

# The Brazilians



## Attendance in Paris Region



## Profile

**51 %**  
Women

**39 years**  
Average age

**44 %**  
Upper classes



**58 %**  
Repeat visitors

**32 %**  
As a couple

**79 %**  
Free independent travellers

## Main purpose of trip

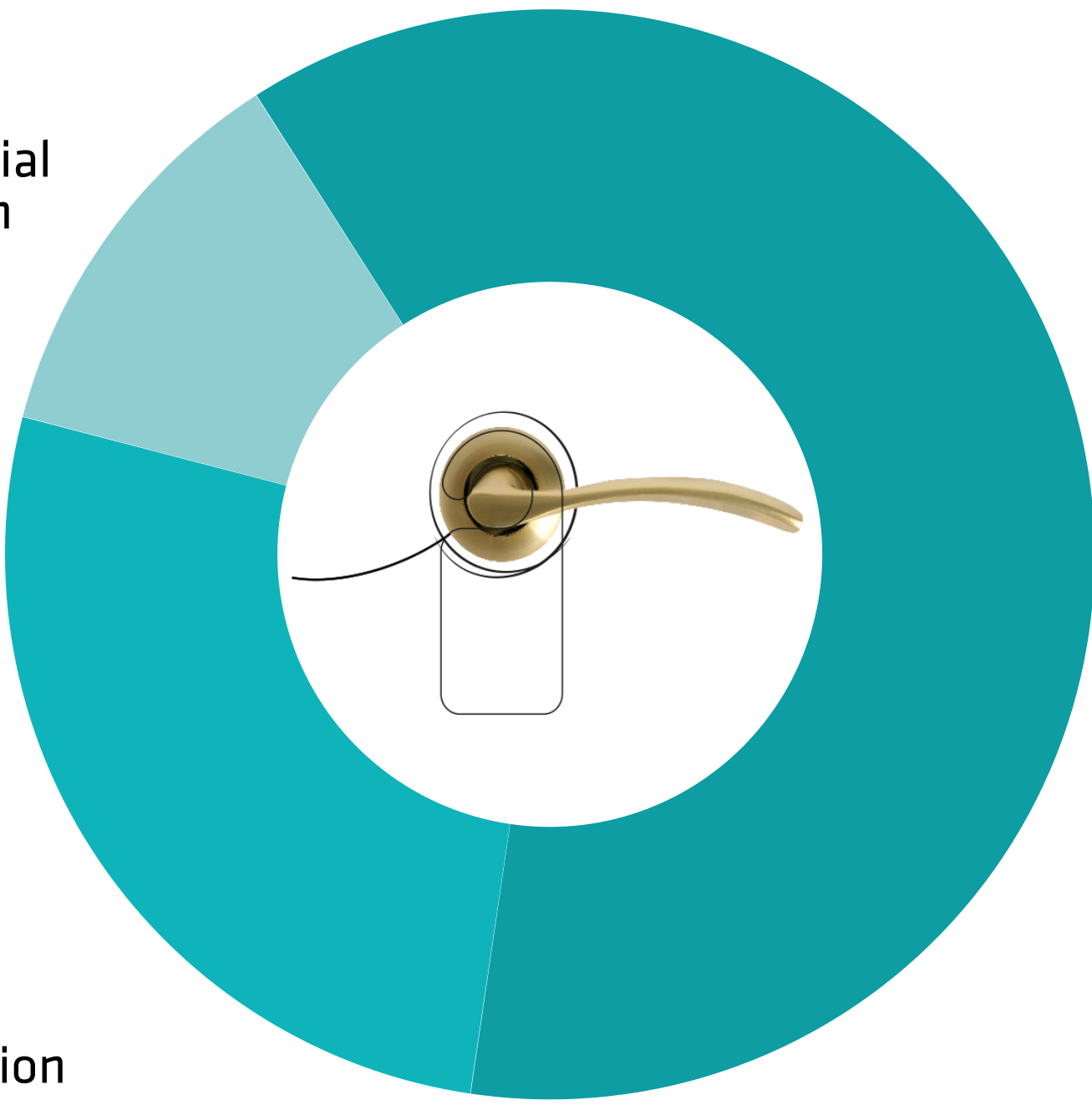
**80 %**  
Personal trips

**20 %**  
Business and bleisure trips

## Type of accomodation

**12 %**  
Other commercial accomodation

**27 %**  
Free accomodation



**62 %**  
Hotels

## Accomodation booking

**60 %**  
Websites

**27 %**  
Travel agencies, tour operators

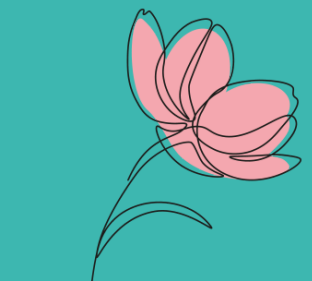
**19 %**  
Direct booking

## Top 3 activities



**97 %**  
Visiting museums and monuments

**82 %**  
Exploring cities



**67 %**  
Visiting parks and gardens

## Top 5 tourist attractions

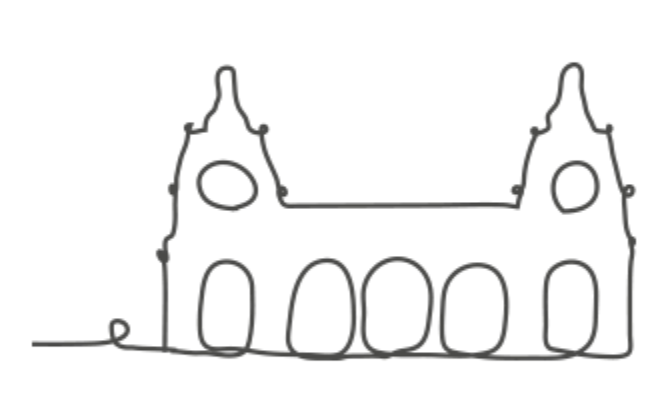
