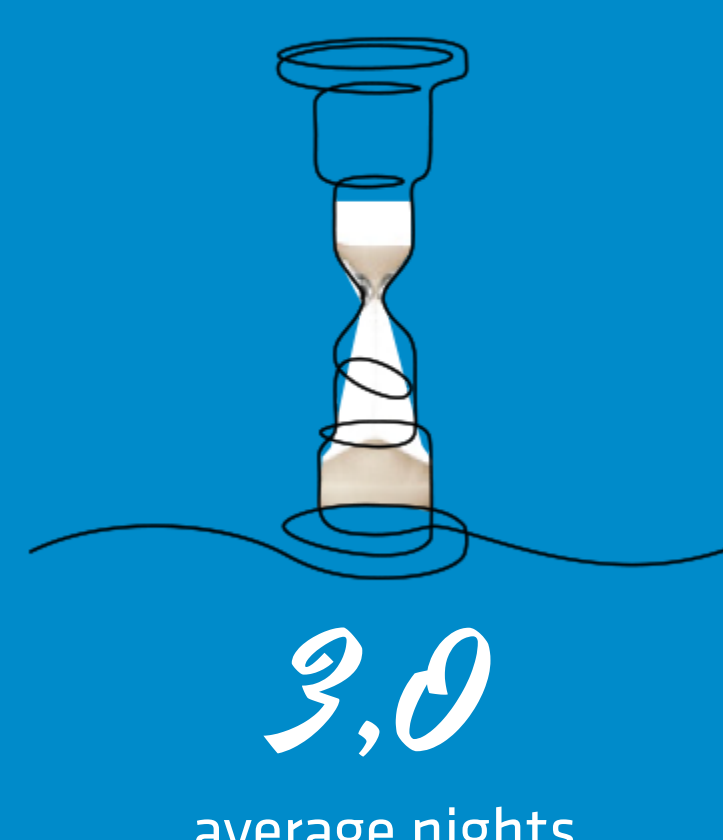


European road travellers 2014-2019



Tourism trips in Paris Region



Profile

56 %
men

44 ans
average age

32 %
upper classes



91 %
repeat visitors

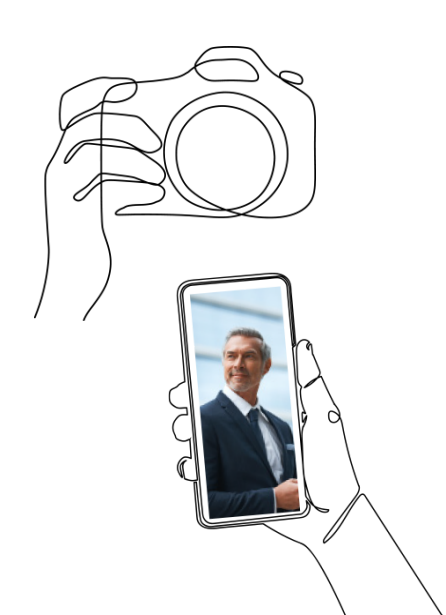
31 %
as couple

89 %
unorganized individual

Main purpose of trip

