

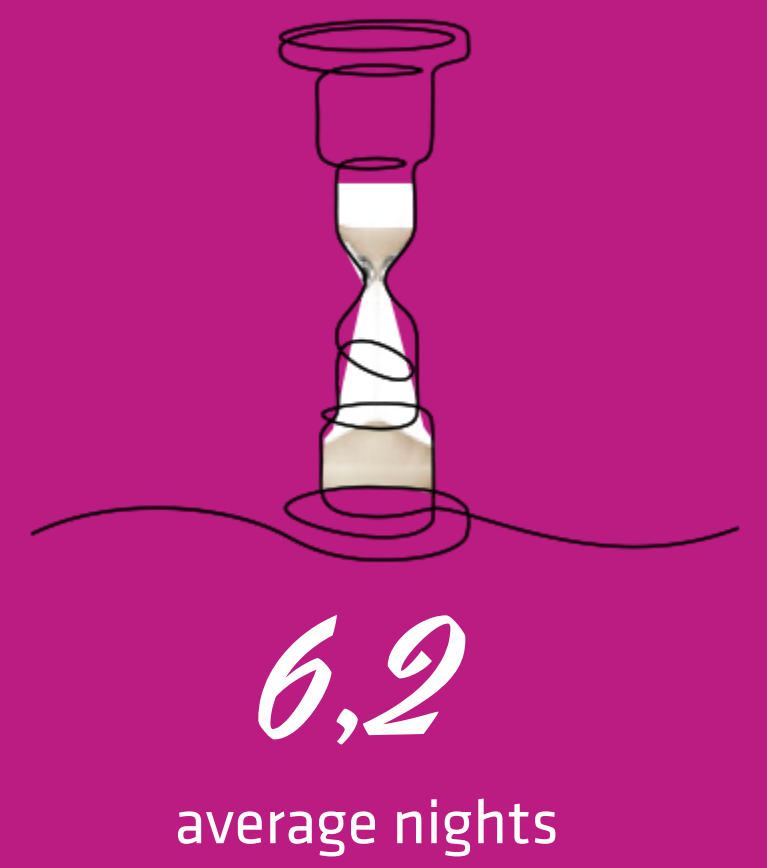
The Mexicans



Attendance in Paris Region



1 761 000
nights



Profile

52 %
Women

38 years
Average age

35 %
Upper classes



60 %
Repeat visitors

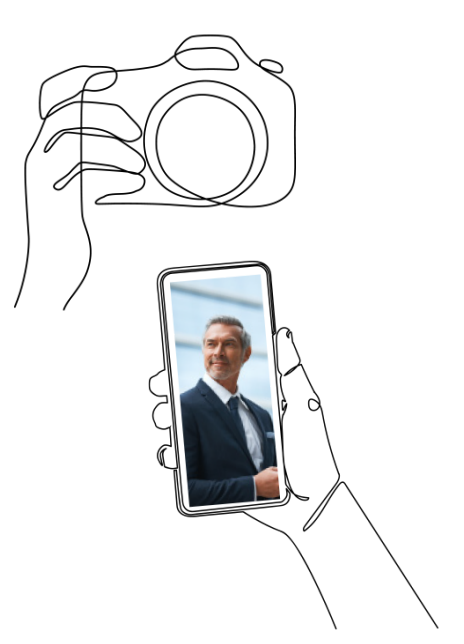
30 %
Alone

89 %
Free independant travellers

Main purpose of trip

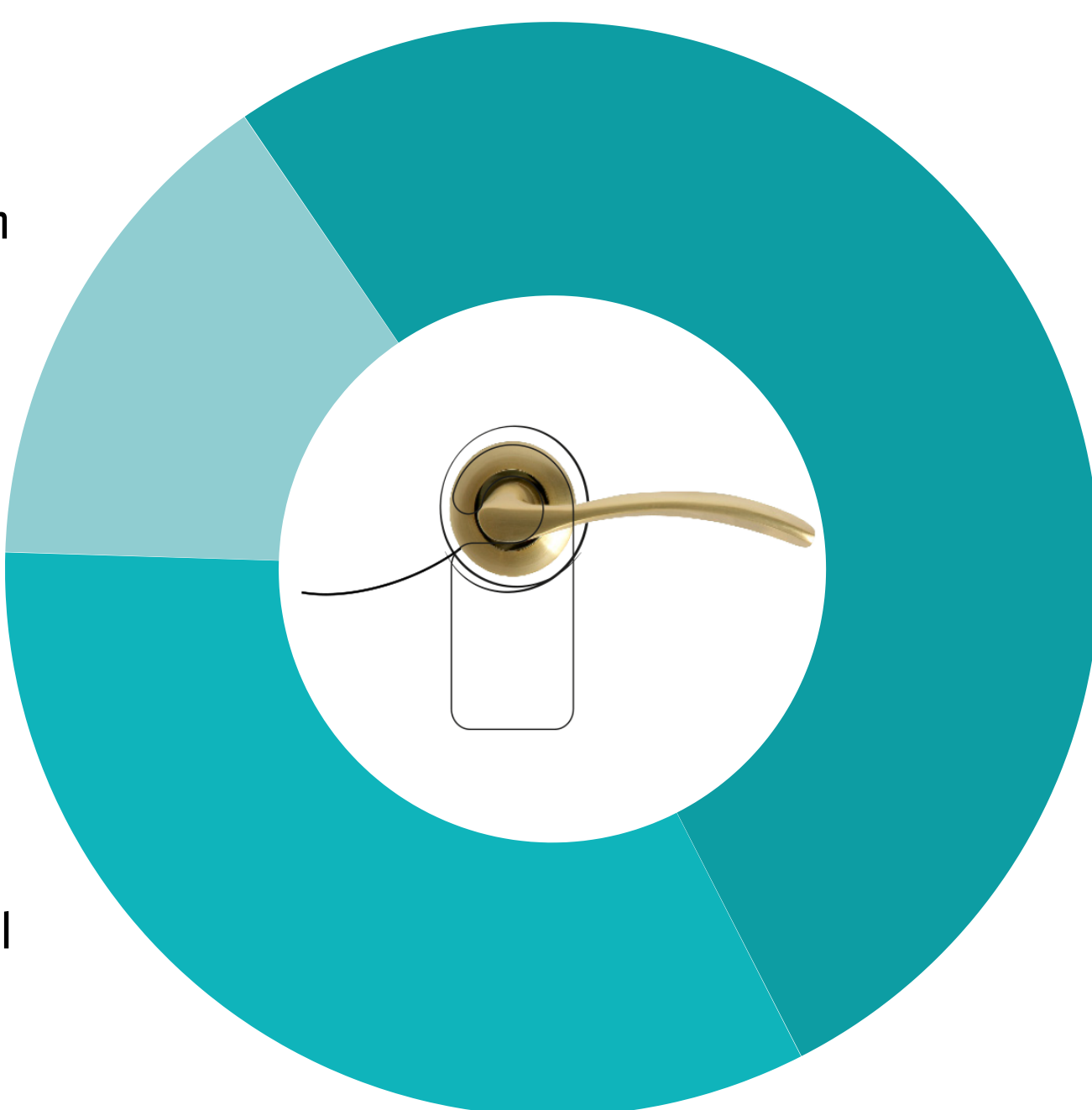
80 %
Personal trips

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

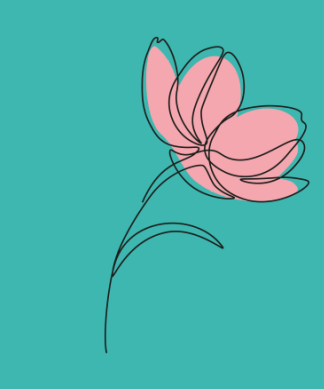
29 %
Direct booking

Top 3 activities



98 %
