European rail travellers 2014 - 2019

PARIS REGION
TOURIST BOARD

Tourism trips in Paris Region

24% trips

19% nights

3,0 average nights
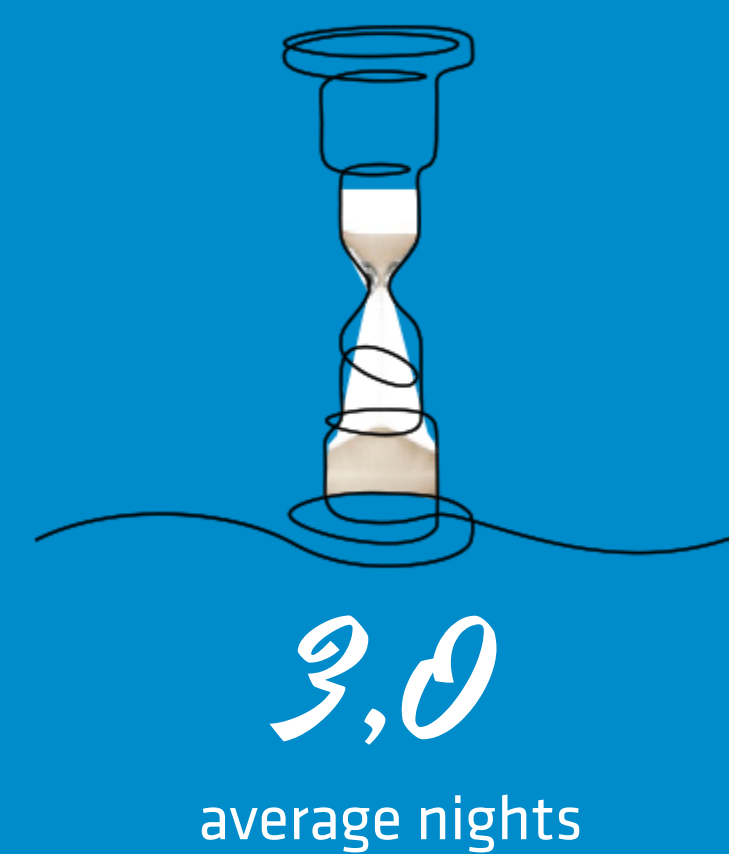
Profile

53 % Women

43 ans average age

47 % upper classes

91 % reêat visitors

57 % alone

82 % unorganized individual

Main purpose of trip

