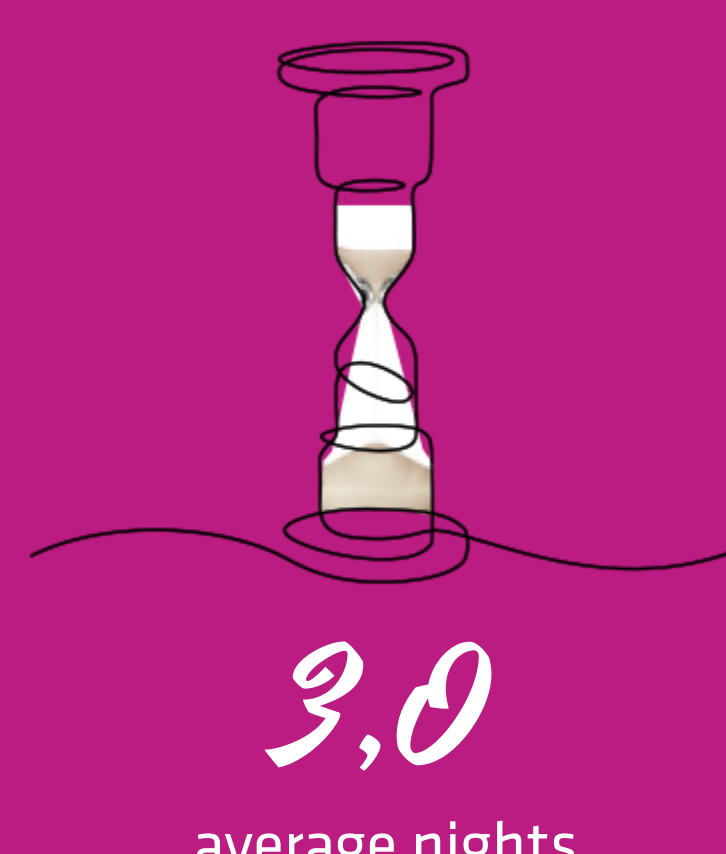


Attendance in Paris Region



Profile

52 %
Women

40 years
Average age

35 %
Upper classes



64 %
Repeat visitors

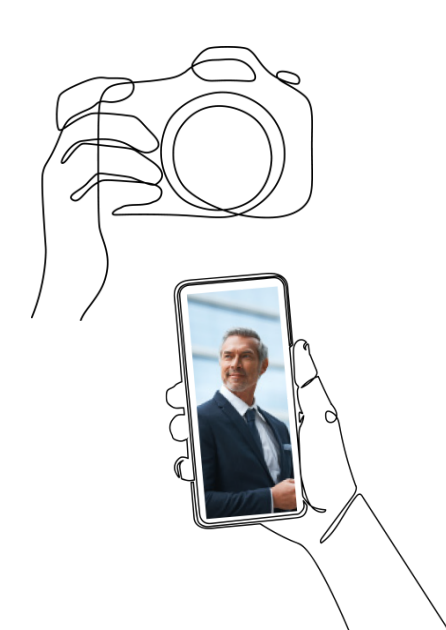
29 %
With the family

74 %
Free independant travellers

Main purpose of trip

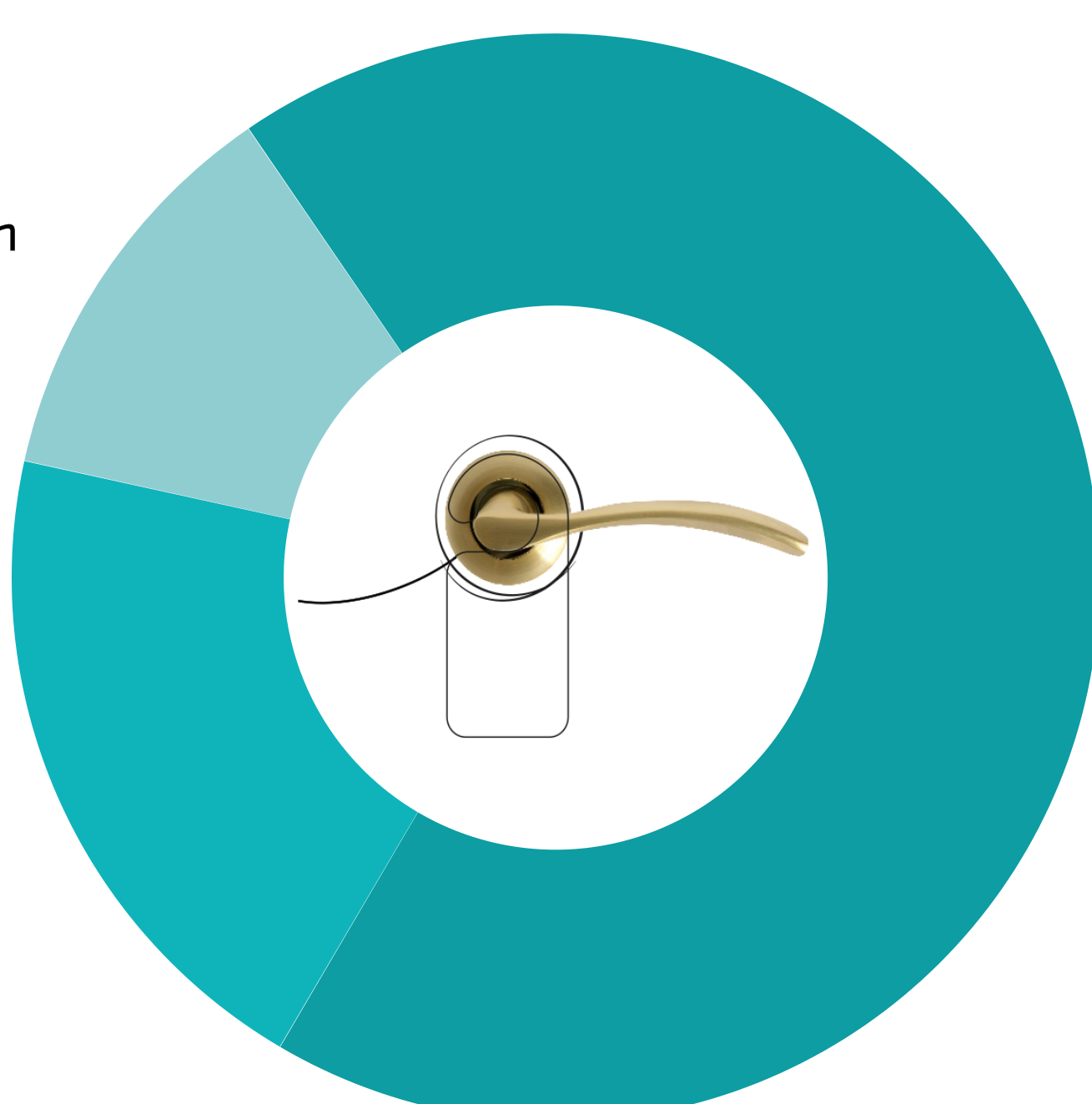
80 %
Personal trips

20 %
Business and bleisure trips



Type of accomodation

12 %
Free accomodation



20 %
Other commercial accomodation

68 %
Hotels

Accomodation booking

40 %
Websites

31 %
Direct booking



20 %
Travel agencies and tour operators



Top 3 activities

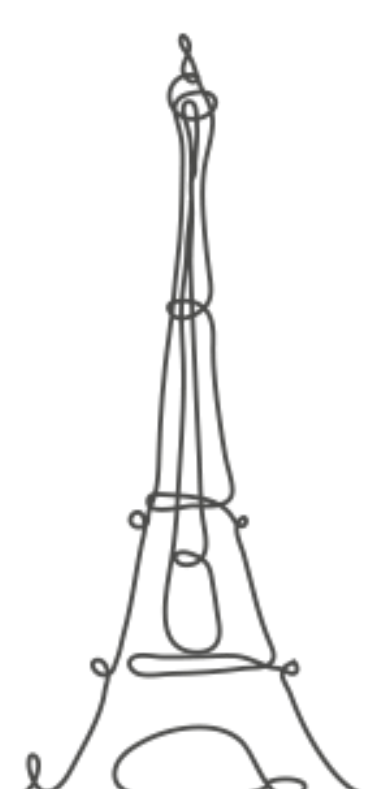
