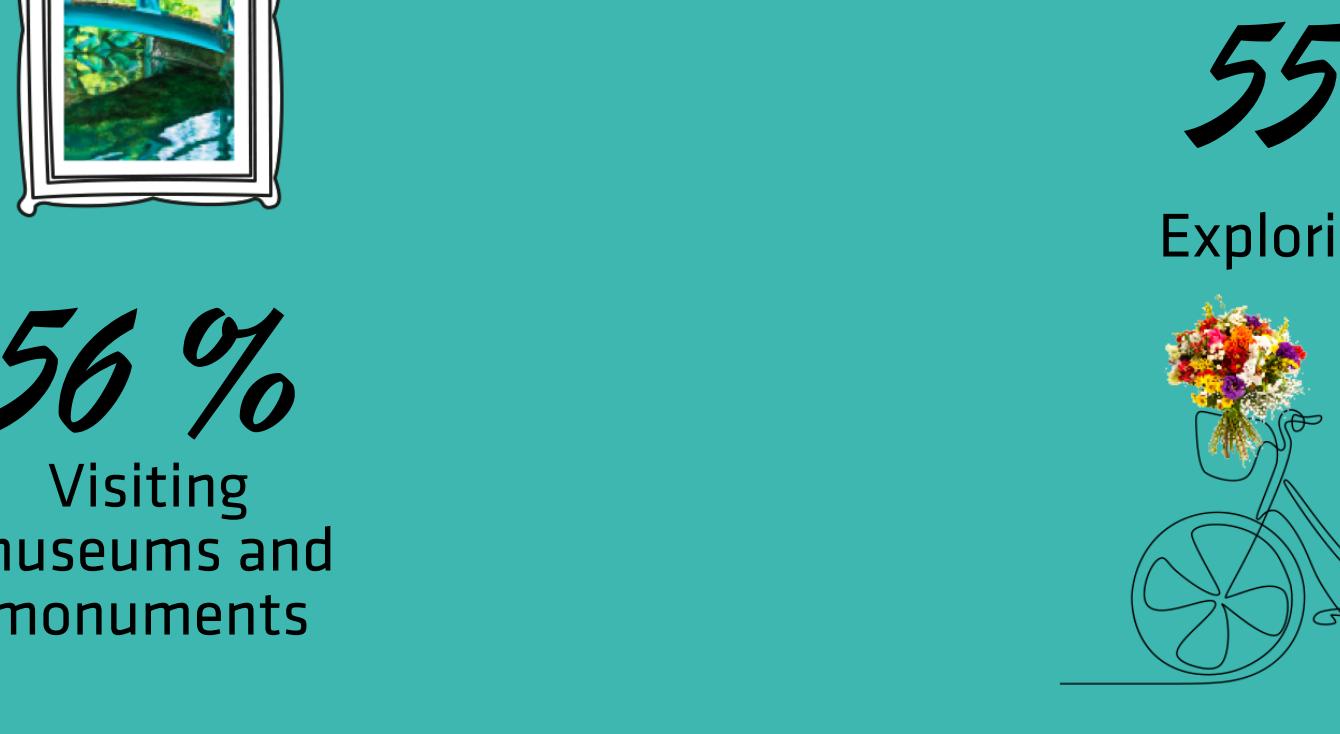
27 %

Business and bleisure trips

Type of accomodation

23 %

Free accomodation



12 %

Other commercial accomodation

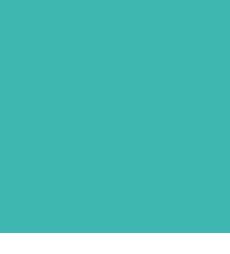
65 %

Hotels

53 %

Websites

31 %



Direct booking

9 %

Reservation platforms between individuals

Accomodation booking

Top 3 activities



56 %
Visiting museums and monuments



55 %
Exploring cities



33 %
Shopping

30 %
Eiffel Tower



23 %
Disneyland Paris



18 %
Sacré-Cœur de Montmartre



17 %
Arc de triomphe



16 %
Notre-Dame de Paris



Economic impact

€126

Average expenditure per day and per person

Satisfaction and revisit intention

96 %

Satisfaction rate

€265

Average spend per trip and per person

75 %

Revisit intention within 1 to 2 years

364,6

millions euros in tourism revenue



Source : permanent surveys devices in airports, trains, motorway rest areas and bus stations - Paris Region Tourist Board, ADP, SAGEB, SVD, APRR, COFIRROUTE, SANEF, SAPN, EUROLINES, OUIBUS (BVA) - results 2019.



Contact :

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