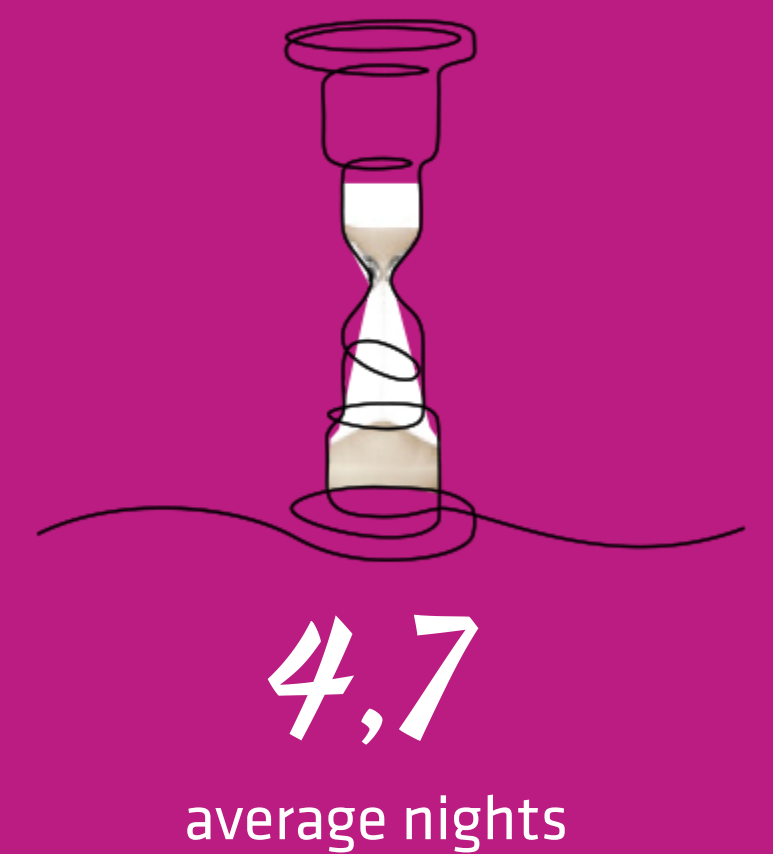


The Australians



Attendance in Paris Region



Profile

65 %
Women

60 %
First-time visitors

43 years
Average age

37 %
As a couple

32 %
Upper classes

72 %
Free independant travellers



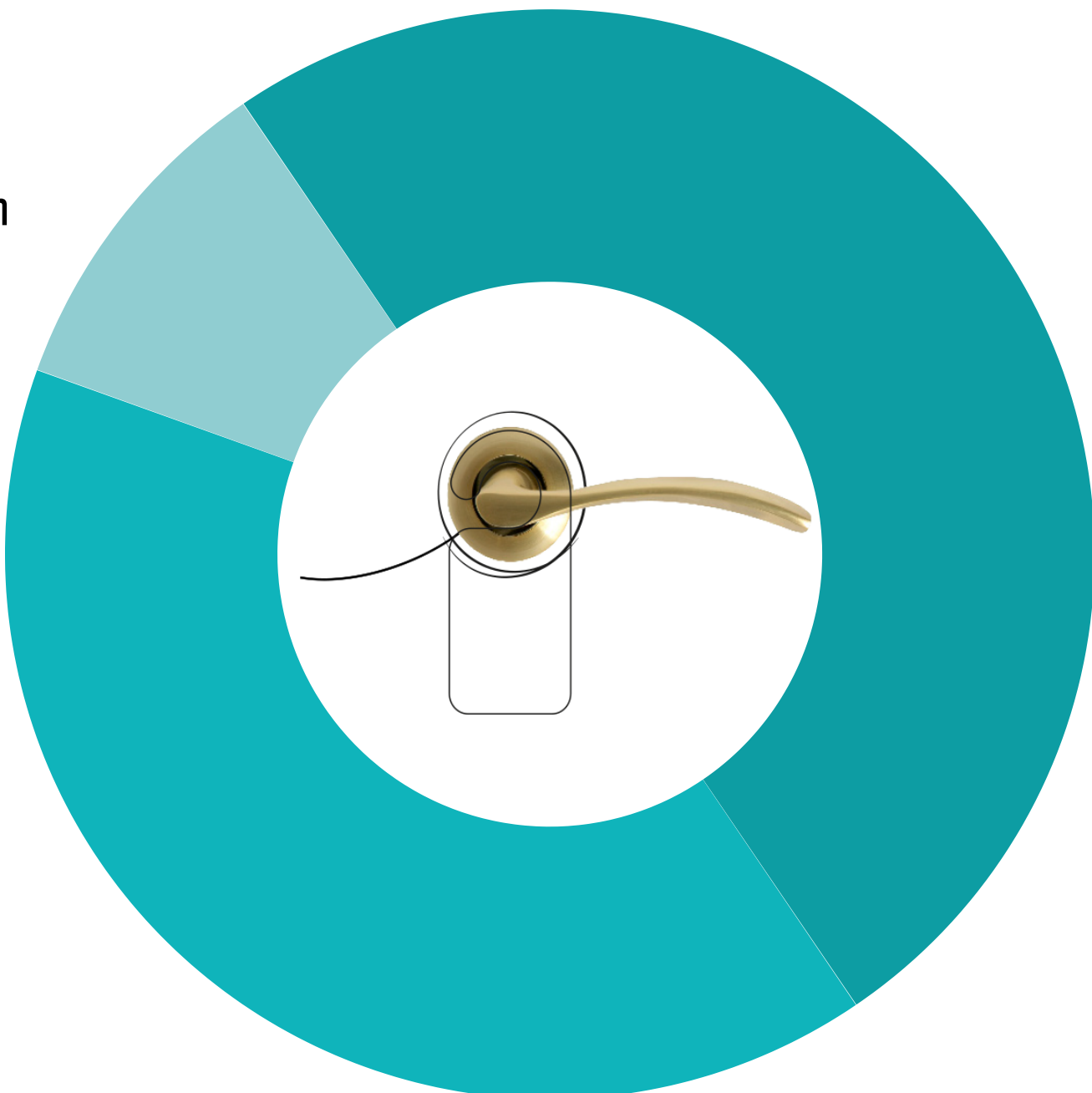
Main purpose of trip

93 %
Personal trips

7 %
Business and bleisure trips

Type of accomodation

10 %
Free accomodation



40 %
Other commercial accomodation

50 %
Hotels

Accomodation booking

48 %
Websites

33 %
Travel agencies, tourr operators

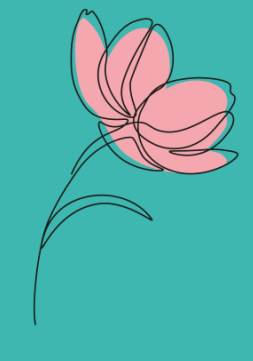
25 %
Reservation platforms between individuals

Top 3 activities



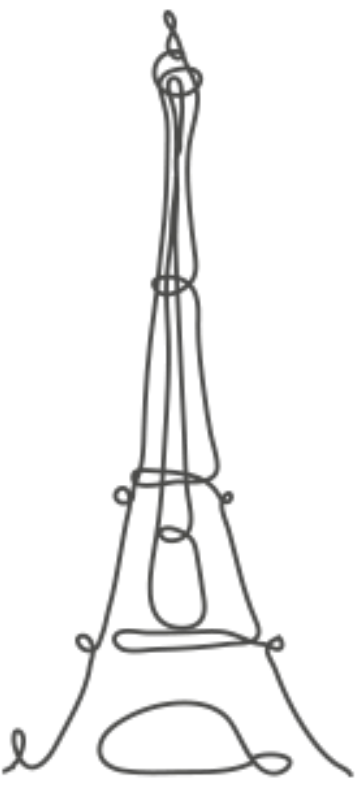
94 %
Visiting museums and monuments

88 %
Exploring cities



