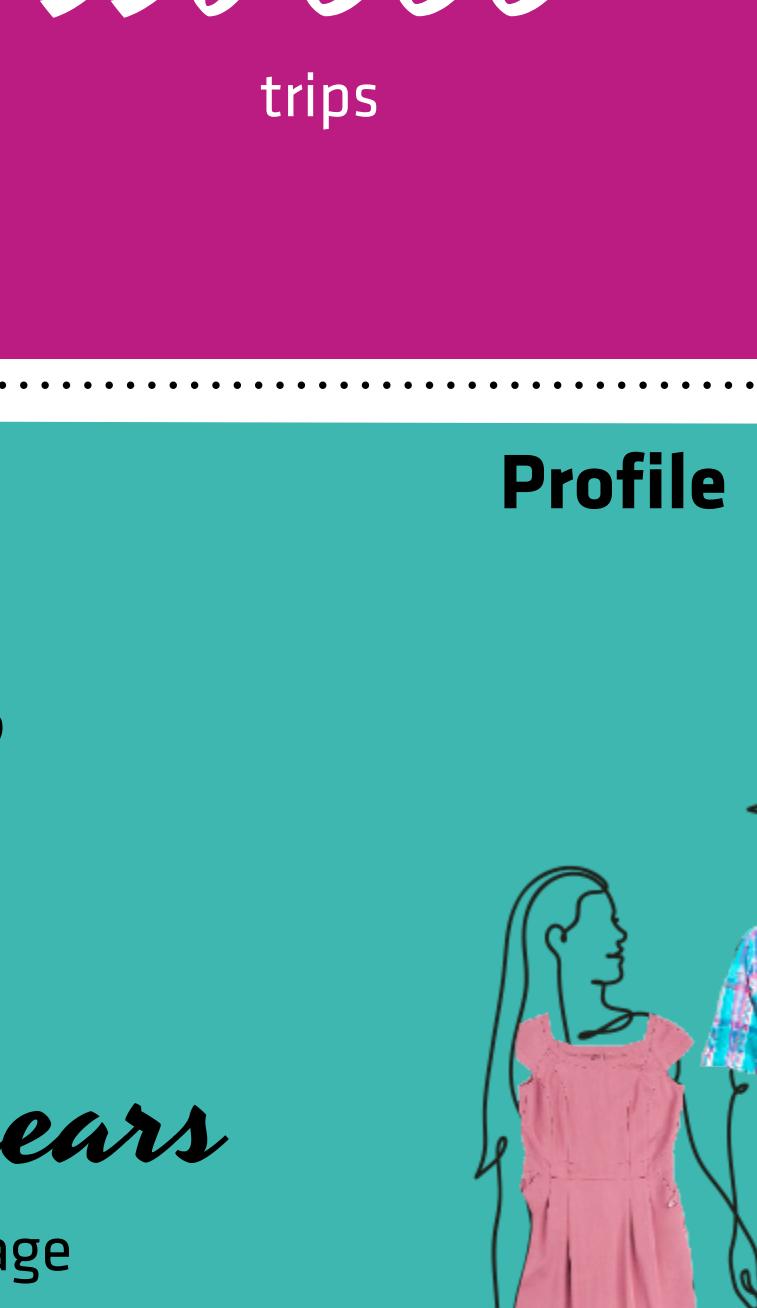


The Canadians

PARIS REGION
TOURIST BOARD



Attendance in Paris Region



2 868 000

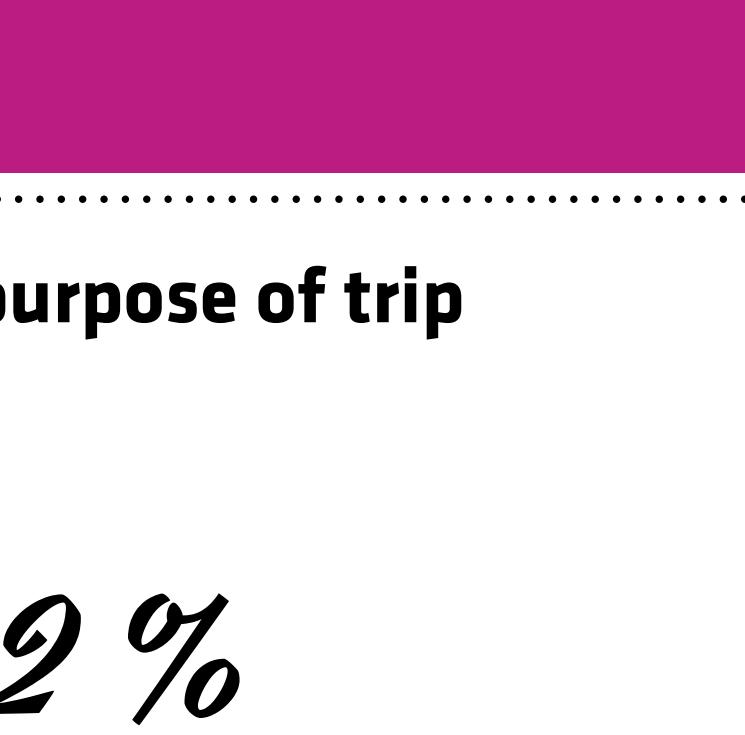
nights

Z Z Z



5,2

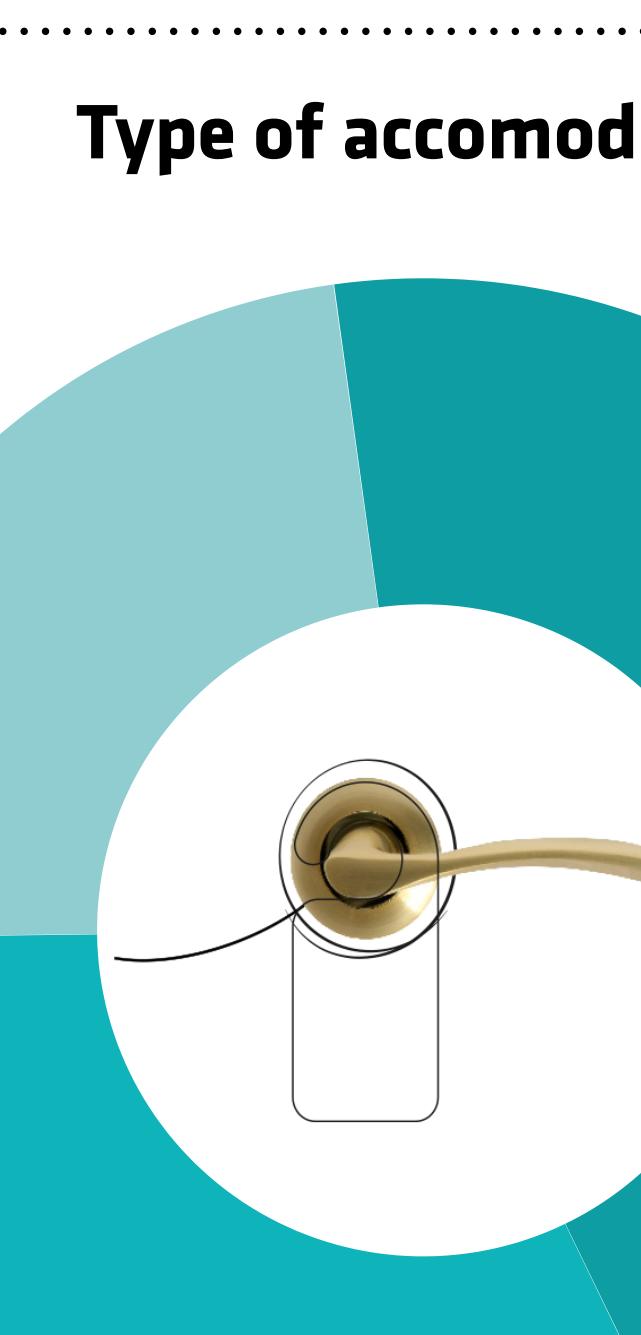
average nights



Profile

55 %

Women



56 %

First-time visitors

45 years

Average age

44 %

Upper classes

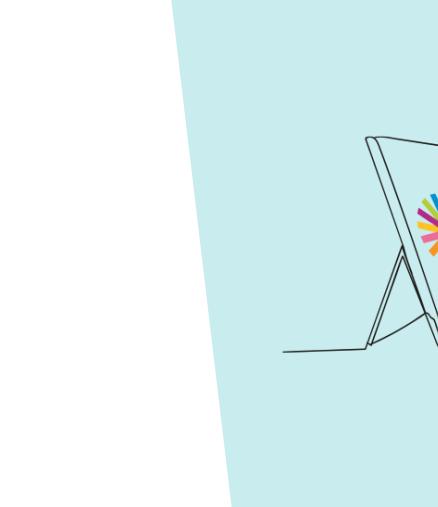
31 %

As a couple

88 %

Free independent travellers

Main purpose of trip

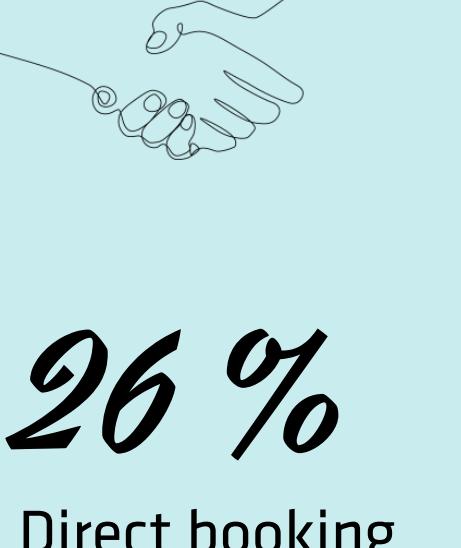


82 %

Personal trips

18 %

