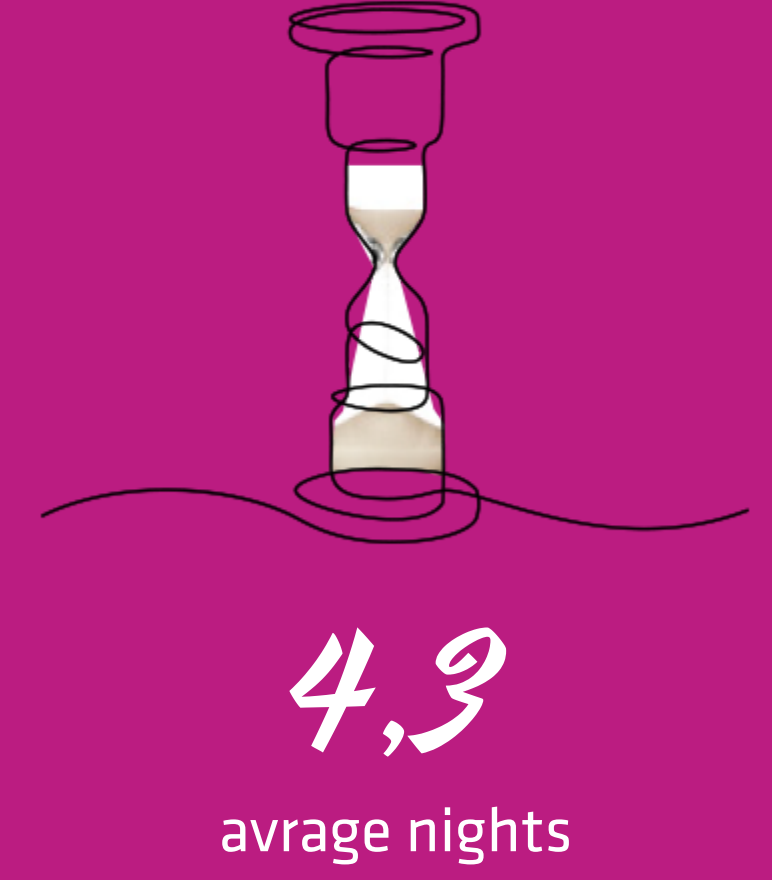


The Italians



Attendance in Paris Region



Profile

53 %
Women

40 years
Average age

33 %
Employees



61 %
Repeat visitors

29 %
With the family

71 %
Free independant travellers

Main purpose of trip

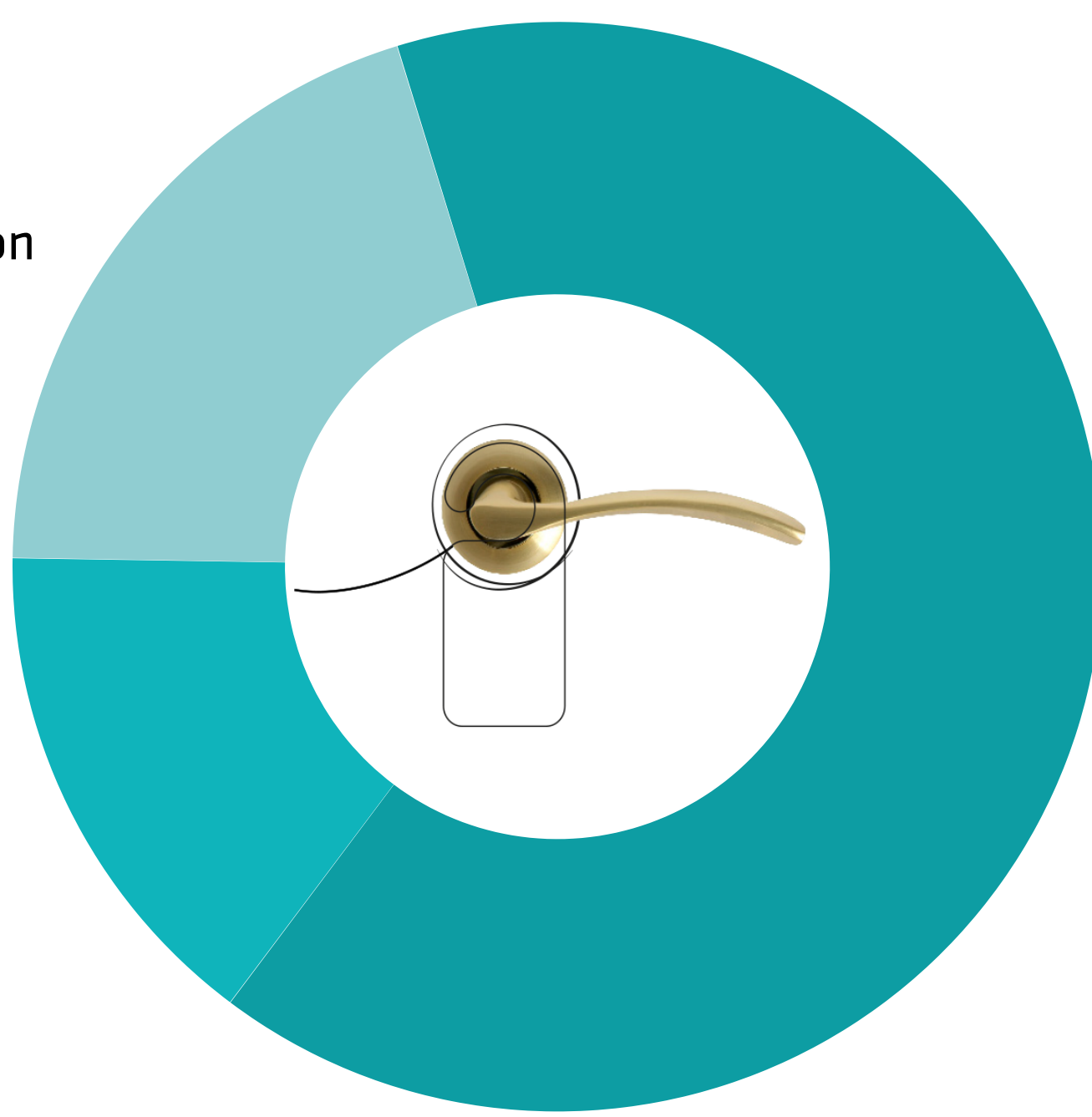
71 %
Personal trips

29 %
Business and bleisure trips

Type of accomodation

20 %
Free accomodation

15 %
Other commercial accomodation



65 %
Hotels

Accomodation booking

41 %
Websites

28 %
Travel agencies,
tour operators

20 %
Direct booking

Top 3 activities

80 %
Visiting
museums and
monuments

65 %
Exploring cities

39 %
Visiting parks
and gardens

Top 5 tourist attractions

55 %
Eiffel Tower

46 %
Sacré-Cœur de Montmartre

45 %
Notre-Dame de Paris

44 %
Arc de triomphe

37 %
Louvre museum

Economic impact

€108
Average expenditure
per day and per person

€461
Average spend per
trip and per person

667,6
millions euros
in tourism revenue

Satisfaction and revisit intention

92 %
Satisfaction rate

51 %
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.

Contact :

Studies and Observation Unit
etudes-observation@visitparisregion.com

