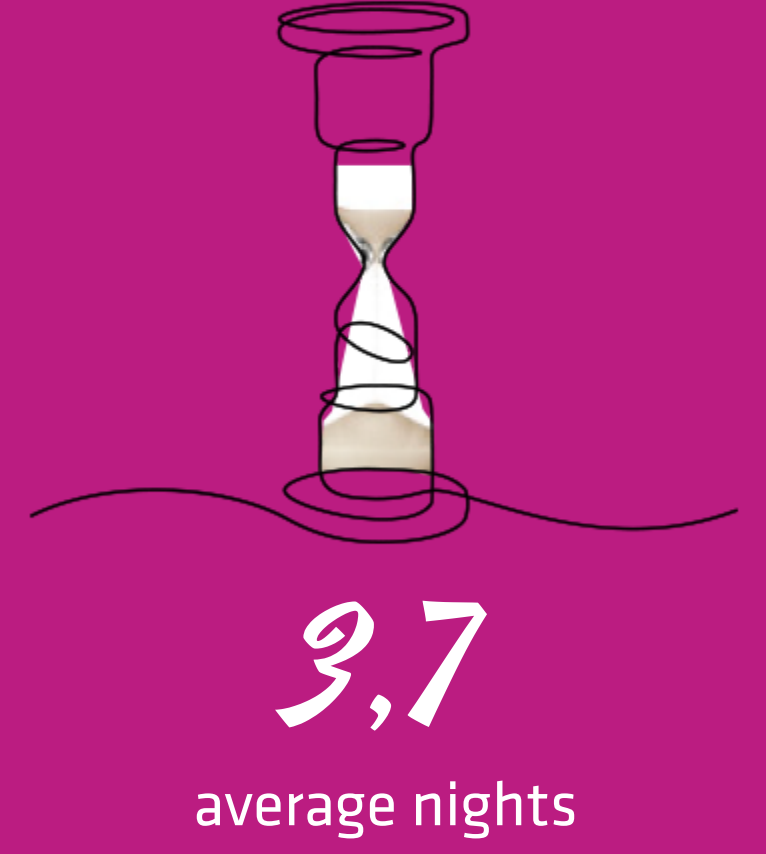


# The Swiss



## Attendance in Paris Region



### Profile

**51 %**  
Women

**79 %**  
Repeat visitors

**42 years**  
Average age

**30 %**  
Alone

**38 %**  
Upper classes

**90 %**  
Free independant travellers



### Main purpose of trip

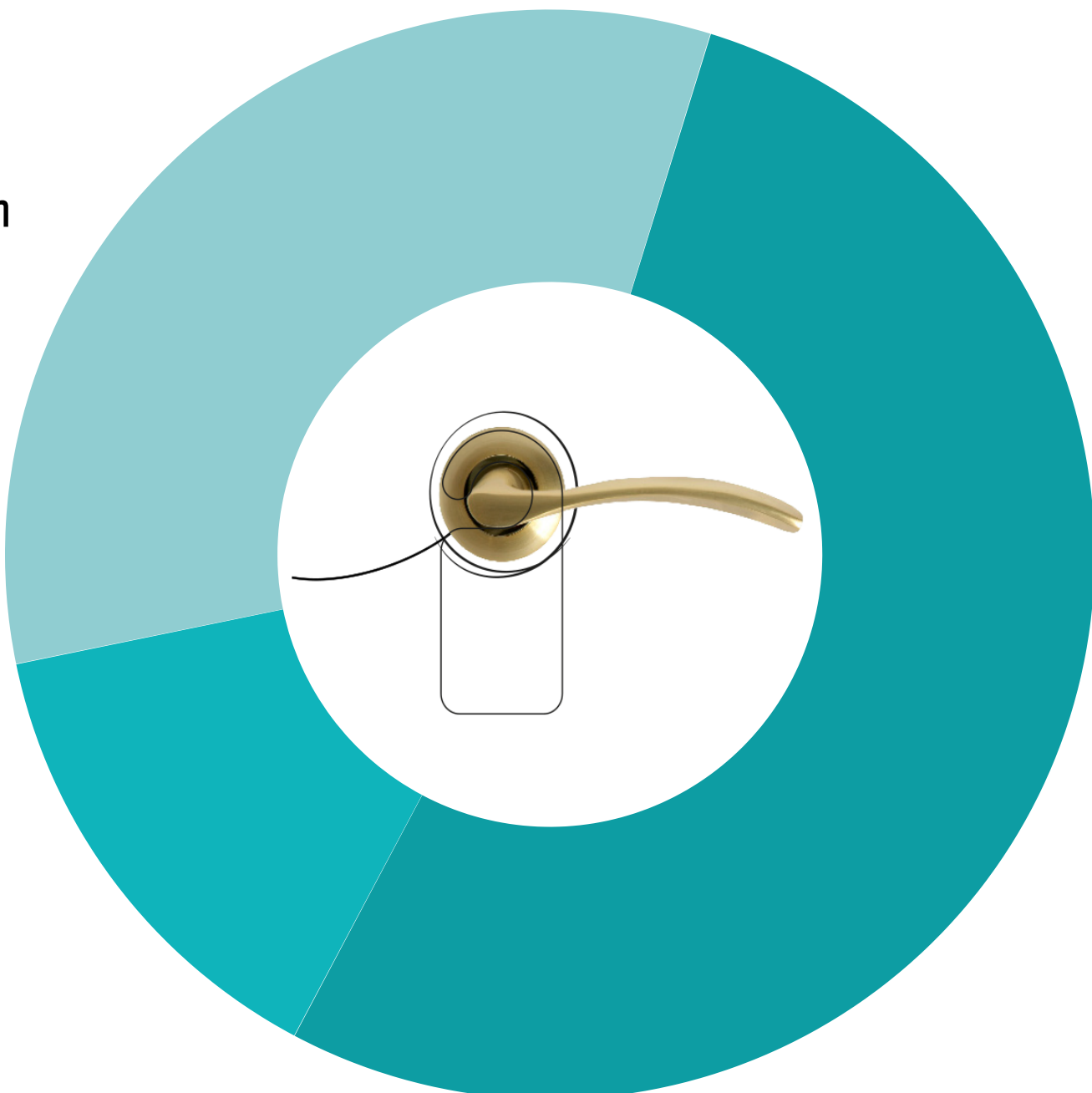
**81 %**  
Personal trips

**19 %**  
Business and bleisure trips



### Type of accomodation

**33 %**  
Free accomodation



**53 %**  
Hotels

**14 %**  
Other commercial accomodation

### Accomodation booking

**44 %**  
Websites

**35 %**  
Direct booking

**10 %**  
Reservation platforms between individuals

### Top 3 activites



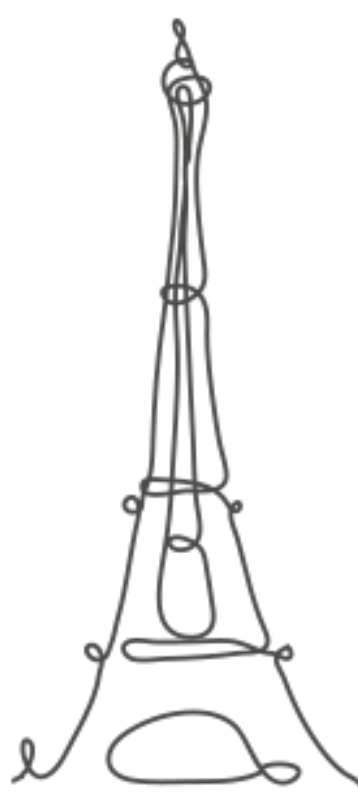
**80 %**  
Visiting museums and monuments

