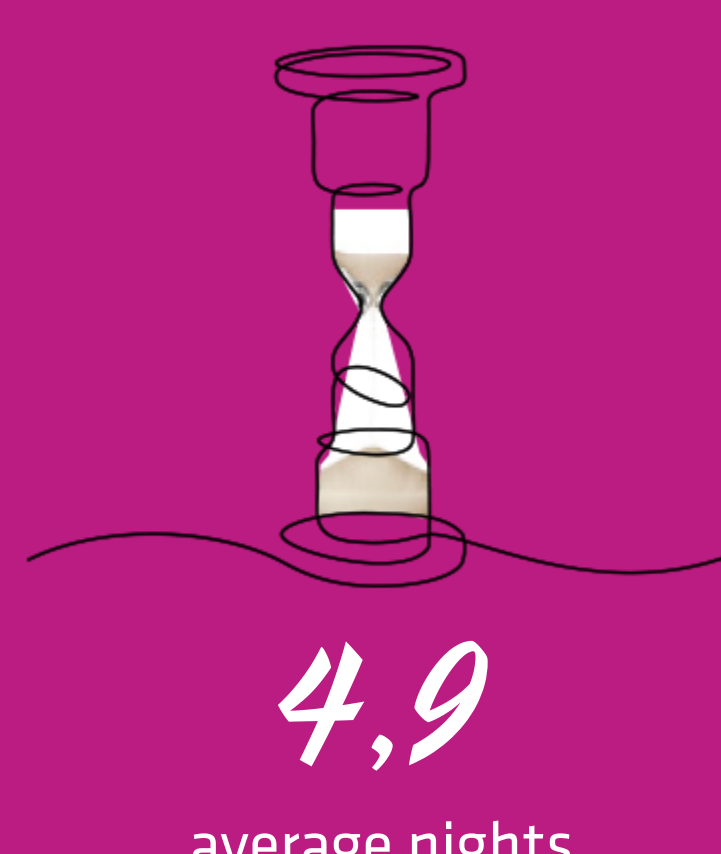
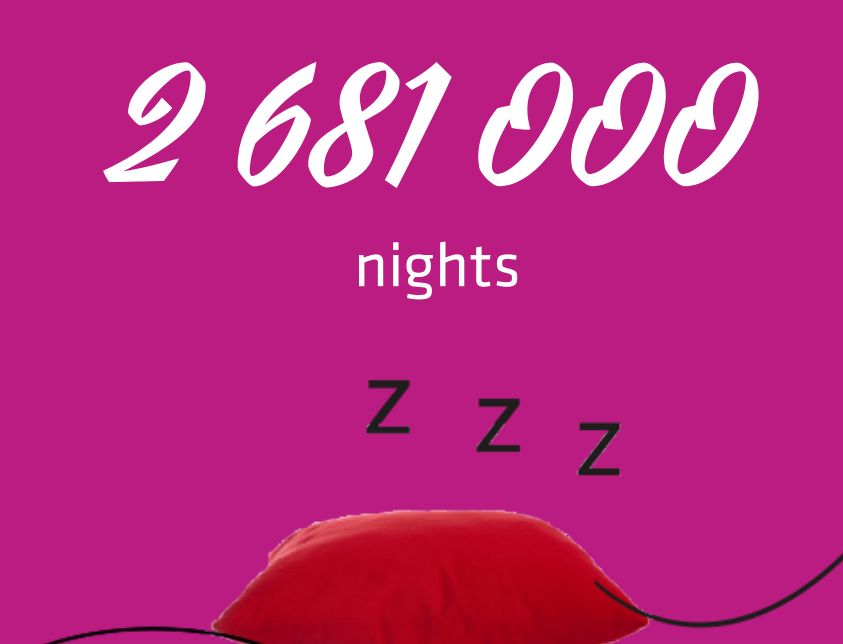


