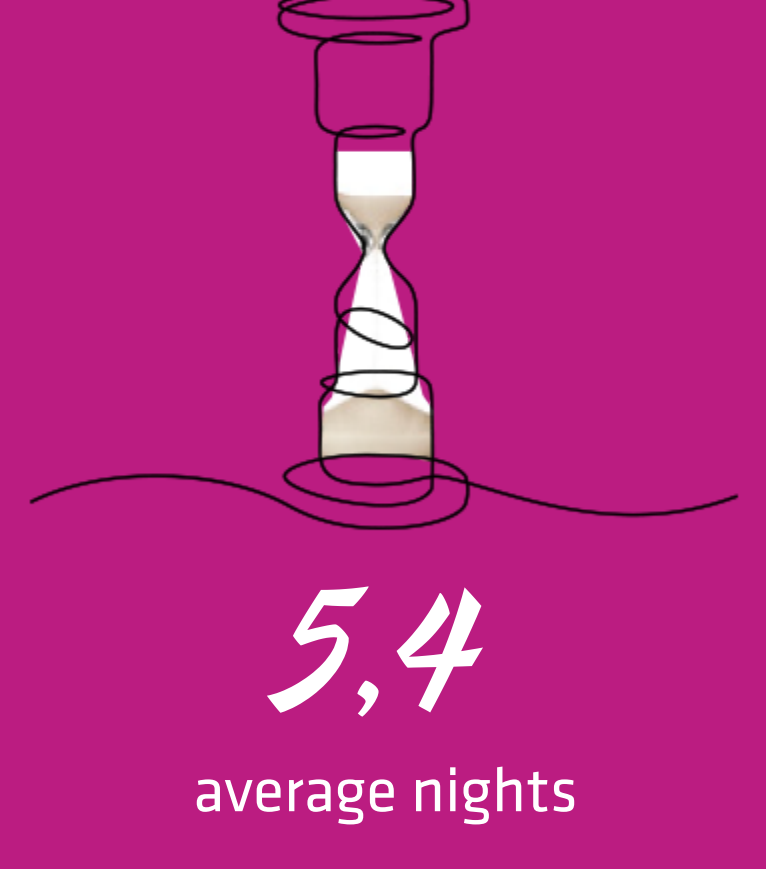




The Indians



Attendance in Paris Region



Profile

70 %
Men

35 years
Average age

54 %
Employees



57 %
Repeat visitors

34 %
Alone

64 %
Free independant travellers

Main purpose of trip

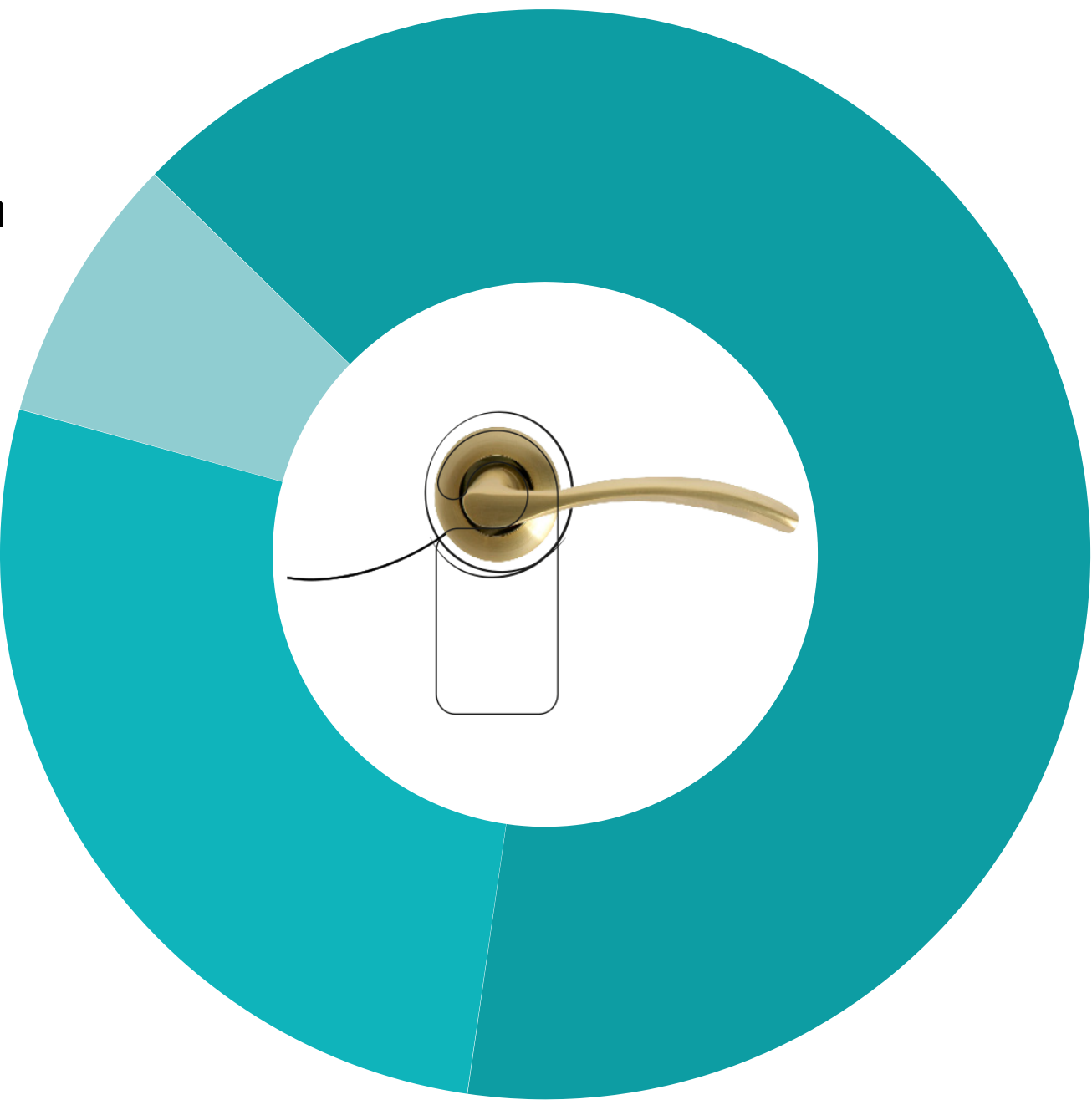
53 %
Personal trips

47 %
Business and bleisure trips

Type of accomodation

8 %
Free accomodation

27 %
Other commercial accomodation



65 %
Hotels

Accomodation booking

40 %
Websites

29 %
Direct booking

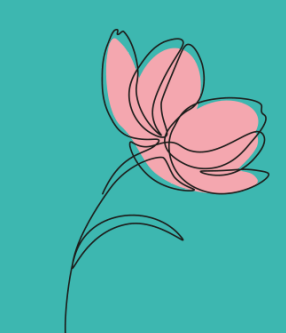
26 %
Reservation platforms between individuals

Top 3 activities



94 %
Visiting museums and monuments

70 %
Exploring cities



61 %
Visiting parks and gardens

