

The Russians

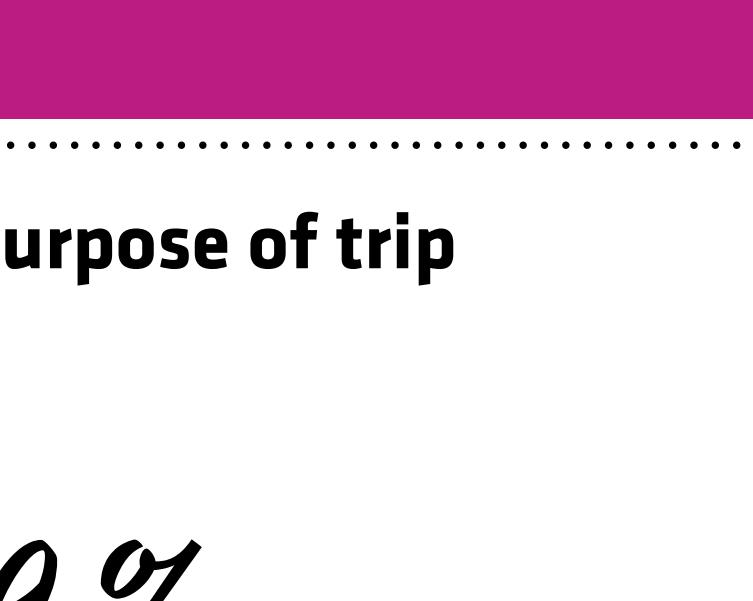
PARIS
REGION
TOURIST BOARD



Attendance in Paris Region



2 415 000
nights



Profile

60 %

Women

36 years

Average age

31 %

Upper classes



59 %

Repeat visitors

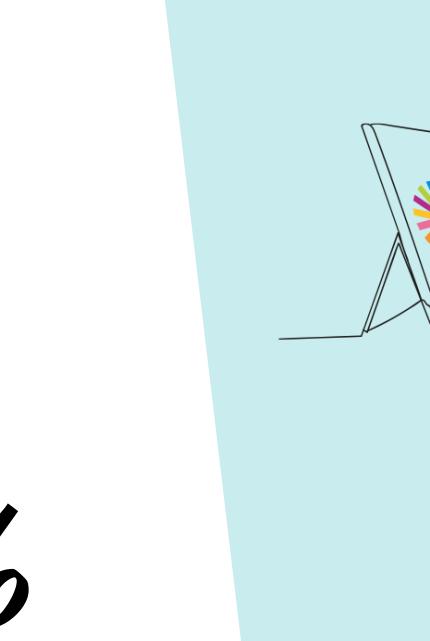
35 %

Alone

77 %

Free independent travellers

Main purpose of trip



69 %
Personal trips



31 %

Business and bleisure trips

Type of accomodation

17 %

Free accomodation



27 %

Other commercial accomodation

56 %

Hotels

48 %

Websites

24 %

Reservation platforms between individuals

16 %

Reserved by a third party

Accomodation booking



48 %

Websites

24 %

Reservation platforms between individuals



Top 3 activities

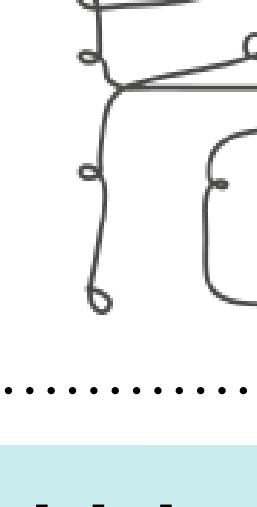
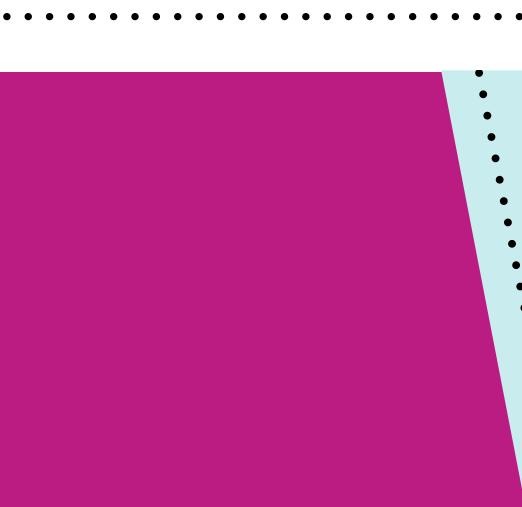


93 %

Visiting museums and monuments

76 %

Exploring cities



54 %

Visiting parks and gardens

73 %

Eiffel Tower



70 %

Louvre museum



Top 5 tourist attractions

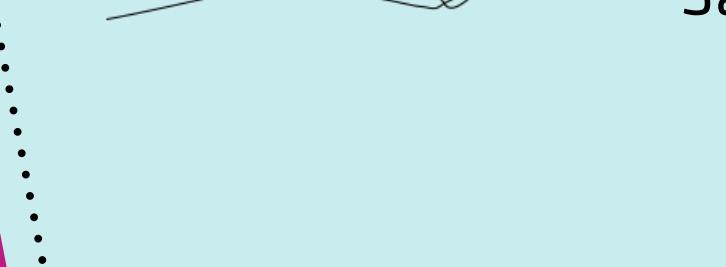
61 %

Notre-Dame de Paris



57 %

Sacré-Cœur de Montmartre



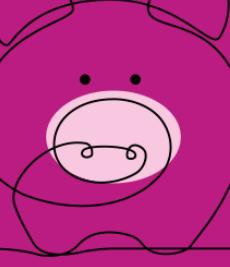
57 %

Arc de triomphe



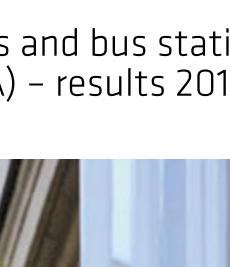
343,5

millions euros in tourism revenue



€142

Average expenditure per day and per person



€914

Average spend per trip and per person



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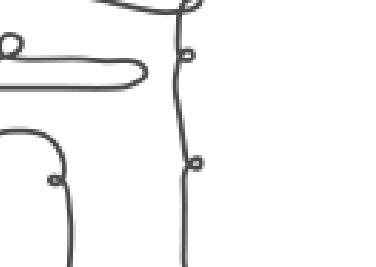
Economic impact

Satisfaction and revisit intention



98 %

Satisfaction rate



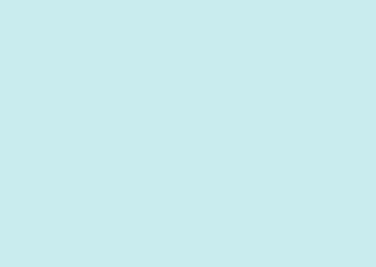
73 %

Revisit intention within 1 to 2 years



57 %

Revisit intention within 1 to 2 years



Contact :

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