# The Japanese



## Attendance in Paris Region



## Profile

**55 %**  
Women

**38 years**  
Average age

**47 %**  
Employees



**56 %**  
Repeat visitors

**39 %**  
Alone

**58 %**  
Free independent travellers

## Main purpose of trip

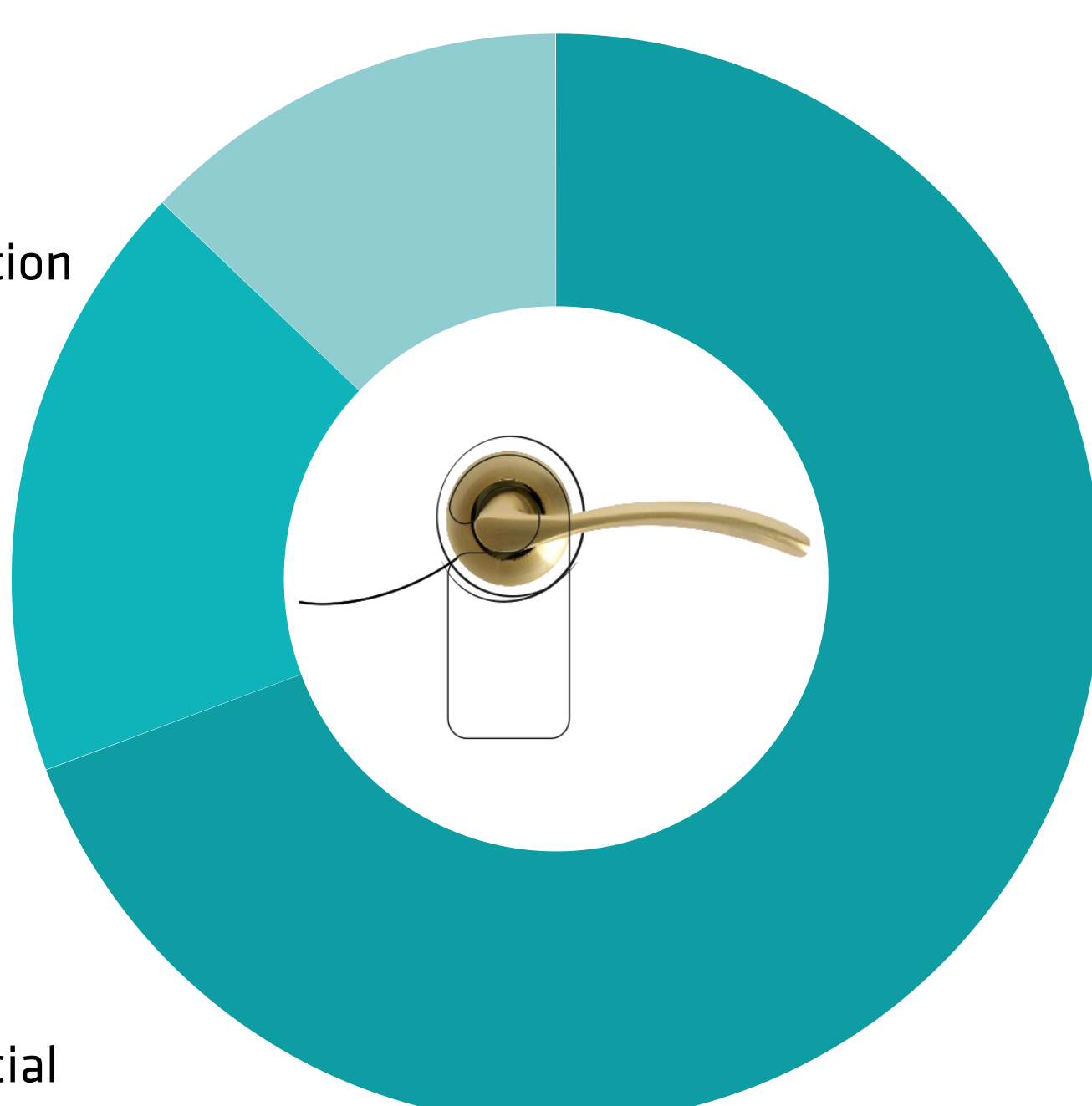
**70 %**  
Personal trips

**30 %**  
Business and bleisure trips

## Type of accomodation

**13 %**  
Free accomodation

**18 %**  
Other commercial accomodation



**70 %**  
Hotels

## Accomodation booking

**42 %**  
Websites

**37 %**  
Travel agencies, tour operator

**23 %**  
Direct booking

## Top 3 activities



**87 %**  
Visiting museums and monuments

**75 %**  
Exploring cities



**56 %**  
Shopping

## Top 5 tourist attractions

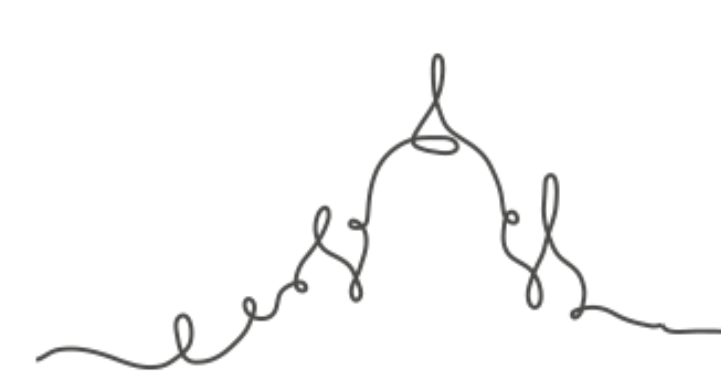
