The Mexicans

PARIS REGION TOURIST BOARD

Attendance in Paris Region

285 000
trips

1 761 000
nights

6,2
average nights

Profile

52 %
Women

38 years
Average age

35 %
Upper classes

60 %
Repeat visitors

30 %
Alone

89 %
Free independant travellers

Main purpose of trip

80 %
Personal trips

20 %
Business and bleisure trips

Type of accomodation

15 %
Free accomodation

33 %
Other commercial accomodation

52 %
Hotels

Accomodation booking

45 %
Websites

36 %
Travel agencies, tour operators

29 %
Direct booking

Top 3 activities

98 %
Visiting museums and monuments

66 %
Exploring cities

62 %
Visiting parks and gardens

Top 5 tourist attractions

88 %
Eiffel Tower

87 %
Arc de triomphe

86 %
Louvre museum

64 %
Sacré-Cœur de Montmartre

60 %
Notre-Dame de Paris

Economic impact

€120
Average expenditure per day and per person

€741
Average spend per trip and per person

210,9
millions euros in tourism revenue

Satisfaction and revisit intention

96 %
Satisfaction rate

55 %
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.

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