Business and leisure trips



Type of accomodation

23 %

Free accomodation



45 %

Hotels

32 %

Other commercial accomodation

Accomodation booking

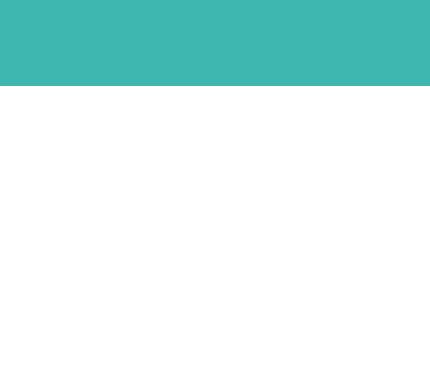


51 %

Websites

32 %

Reservation platforms between individuals



26 %

Direct booking

Top 3 activities



83 %

Exploring cities



62 %

Visiting parks and gardens



93 %

Visiting museums and monuments

75 %

Eiffel Tower



55 %

Notre-Dame de Paris



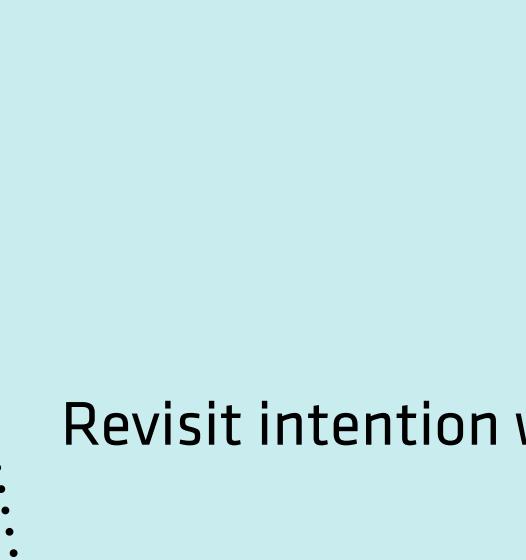
54 %

Arc de triomphe



50 %

Louvre museums



34 %

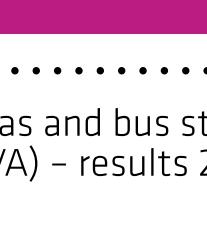
Sacré-Cœur de Montmartre



Economic impact

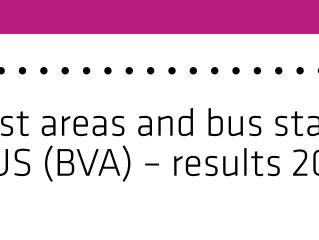
€155

Average expenditure per day and per person



€799

Average spend per trip and per person



444,4

millions euros in tourism revenue



Satisfaction and revisit intention

96 %

Satisfaction rate



42 %

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, COFIRROUTE, SANEF, SAPN, EUROLINES, OUIBUS - results 2019.

Contact :

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