49 % Leisure trips

51 % Business and leisure trips

Accommodation

41 % Free accommodation

49 % Hotels

10 % Other commercial accommodation
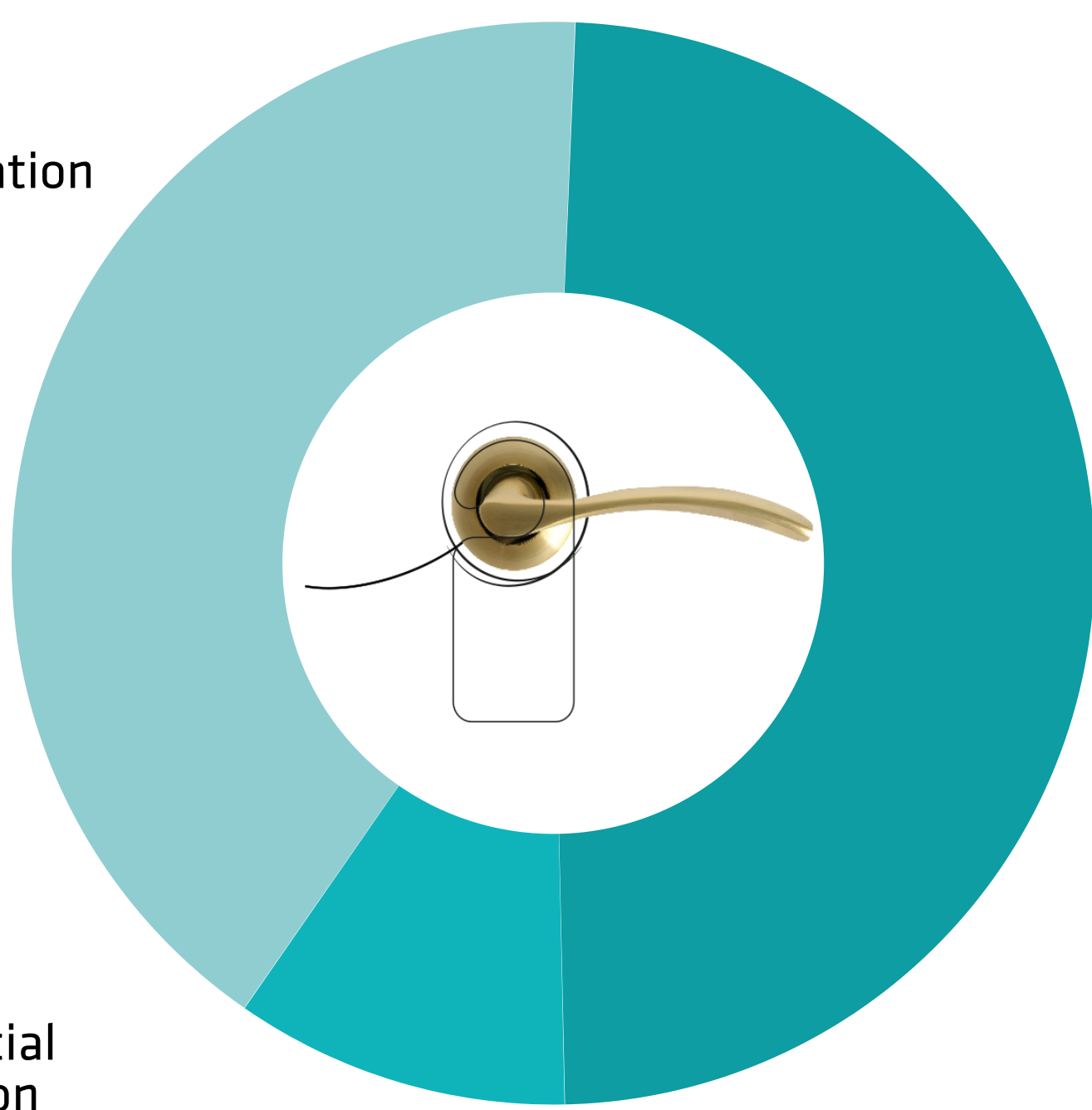
Booking accommodation

38 % Websites

25 % A third party (company, relative, friend)
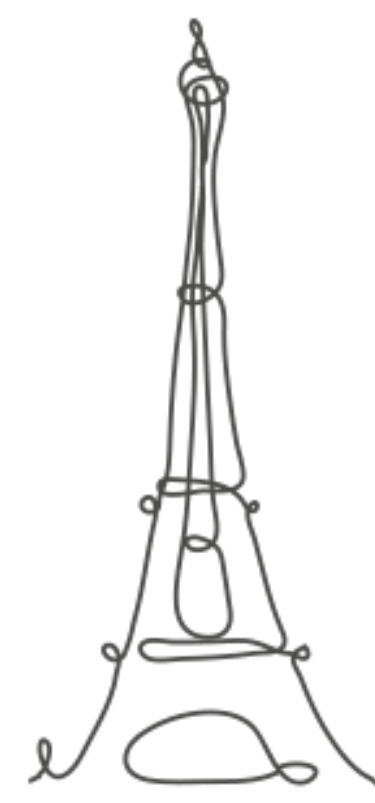
23 % Direct booking