82 %
Eiffel Tower

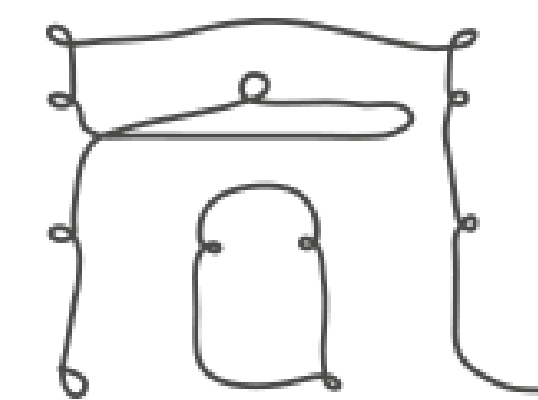
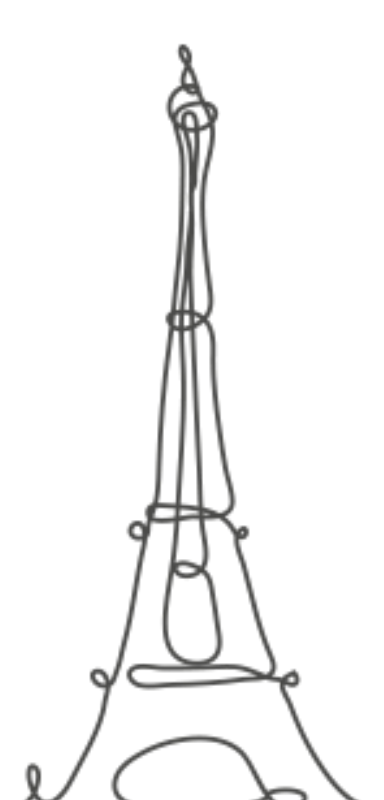
60 %
Louvre museum

Top 5 tourist attractions

46 %
Notre-Dame de Paris

43 %
Arc de triomphe

32 %
Sacré-Cœur de Montmartre

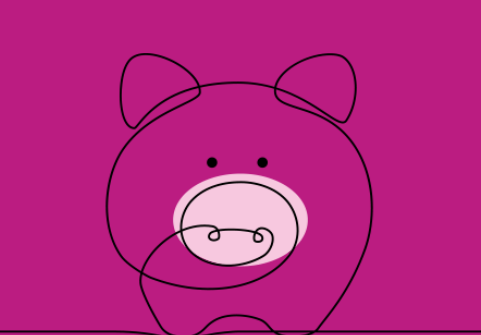


Economic impact

€156
Average expenditure per day and per person



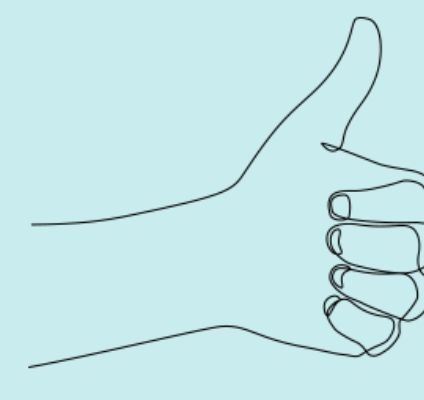
€838
Average spend per trip and per person



240,7
millions euros in tourism revenue



Satisfaction and revisit intention



91 %
Satisfaction rate

53 %
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.



Contact :

Studies and Observation Unit
etudes-observation@visitparisregion.com