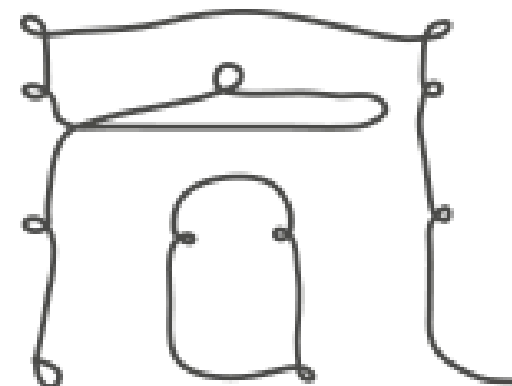
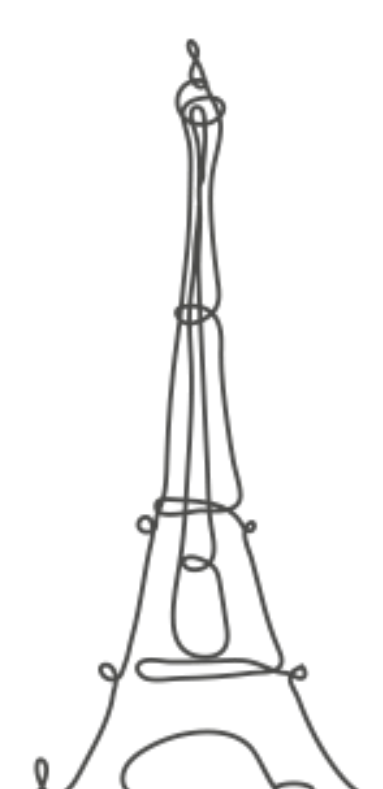
**56 %**  
Eiffel Tower

**55 %**  
Louvre museum

**49 %**  
Arc de triomphe

**42 %**  
Notre-Dame de Paris

**29 %**  
Sacré-Cœur de Montmartre

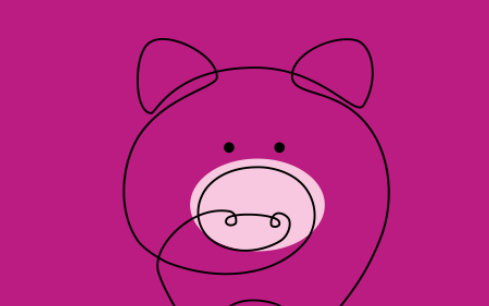


## Economic impact

**€179**  
Average expenditure per day and per person



**€884**  
Average spend per trip and per person



**480,0**  
millions euros in tourism revenue



## Satisfaction and revisit intention

**86 %**  
Satisfaction rate

**39 %**  
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, COFIRROUTE, SANEF, SAPN, EUROLINES, OUIBUS (BVA) - results 2019.

## Contact :

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