

# The Scandinavians



## Attendance in Paris Region



**536 000**  
trips

**2 384 000**

nights

Z Z Z



**4,4**

average nights

## Profile

**59 %**

Women

**39 years**

Average age

**32 %**

Upper classes



**57 %**

Repeat visitors

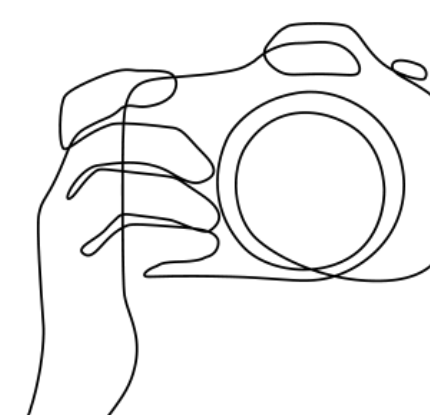
**28 %**

As a couple

**86 %**

Free independant travellers

## Main prupose of trip

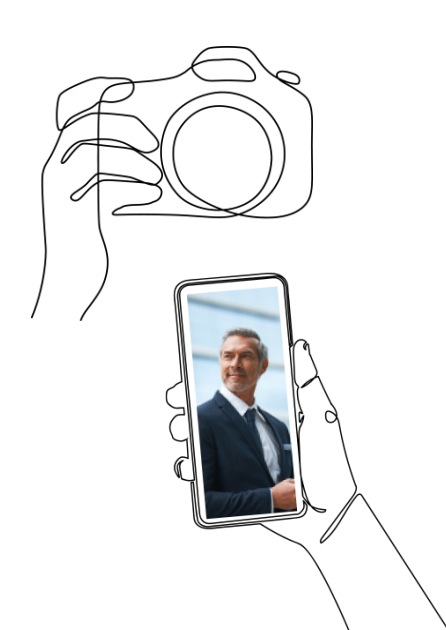


**80 %**

Personal trips

**20 %**

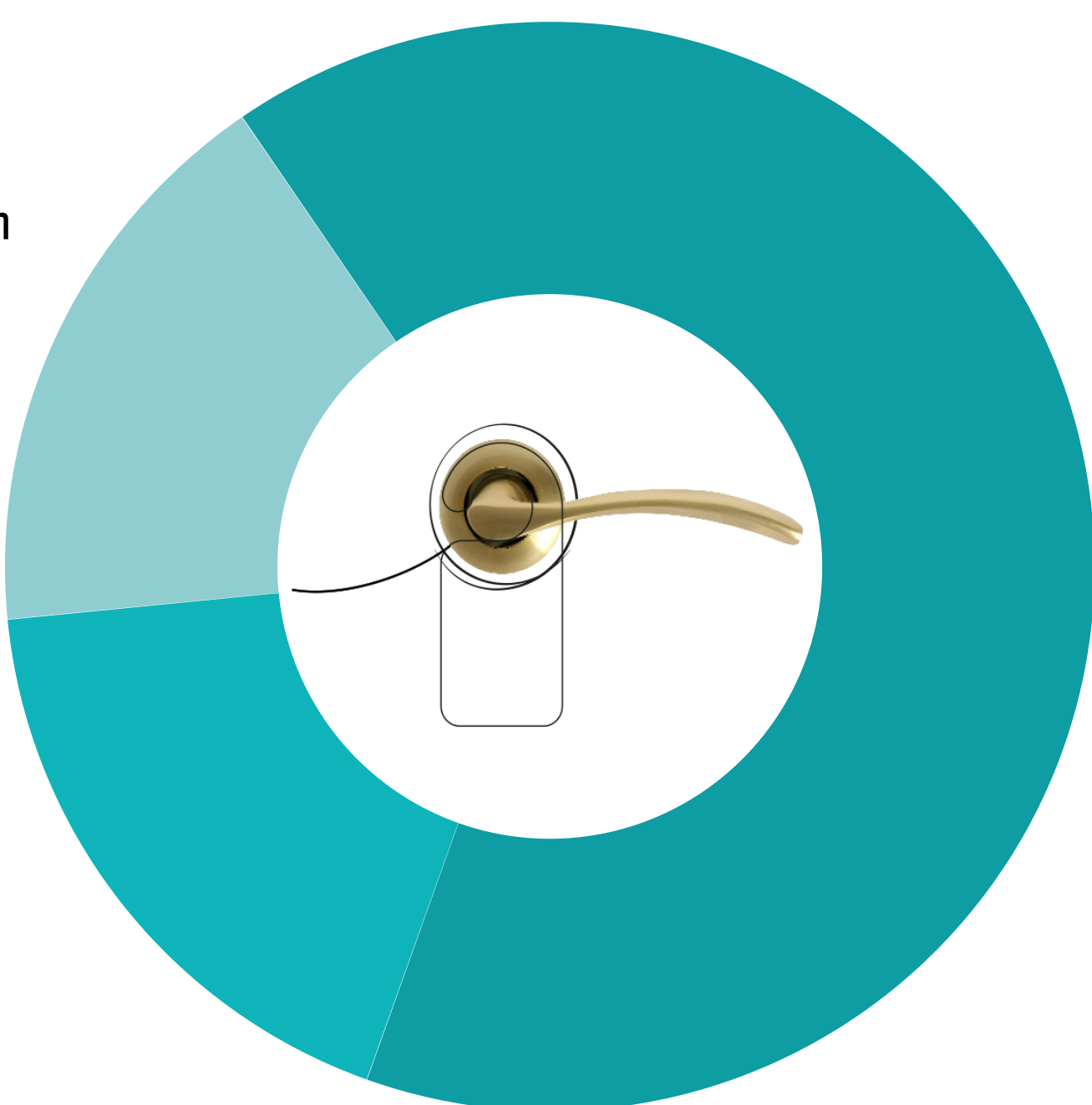
Business and bleisure trips



## Type of accomodation

**17 %**

Free accomodation



**18 %**

Other commercial accomodation

**65 %**

Hotels

## Accomodation booking

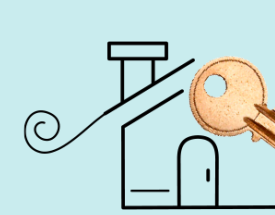


**55 %**

Websites

**29 %**

Direct booking



**16 %**

Reservation platforms between individuals