Top 3 activities

62 % Exploring cities

62 % Visiting museums and monuments

33 % Shopping

Top 5 tourist attractions
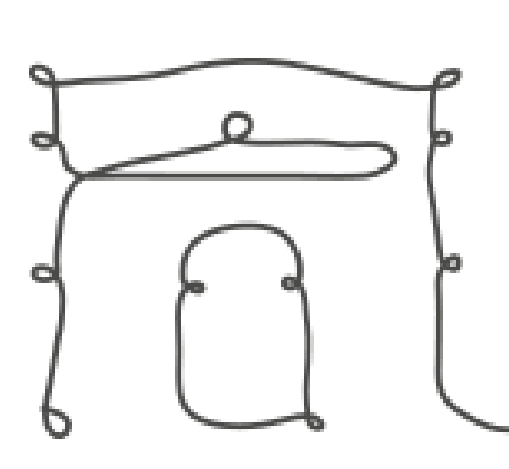
24 % Eiffel Tower

21 % Notre-Dame de Paris

21 % Sacré-Cœur de Montmartre
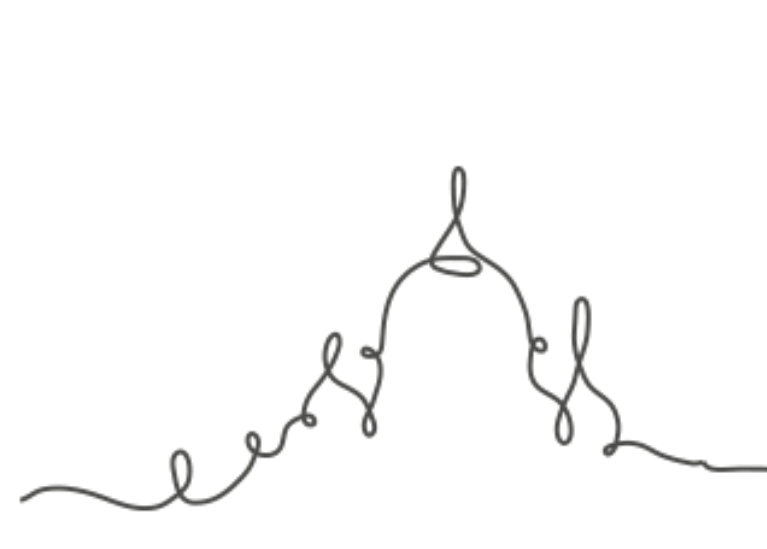
18 % Arc de triomphe
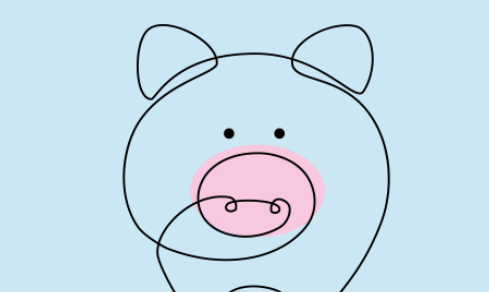
17 % Louvre museum

Economic impact

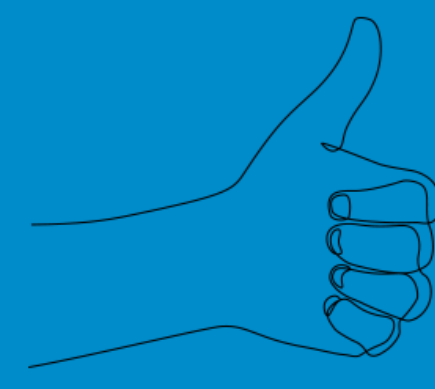**€97** average expenditure per day and per person

€295 average budget of stay per person
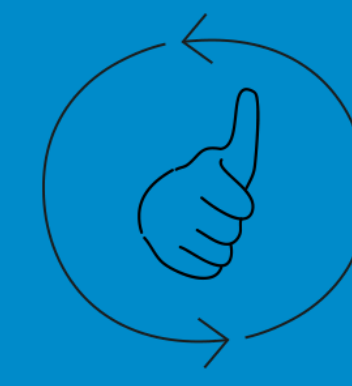
16 % tourism revenue

Satisfaction and revisit intention

93 % satisfaction rate

70 % revisit intention within 1 to 2 years

Les voyageurs ferroviaires européens 2014 - 2019

Contact :
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