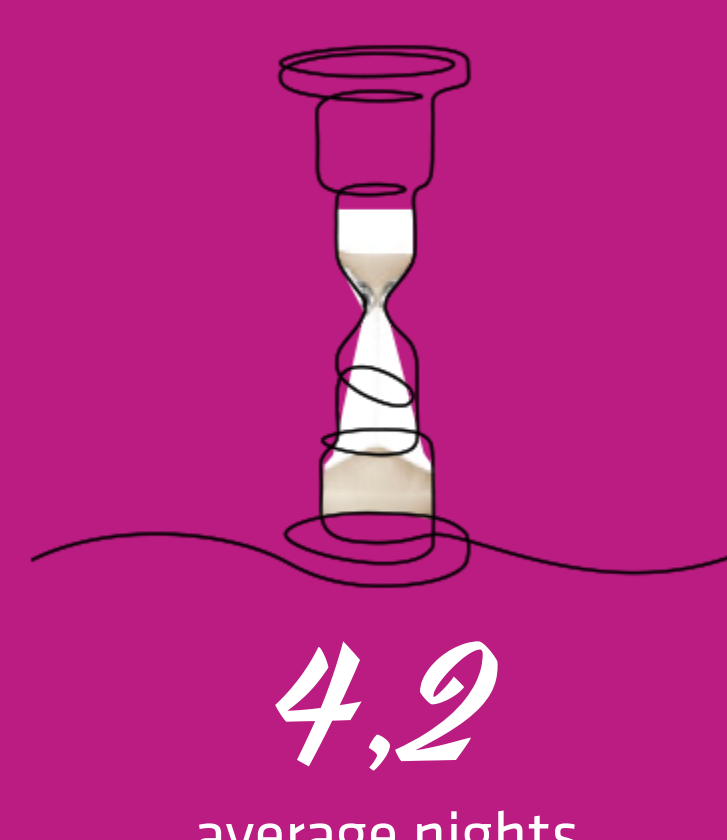
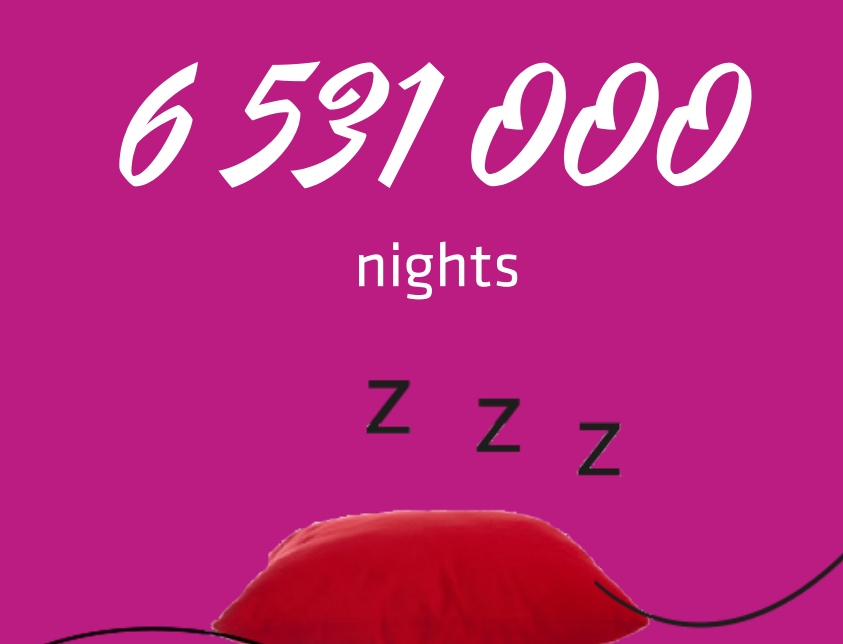


