



The Middle-Easterners

PARIS
REGION
TOURIST BOARD

Attendance in Paris Region

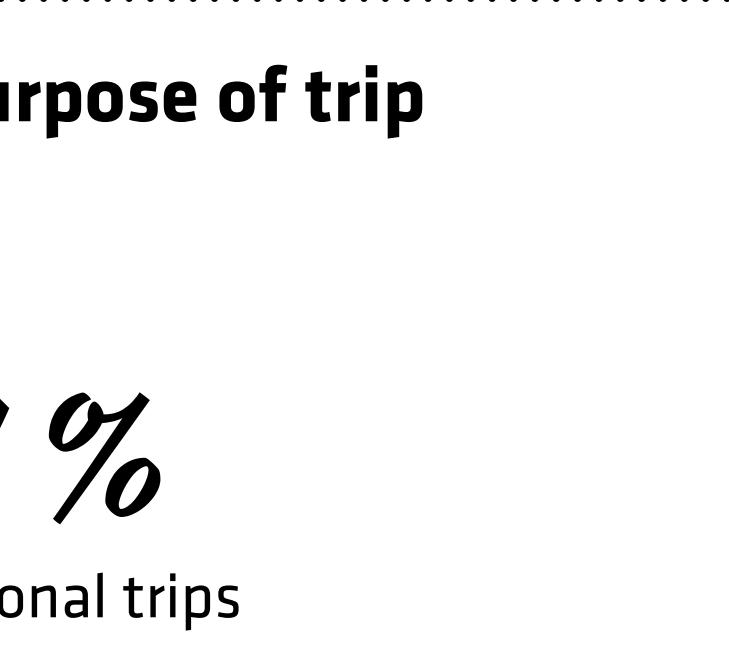


481 000
trips

3 058 000

nights

Z Z Z



6,4

average nights

Profile

62 %

Men

39 years

Average age

33 %

Upper classes



59 %

Repeat visitors

33 %

Alone

81 %

Free independent travellers

Main purpose of trip



61 %

Personal trips

39 %

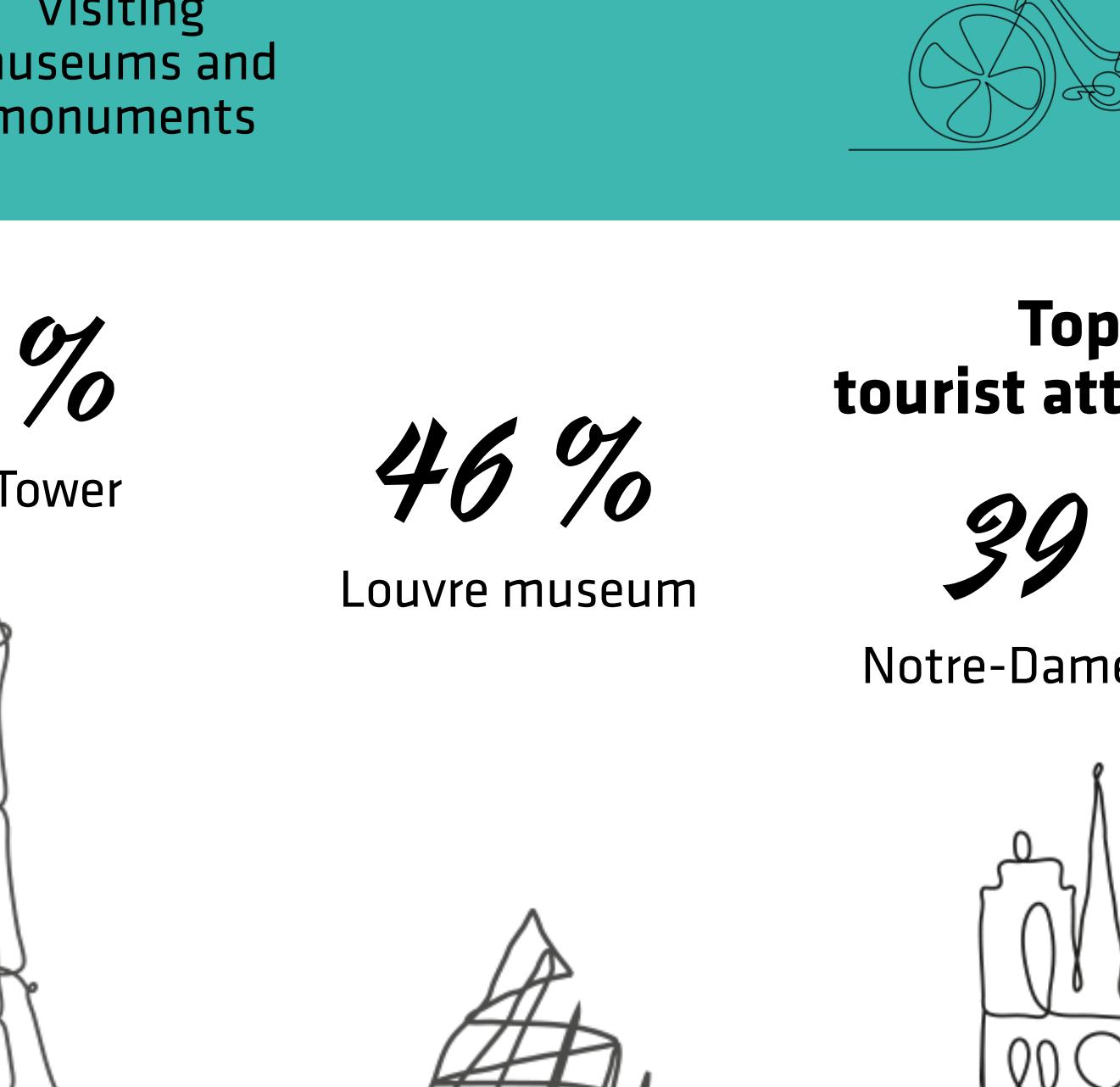
Business and bleisure trips



Type of accomodation

27 %

Free accomodation



60 %

Hotels

Accommodation booking



61 %

Websites

36 %

Direct booking



25 %

Travel agencies, tour operators

Top 3 activities



90 %

Visiting museums and monuments

74 %

Exploring cities



