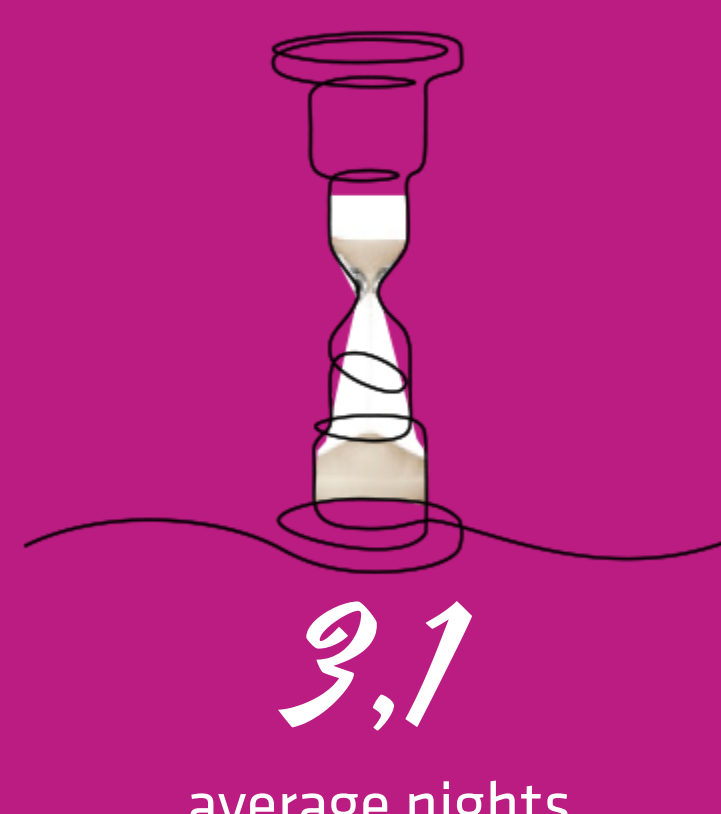




*Last-minute
customers**



Attendance in Paris Region



* Tourists coming exclusively for personal reasons, having booked commercial accommodation less than one month in advance.