Visiting museums and monuments

66 %
Exploring cities



62 %
Visiting parks and gardens

Top 5 tourist attractions

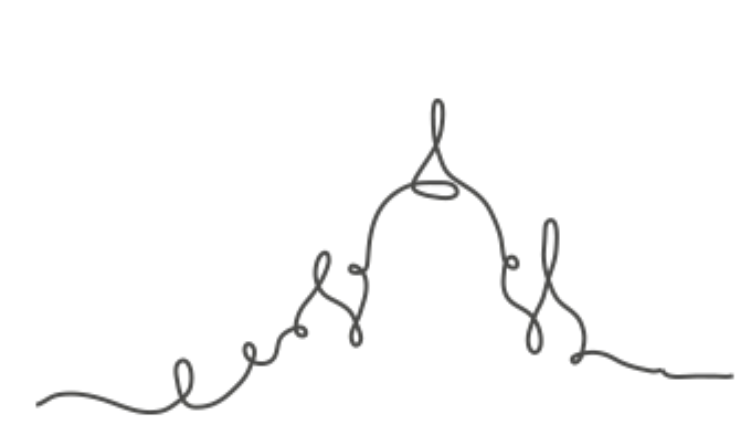
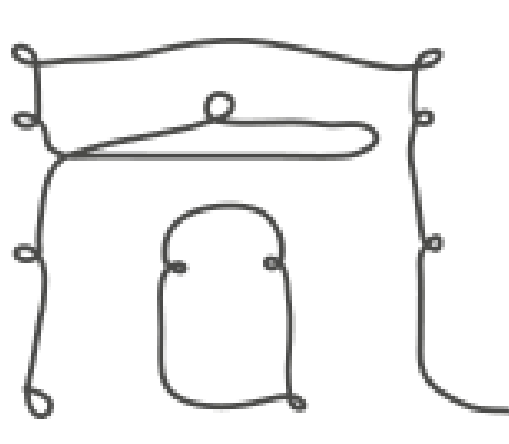
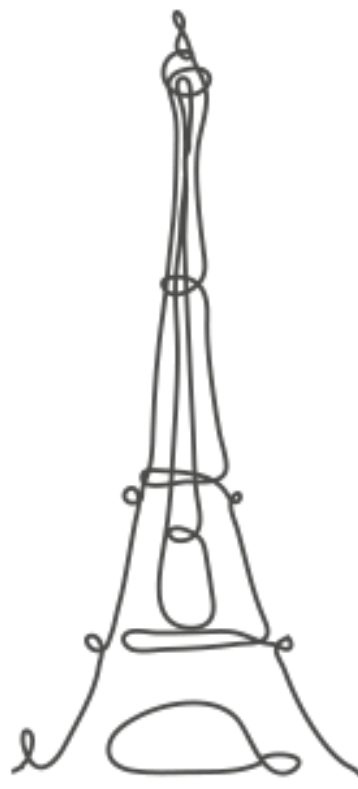
88 %
Eiffel Tower

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



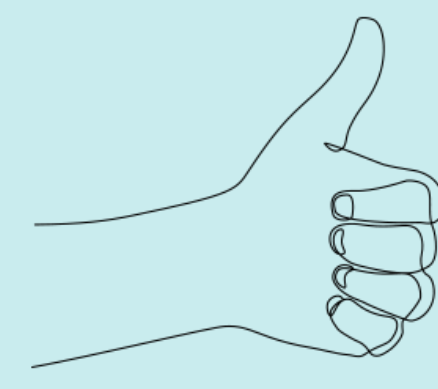
€741
Average spend per trip and per person



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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