58 %

Shopping



69 %

Eiffel Tower



46 %

Louvre museum



Top 5 tourist attractions

39 %

Notre-Dame de Paris



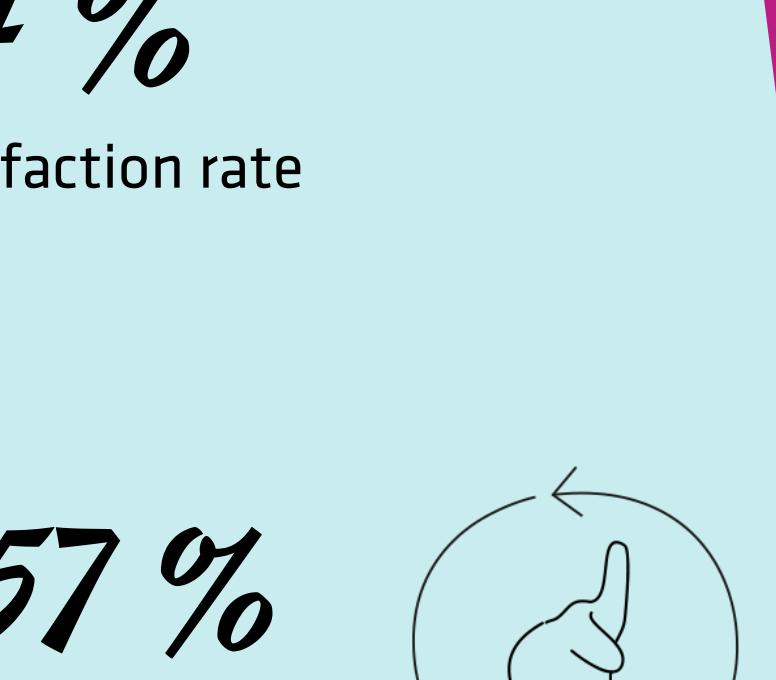
38 %

Arc de triomphe



31 %

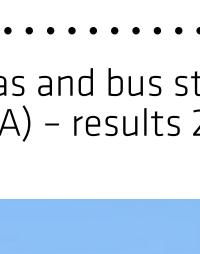
Sacré-Cœur de Montmartre



Economic impact

€152

Average expenditure per day and per person



€966

Average spend per trip and per person



464,8

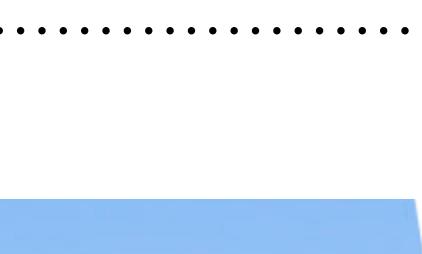
millions euros in tourism revenue



Satisfaction and revisit intention

94 %

Satisfaction rate



57 %

Revisit intention within 1 to 2 years



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Contact :

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