The families

PARIS REGION TOURIST BOARD

Attendance in Paris Region

11 470 000
trips

41 599 000
nights

3,6
average nights
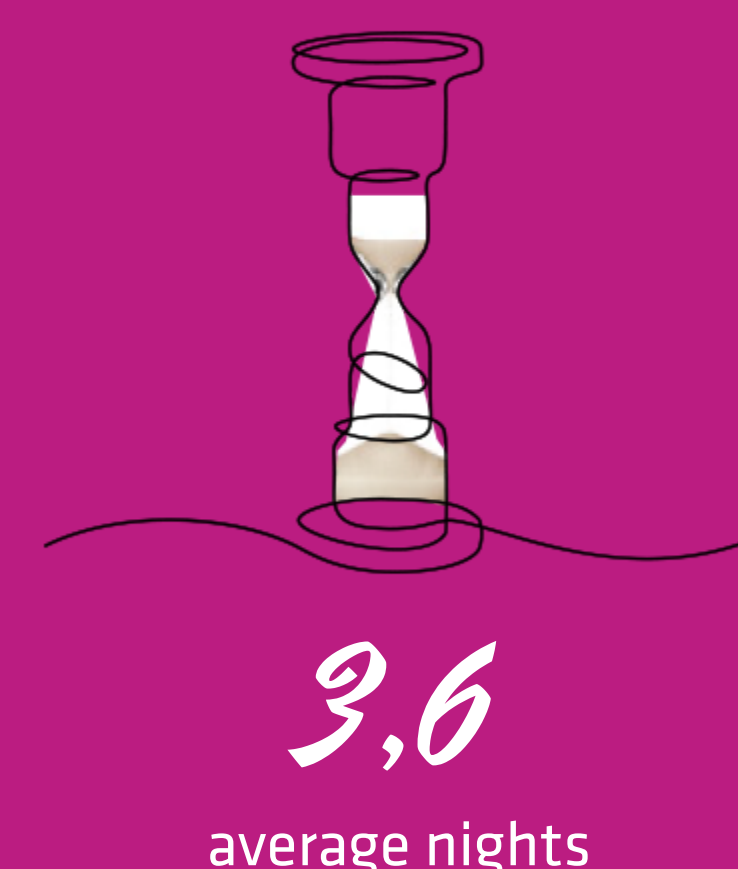
Profile

60 %
Women

42 years
Average age

33 %
Upper classes

72 %
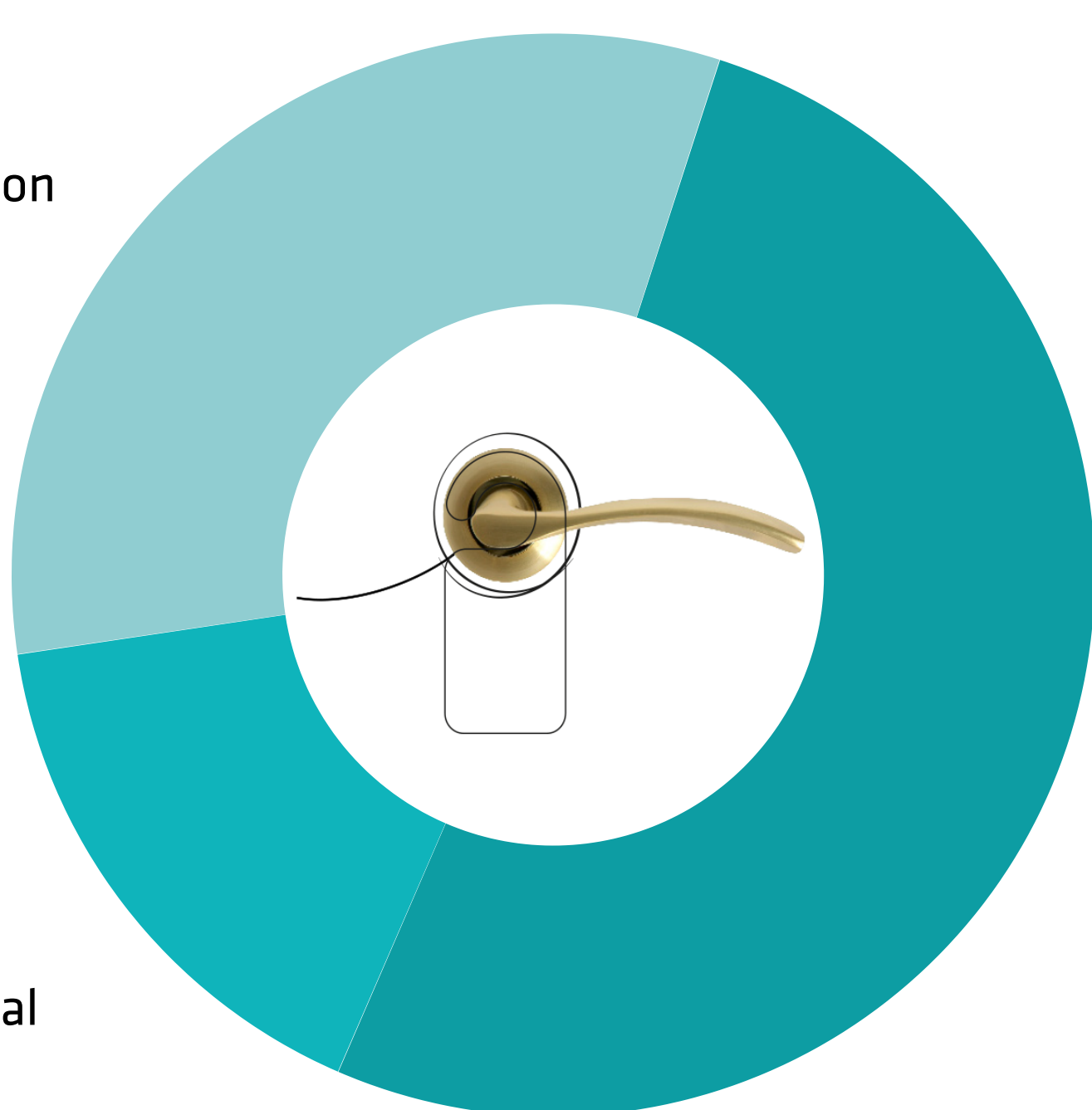Repeat visitors

88 %
Free independant travellers

Main purpose of trip

90 %
Personal trips

10 %
Business and bleisure trips

Type of accomodation

32 %
Free accomodation

51 %
Hotels

16 %
Other commercial accomodation

Accomodation booking

48 %
Websites

33 %
Direct booking

20 %
Travel agencies, tour operators

Top 3 activities

71 %
Visiting museums and monuments

66 %
Exploring cities

42 %
Shopping

Top 5 tourist attractions

50 %
Eiffel Tower

34 %
Arc de triomphe

33 %
Louvre museum

30 %
Notre-Dame de Paris

28 %
Sacré-Cœur de Montmartre

Economic impact

€102
Average expenditure per day and per person

€372
Average expenditure per day and per person

4 262,4
millions euros in tourism revenue

Satisfaction and revisit intention

93 %
Satisfaction rate

61 %
Revisit intention within 1 to 2 years

Contact :
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