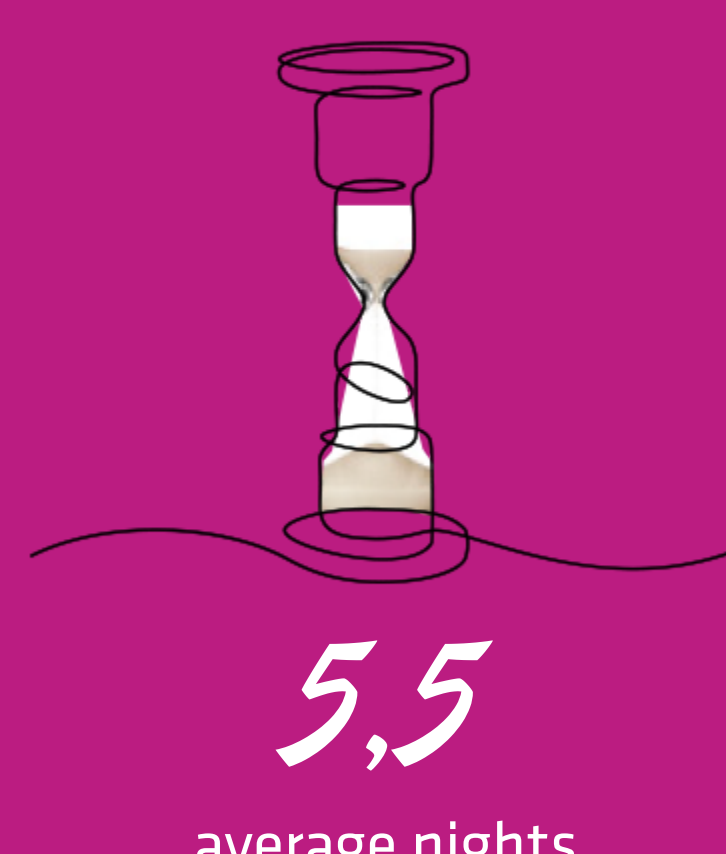


The South Koreans



Attendance in Paris Region



Profile

55 %
Women

32 years
Average age

30 %
Students



60 %
First-time visitors

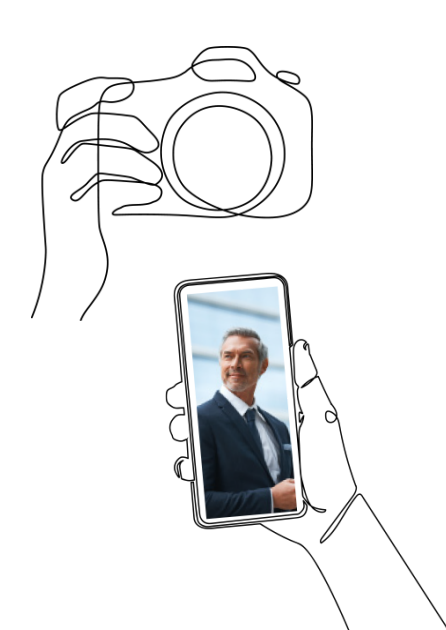
36 %
Alone

81 %
Free independant travellers

Main purpose of trip

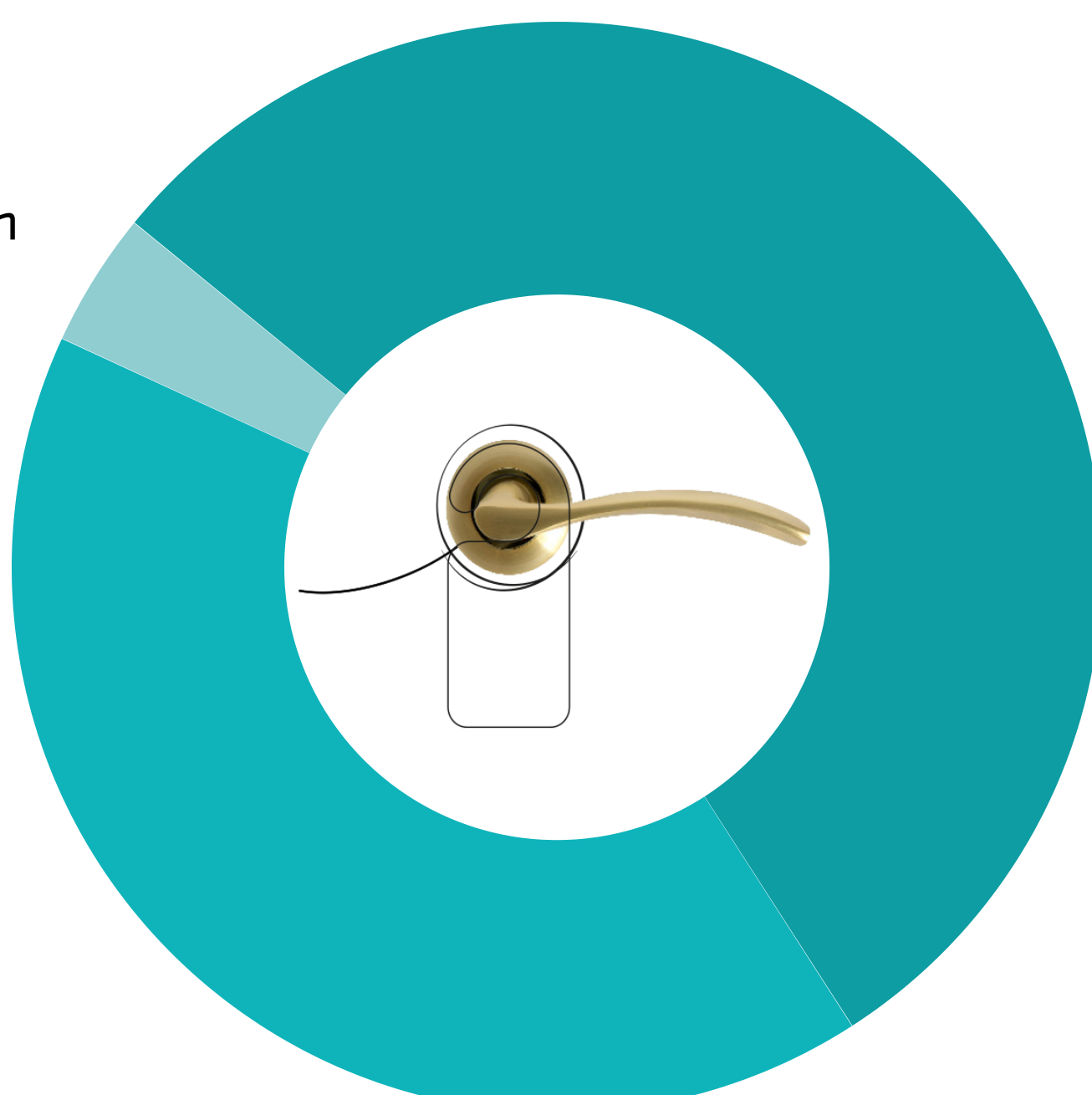
82 %
Personal trips

18 %
Business and bleisure trips



Type of accomodation

4 %
Free accomodation



41 %
Other commercial accomodation

55 %
Hotels

Accomodation booking

49 %
Websites

28 %
Direct booking

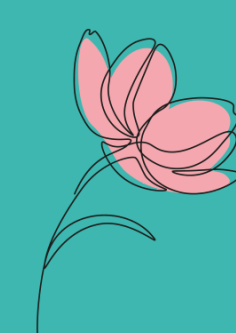
23 %
Travel agencies, Tour operators

Top 3 activities



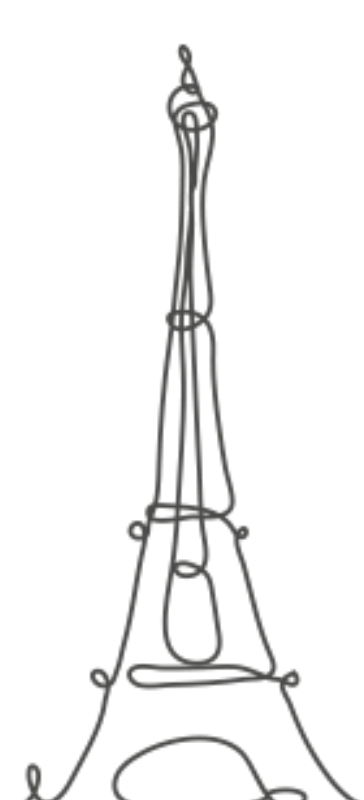
97 %
Visiting museums and monuments

63 %