71 %
Exploring cities

67 %
Visiting museums and monuments



42 %
Shopping

45 %
Eiffel Tower



33 %
Notre-Dame de Paris

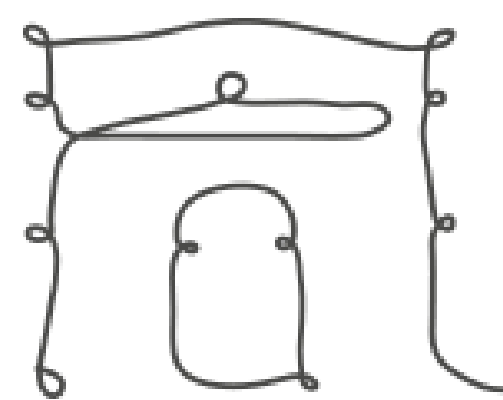


Top 5 tourist attractions

31 %
Louvre museum



30 %
Arc de triomphe



29 %
Disneyland Paris

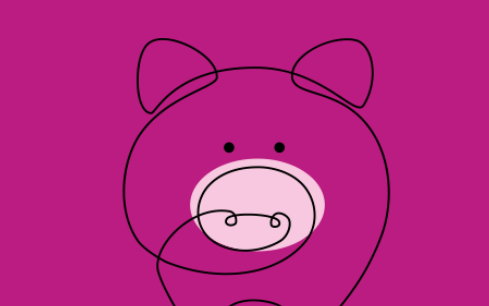


Economic impact

147 €
Average expenditure
per day and per person



€442
Average spend per
trip and per persone



816,5
millions euros
in tourism revenue



Satisfaction and revisit intention

95 %
Satisfaction rate



57 %
Revisit intention within 1 to 2 years



Contact :

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