The Maghrebis

PARIS REGION
COMITÉ RÉGIONAL DU TOURISME

Attendance in Paris Region

8 331 000
nights

843 000
trips

9,9
average nights

Profile

58 %
Men

40 years
Average age

36 %
Upper classes

86 %
Repeat visitors

58 %
Alone

89 %
Free independant travellers
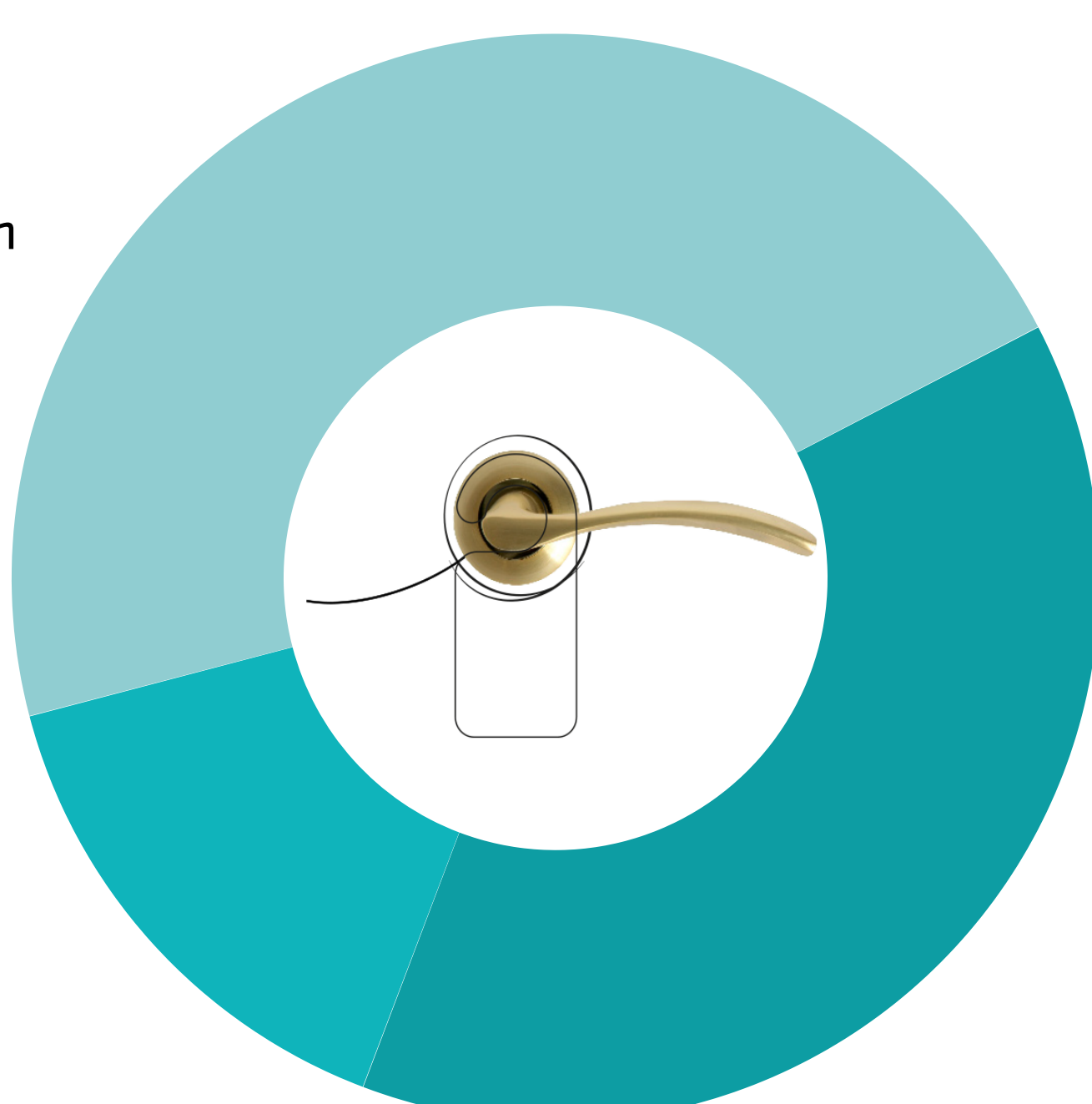
Main purpose of trip

64 %
Personal trips

36 %
Business and bleisure trips

Type of accomodation

46 %
Free accomodation

15 %
Other commercial accomodation

38 %
Hotels

Accomodation booking

39 %
Websites

35 %
Direct booking

22 %
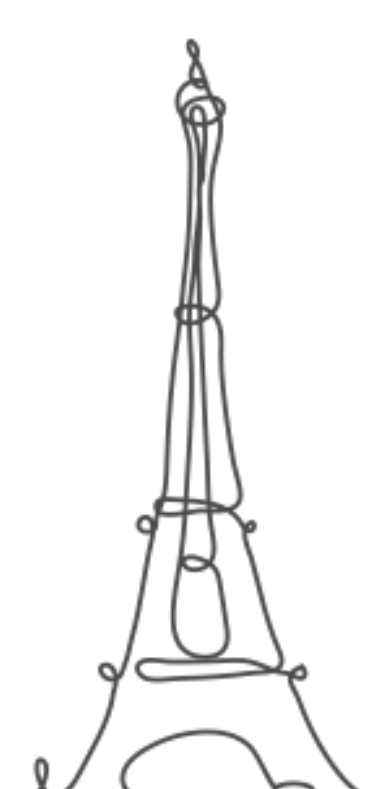Reservation platforms between individuals

Top 3 activities

76 %
Exploring cities

86 %
Visiting museums and monuments

64 %
Shopping

Top 5 tousit attractions
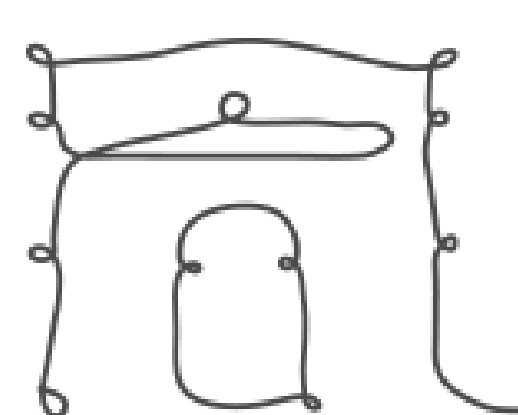
73 %
Eiffel Tower

56 %
Arc de triomphe

51 %
Sacré-Coeur de Montmartre
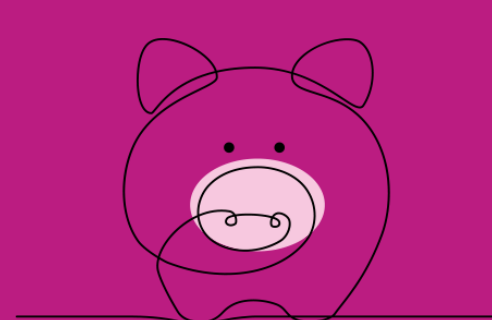
49 %
Louvre museum

47 %
Notre-Dame de Paris

Economic impact

€92
Average expenditure per day and per person

€912
Average spend per trip and per person

768.6
millions euros in tourism revenue

Satisfaction and revisit intention

85 %
Satisfaction rate

83 %
Revisit intention within 1 to 2 years

Contact :
Studies and Observation Unit
etudes-observation@visitparisregion.com

PARIS REGION
COMITÉ RÉGIONAL DU TOURISME