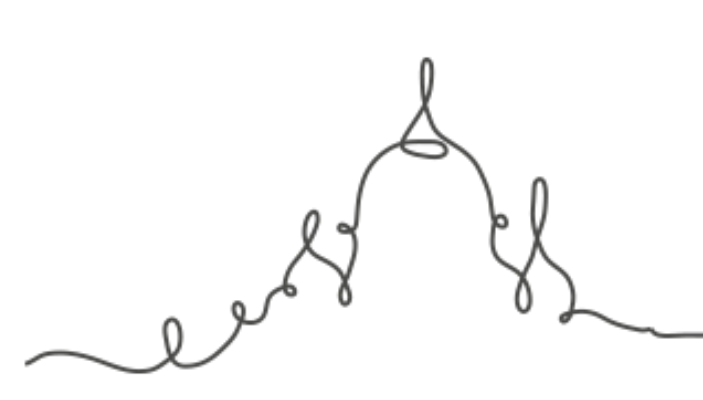
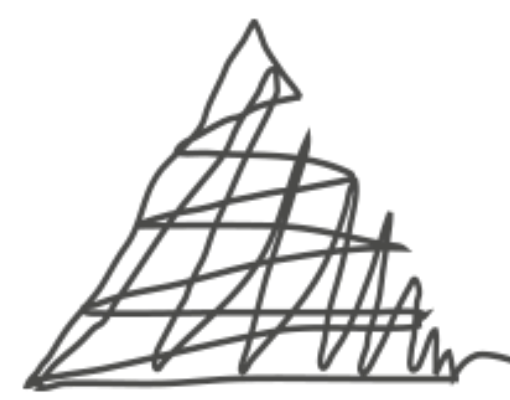
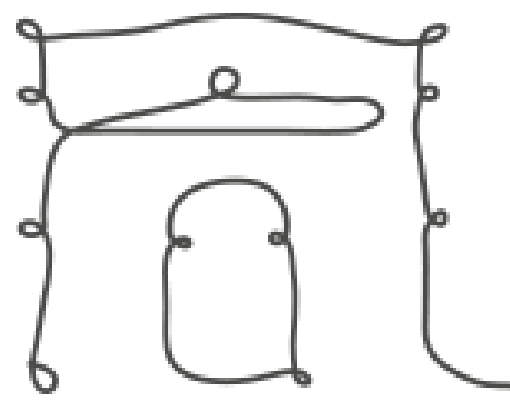
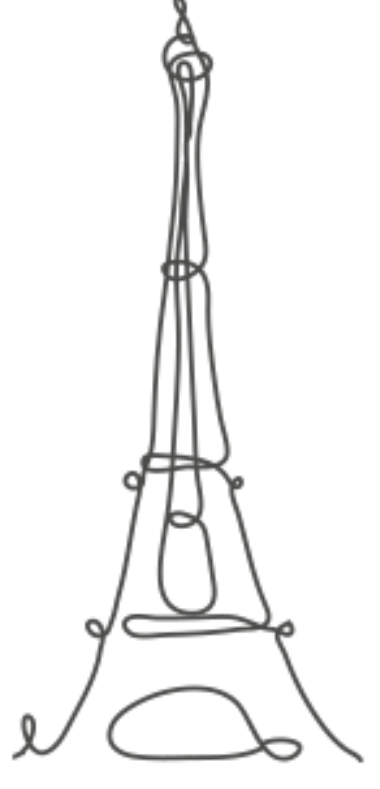
**84 %**  
Eiffel Tower

**77 %**  
Arc de triomphe

**74 %**  
Louvre museum

**52 %**  
Sacré-Coeur de Montmartre

**31 %**  
Orsay museum

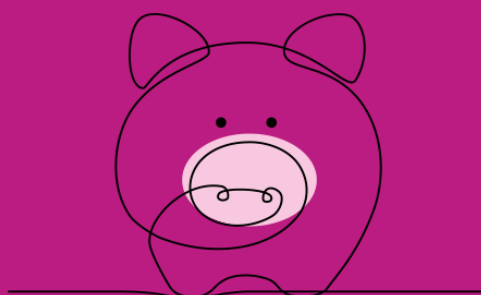


## Economic impact

**€151**  
Average expenditure per day and per person



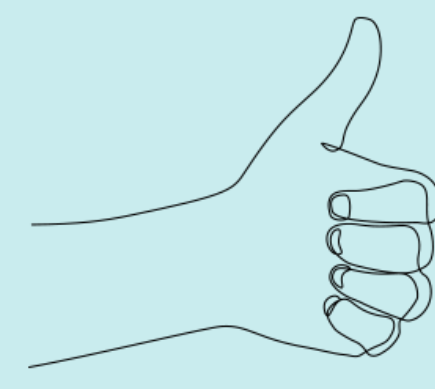
**€896**  
Average spend per trip and per person



**462,9**  
millions euros in tourism revenue



## Satisfaction and revisit intention



**95 %**  
Satisfaction rate

**50 %**  
Revisit intention within 1 to 2 years



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

## Contact :

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