64 %
Visiting parks and gardens

77 %
Eiffel Tower



63 %
Notre-Dame de Paris

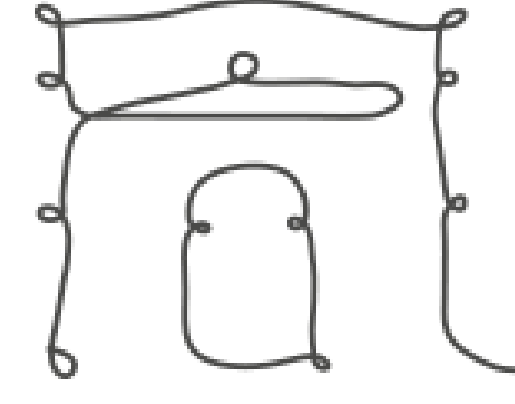


Top 5 tourist attractions

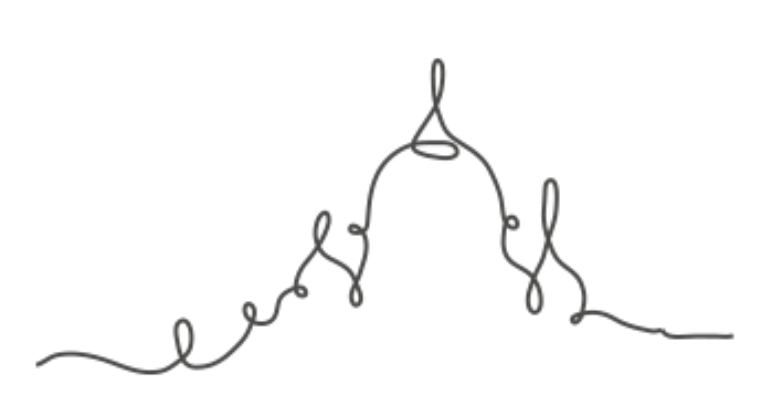
63 %
Louvre museum



61 %
Arc de triomphe



43 %
Sacré-Cœur de Montmartre

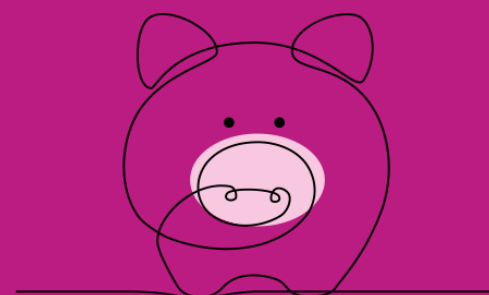


Economic impact

€178
Average expenditure per day and per person



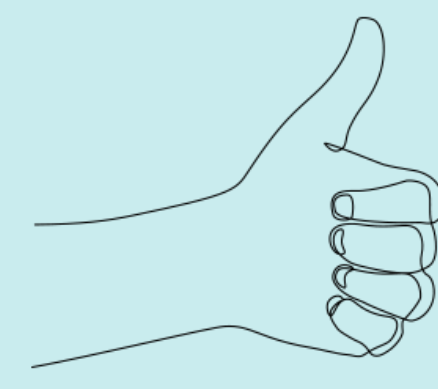
€837
Average spend per trip and per person



420,5
millions euros in tourism revenue



Satisfaction and revisit intention



91 %
Satisfaction rate

38 %
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, EURO LINES, OUIBUS (BVA) - results 2019.

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