Profile

50 %
Women

42 years
Average age

29 %
Employees



73 %
Repeat visitors

37 %
As a couple

93 %
Free independent travellers

Booking time

47 %

2 to 3 weeks before departure

31 %

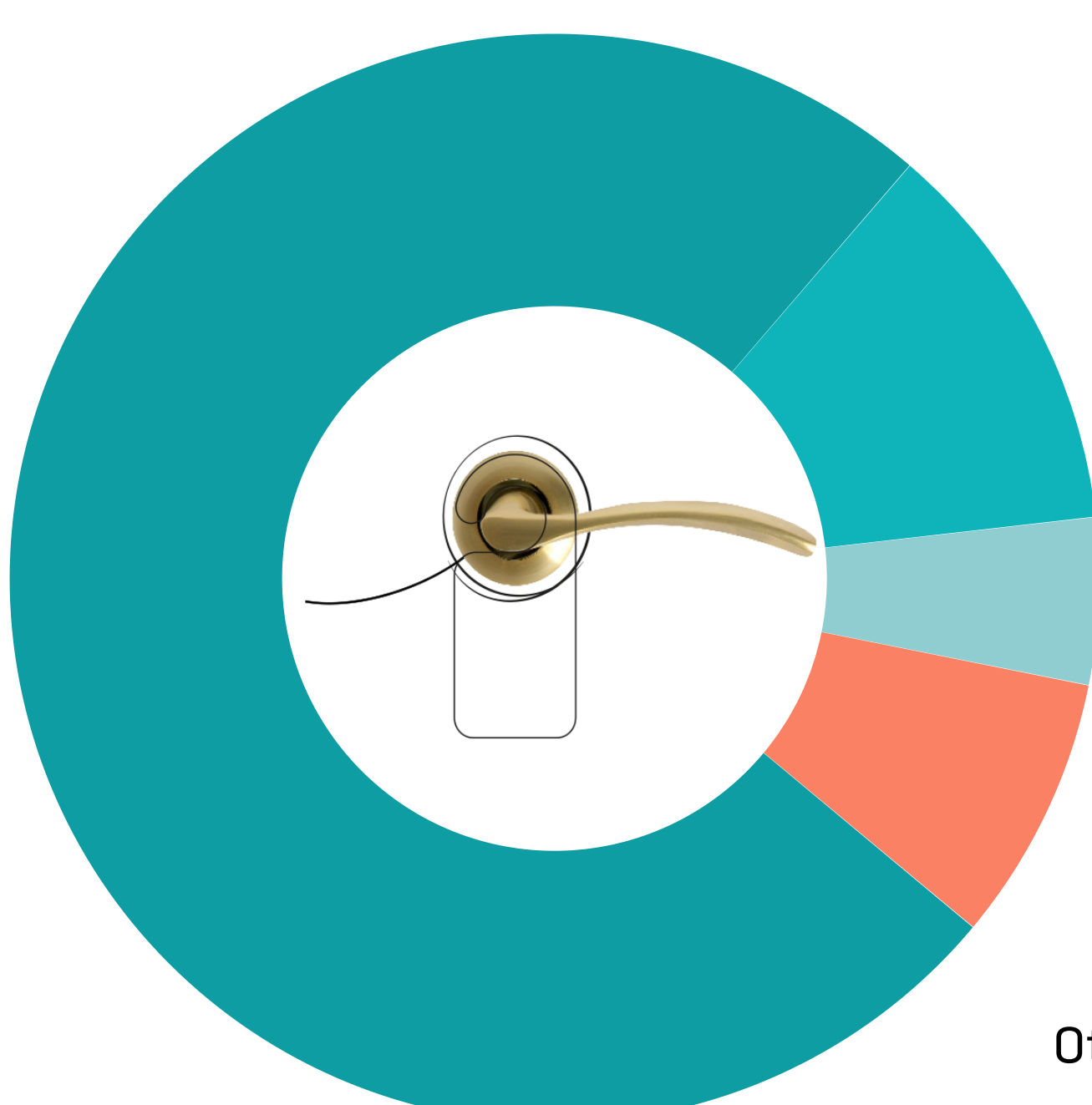
One week before departure

22 %

Right before departure

Type of accomodation

76 %
Hotels



12 %
furnished and
seasonal rental

5 %
Serviced
residences

8 %
Other commercial
accommodation

Accommodation booking



54 %
Websites

33 %
Direct booking



17 %
Reservation
platforms
between
individuals

Top 3 activities



79 %
Visiting
museums and
monuments

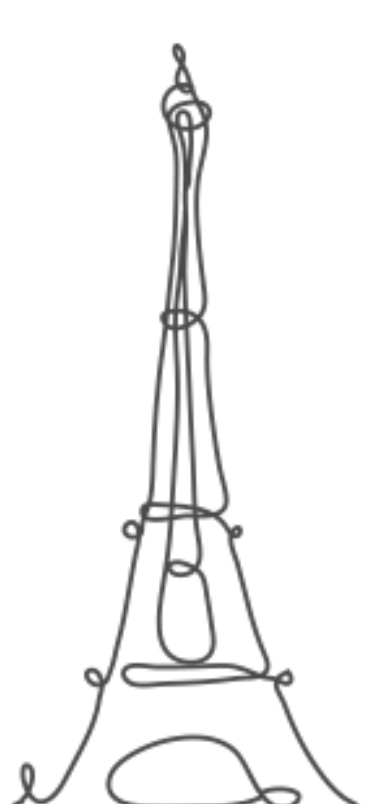
70 %
Exploring cities



40 %
Shopping

Top 5 Exploring cities

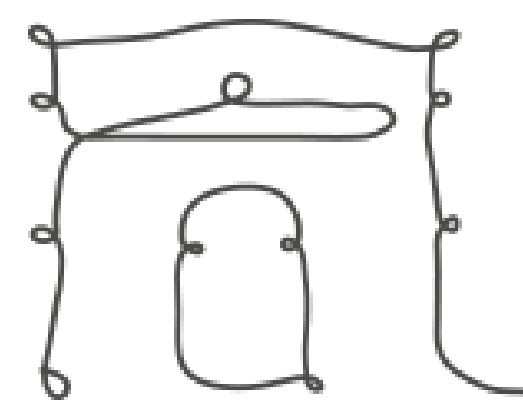
51 %
Eiffel Tower



38 %
Louvre museum



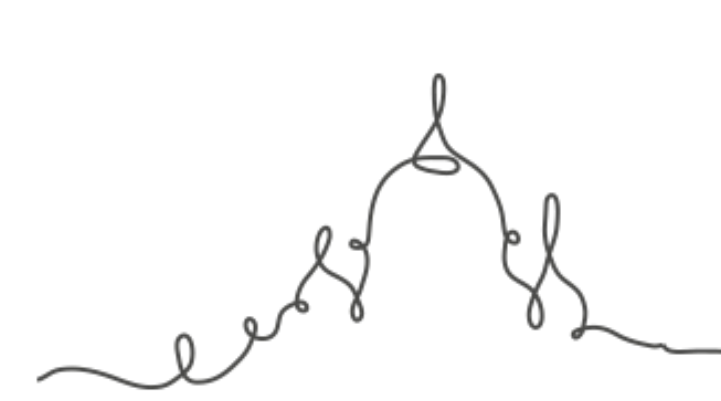
37 %
Arc de triomphe



35 %
Notre-Dame de Paris



33 %
Sacré-Cœur de Montmartre

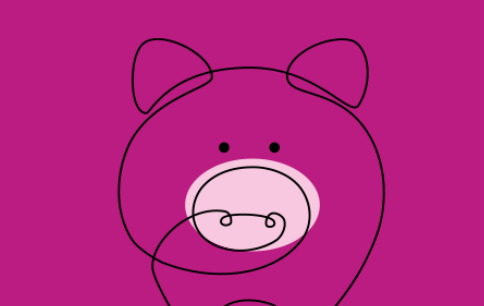


Economic impact

€146
Average expenditure per day
and per person



€457
Average expenditure per day
and per person



3 355,4
millions euros
in tourism revenue



Satisfaction and revisit intention



92 %
Satisfaction rate

69 %
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, SVO, APRR, COFIRROUTE, SANEF, SAPN, EUROLINES, OUIBUS (BVA) - results 2019.



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