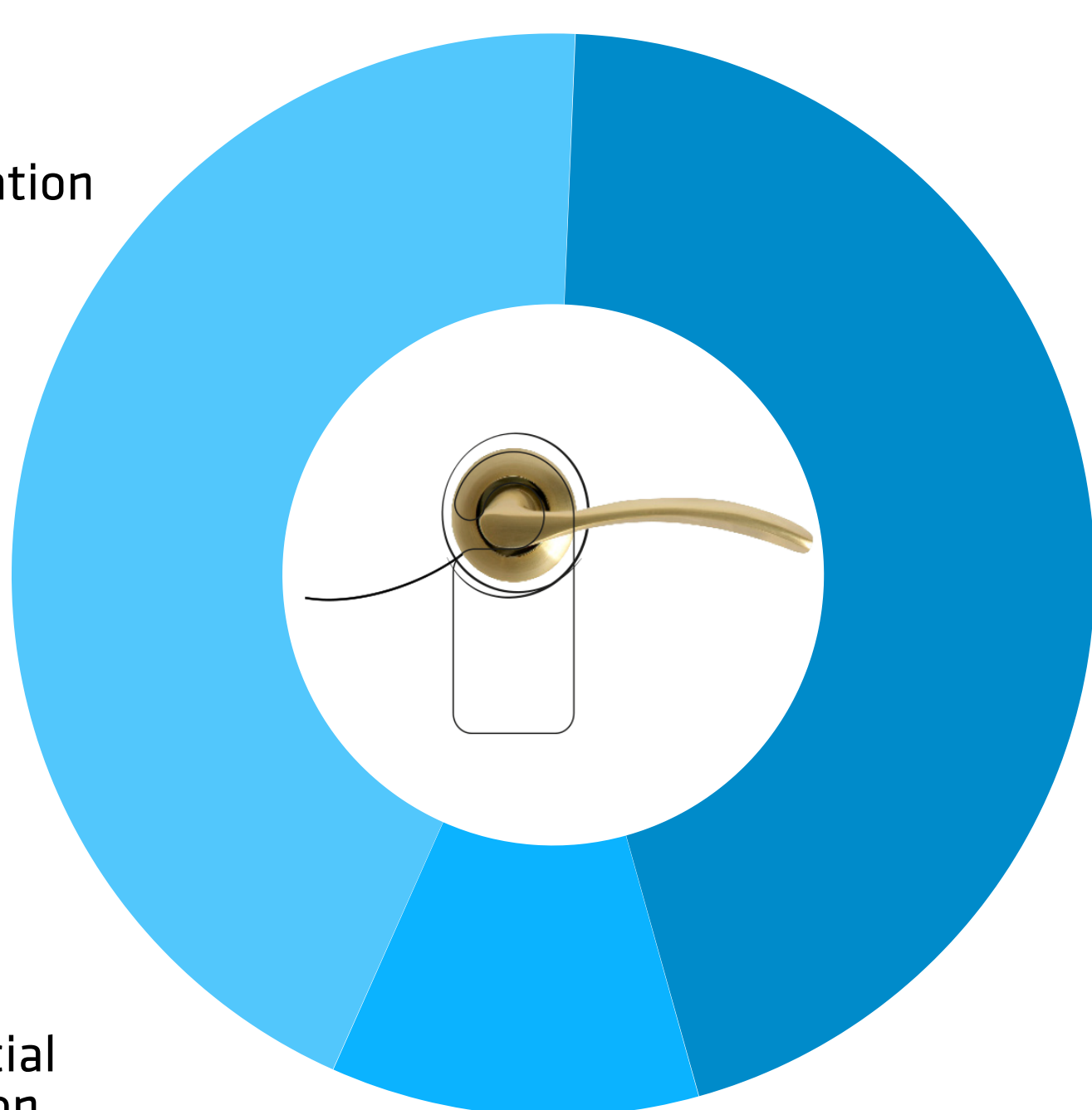
74 %
Leisure trips

26 %
Business and leisure trips



Accommodation

44 %
Free accommodation



11 %
Other commercial accommodation

45 %
Hotels

Booking accommodation

47 %
Websites

29 %
Direct booking



11 %
A third party
(company,
relative, friend)