**69 %**  
Exploring cities



**51 %**  
Shopping

**46 %**  
Eiffel Tower

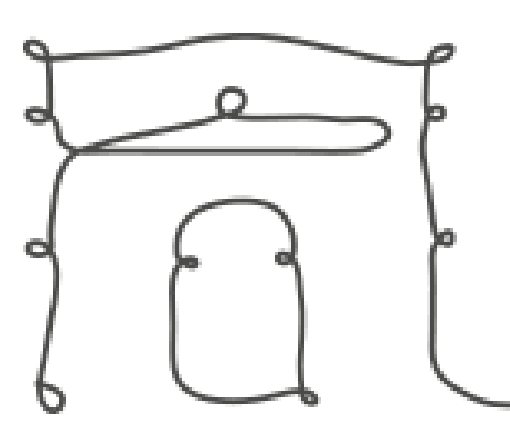


**34 %**  
Notre-Dame de Paris



### Top 5 tourist attractions

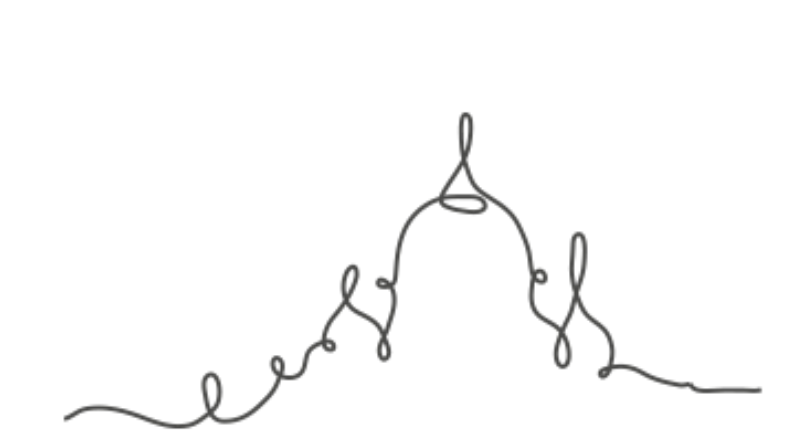
**33 %**  
Arc de triomphe



**26 %**  
Louvre museum



**25 %**  
Sacré-Cœur de Montmartre

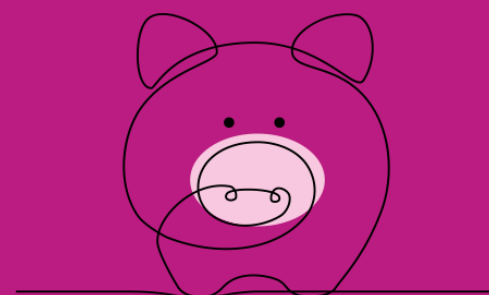


### Economic impact

**€118**  
Average expenditure per day and per person



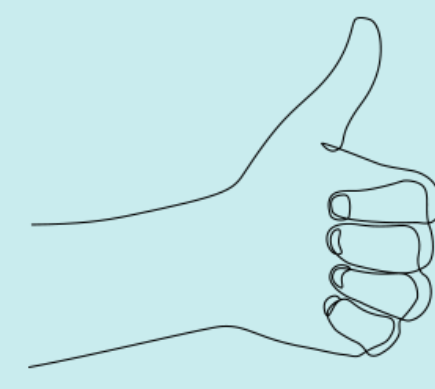
**€432**  
Average spend per trip and per person



**210,1**  
millions euros in tourism revenue



### Satisfaction and revisit intention



**93 %**  
Satisfaction rate

**68 %**  
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 :

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