

The Business visitors*



Attendance in Paris Region



* All tourists came for business purpose and bleisure (business trip prolonged in leisure trip).

Profile

58 %
Men

90 %
Repeat visitors

42 years
Average age

61 %
Alone

43 %
Upper classes

57 %
Free independant travellers



Main purpose of trip

60 %
Professionals trips only

40 %
Bleisure trips

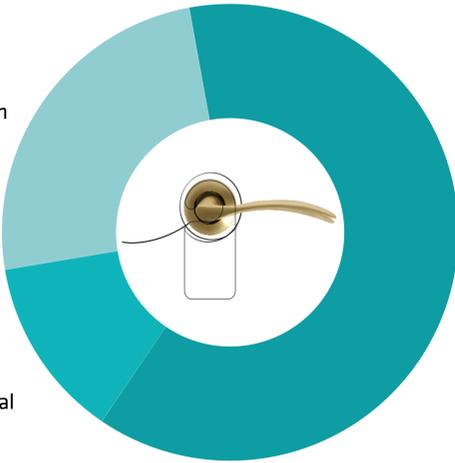


Type of accomodation

25 %
Free accomodation

63 %
Hotels

13 %
Other commercial accomodation



Accomodation booking

35 %
Websites

29 %
Direct booking

24 %
A third party (company, relative, friend)



Top 3 activities



59 %
Visiting museums and monuments

58 %
Exploring cities



34 %
Shopping

Top 5 tourist attractions

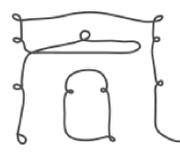
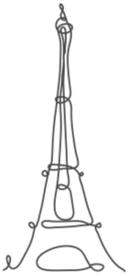
31 %
Eiffel Tower

23 %
Louvre museum

21 %
Notre-Dame de Paris

21 %
Arc de triomphe

20 %
Sacré-Coeur de Montmartre



Economic impact

€124
Average expenditure per day and per person



€505
Average expenditure per day and per person



7 925,2
millions euros in tourism revenue



Satisfaction and revisit intention



89 %
Satisfaction rate

68 %
Revisit intention within 1 to 2 years



Contact :

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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.