Exploring cities



55 %
Visiting parks and gardens

89 %
Eiffel Tower

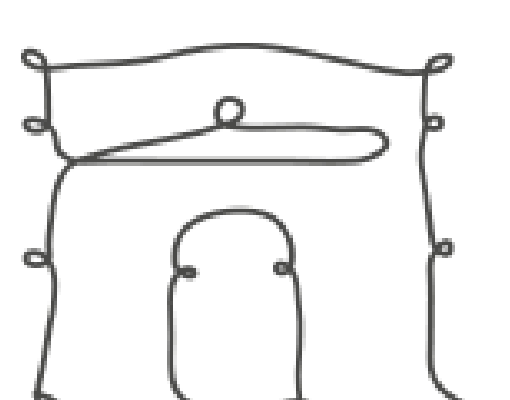


74 %
Louvre museum



Top 5 tourist attractions

70 %
Arc de triomphe



58 %
Sacré-Cœur de Montmartre



48 %
Orsay museum

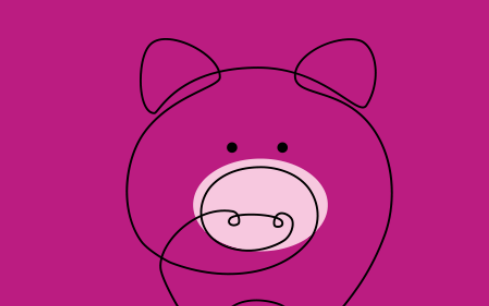


Economic impact

€148
Average expenditure per day and per person



€806
Average spend per trip and per person

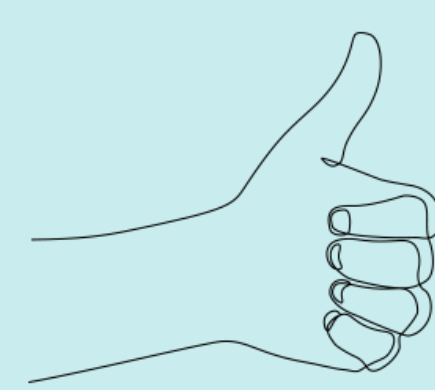


299,5
millions euros in tourism revenue



Satisfaction and revisit intention

80 %
Satisfaction rate



35 %
Revisit intention within 1 to 2 years



Contact :

Studies and Observation Unit
etudes-observation@visitparisregion.com



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.