## Top 3 activities



**82 %**

Exploring cities

**78 %**

Visiting museums and monuments

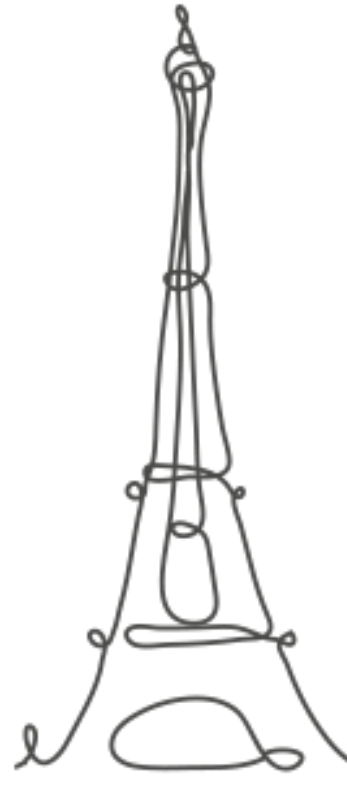


**56 %**

Shopping

**59 %**

Eiffel Tower



**44 %**

Louvre museum



**Top 5 tourist attractions**

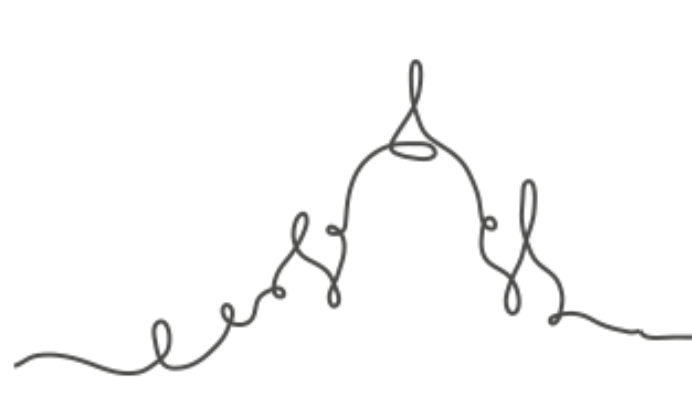
**44 %**

Notre-Dame de Paris



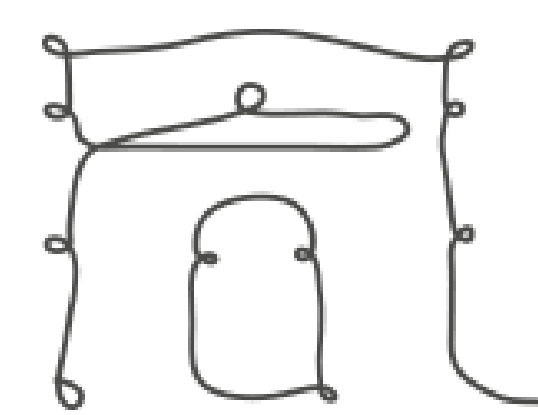
**41 %**

Sacré-Cœur de Montmartre



**38 %**

Arc de triomphe



## Economic impact

**€134**

Average expenditure per day and per person



**€597**

Average spend per trip and per person

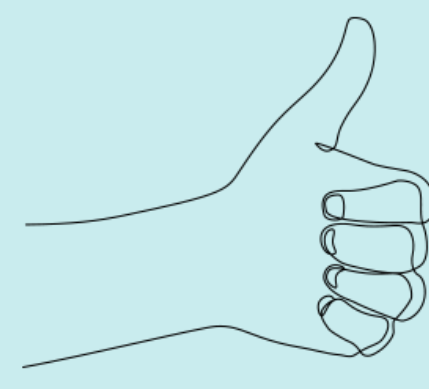


**320,1**

millions euros in tourism revenue



## Satisfaction and revisit intention



**94 %**

Satisfaction rate

**41 %**

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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