The Spaniards



Attendance in Paris Region



Profile

57 %
Women

39 years
Average age

42 %
Upper classes



57 %
Repeat visitors

41 %
With the family

68 %
Free independant travellers

Main purpose of trip

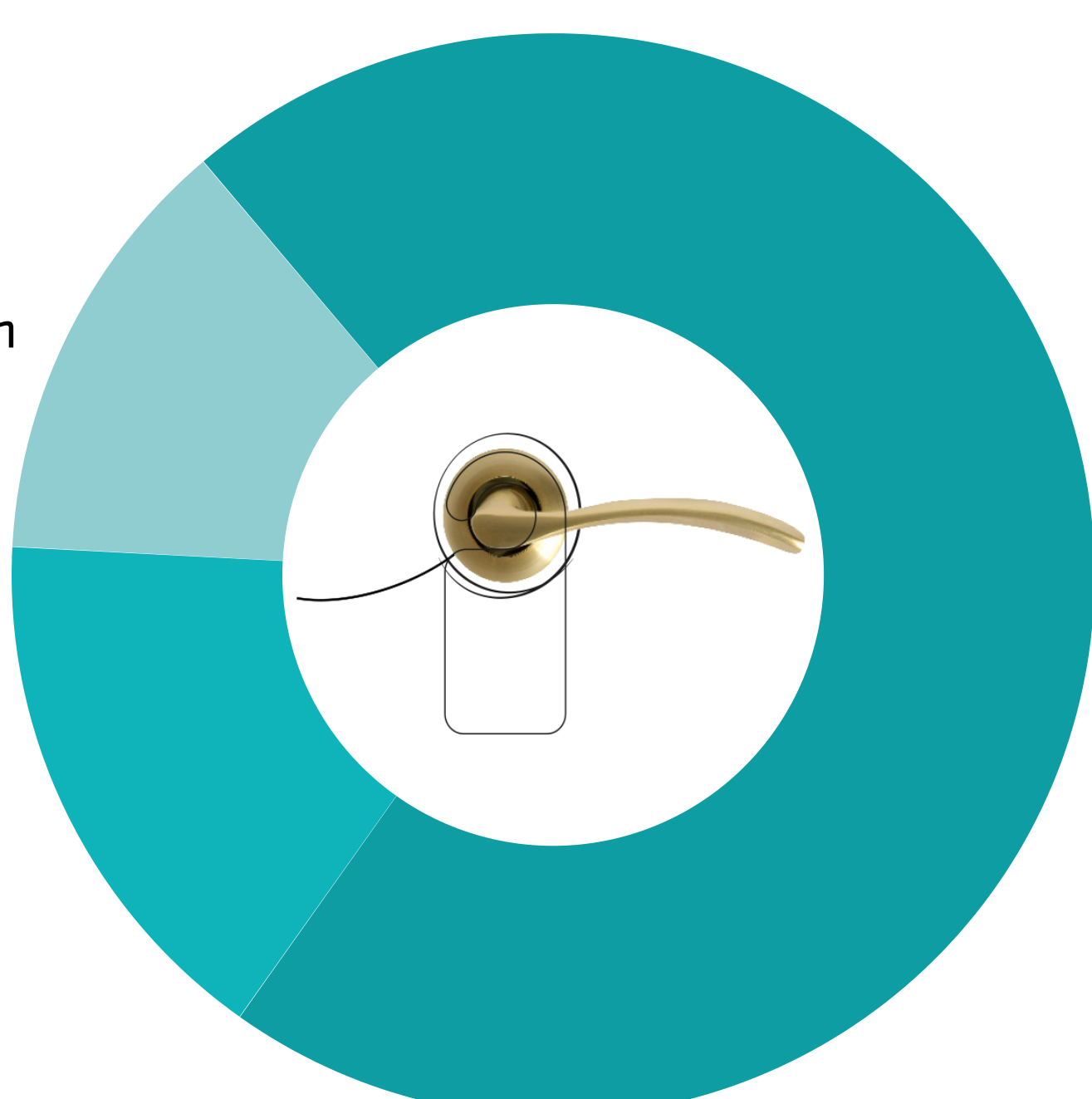
75 %
Personal trips

25 %
Business and bleisure trips

Type of accomodation

13 %
Free accomodation

16 %
Other commercial accomodation



71 %
Hotels

Accomodation booking

43 %
Travel agencies, tour operators

38 %
Websites

22 %
Direct booking

Top 3 activities

75 %
Visiting museums and monuments

56 %
Exploring cities

45 %
Visiting leisure parks

Top 5 tourist attractions

64 %
Eiffel Tower

53 %
Arc de triomphe

49 %
Louvre museum

49 %
Sacré-Cœur de Montmartre

35 %
Disneyland Paris

Economic impact

€131
Average expenditure
per day and per person

€552
Average spend per
trip and per person

852,8
millions euros
in tourism revenue

Satisfaction and revisit intention

92 %
Satisfaction rate

40 %
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.

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