Top 3 activities



66 %
Visiting museums
and monuments

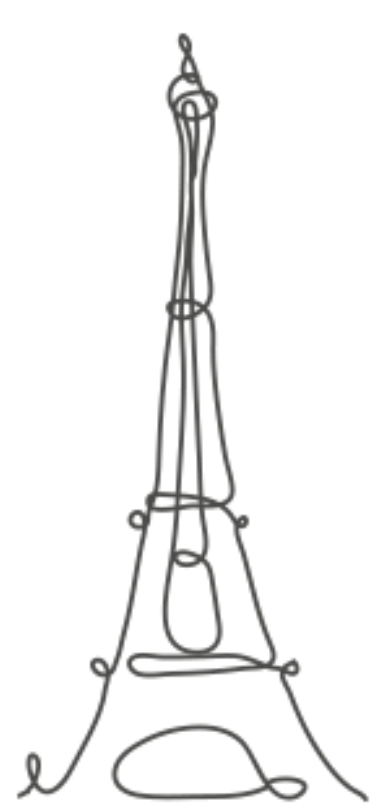
60 %
Exploring cities



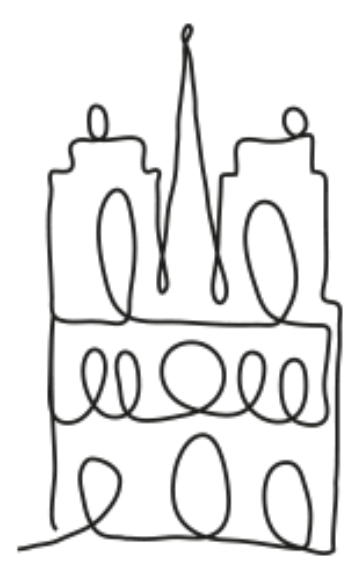
36 %
Shopping

Top 5 tourist attractions

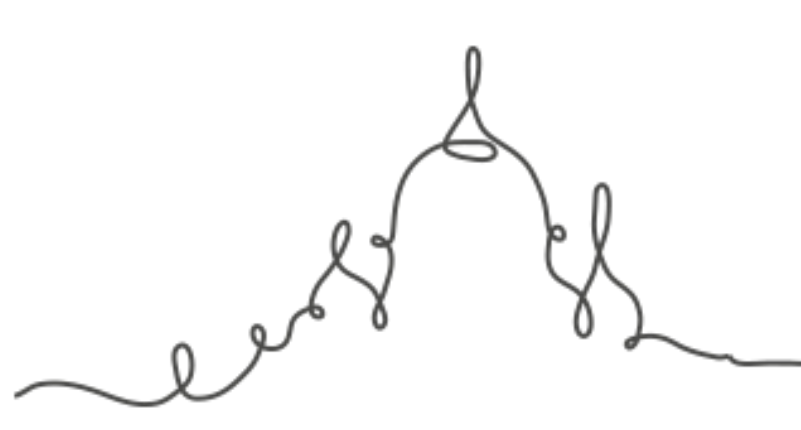
31 %
Eiffel Tower



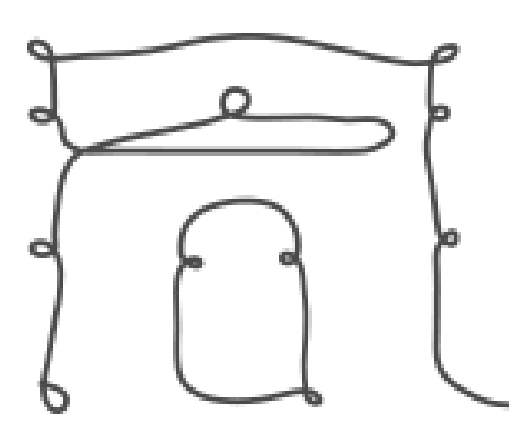
21 %
Notre-Dame de Paris



21 %
Sacré-Cœur de Montmartre



18 %
Arc de triomphe



18 %
Disneyland Paris

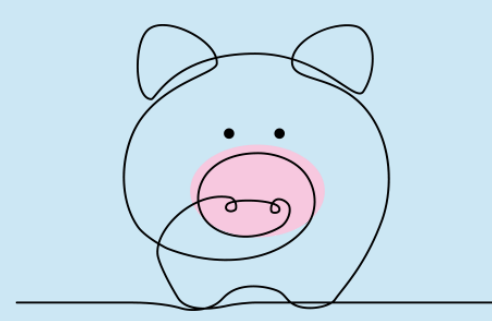


Economic impact

€84
average expenditure per day
and per person



€250
average budget of stay
per person



21 %
tourism revenue



Satisfaction and revisit intention

93 %
satisfaction rate

80 %
revisit intention
within 1 to 2 years



Source : dispositifs permanents d'enquêtes dans les aéroports, les trains, sur les aires d'autoroutes et dans les gares routières - CRT Paris Ile-de-France, ADP, SAGEB, SVO, APRR, COFIROUTE, SANEF, SAPN, EUROLINES, QUIBUS (BVA) - résultats 2014-2019.

Les voyageurs routiers européens 2014-2019

Contact :

Pôle Etudes et Observation
etudes-observation@visitparisregion.com

