

*The  
British*  
2014-2019

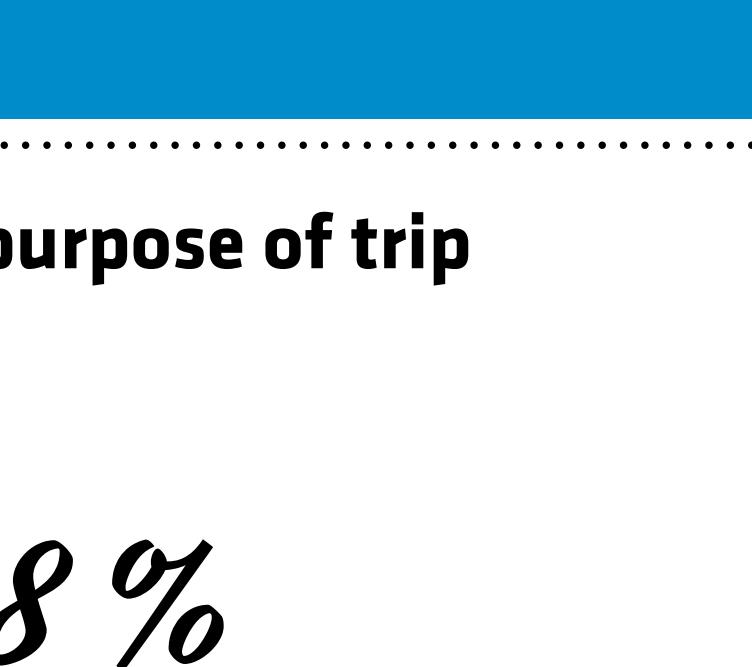
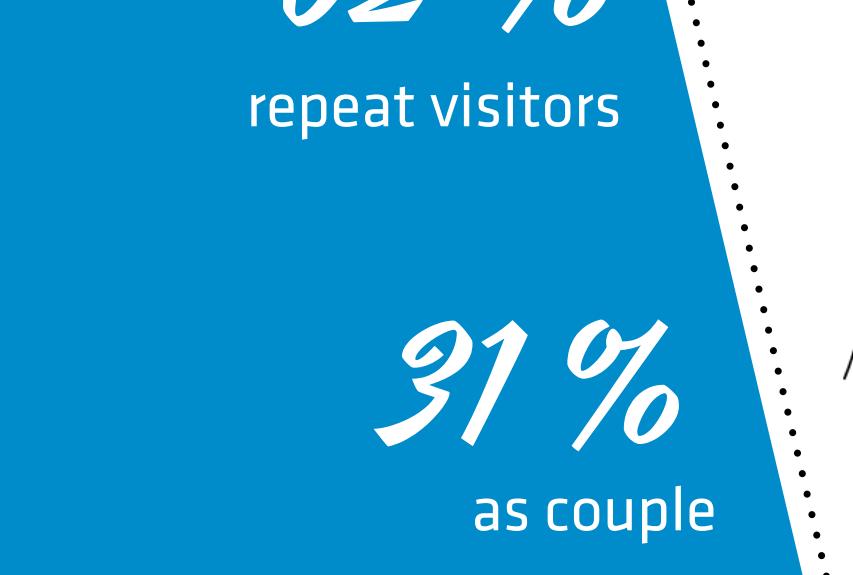


PARIS  
REGION  
TOURIST BOARD

**Tourism trips in Paris Region**

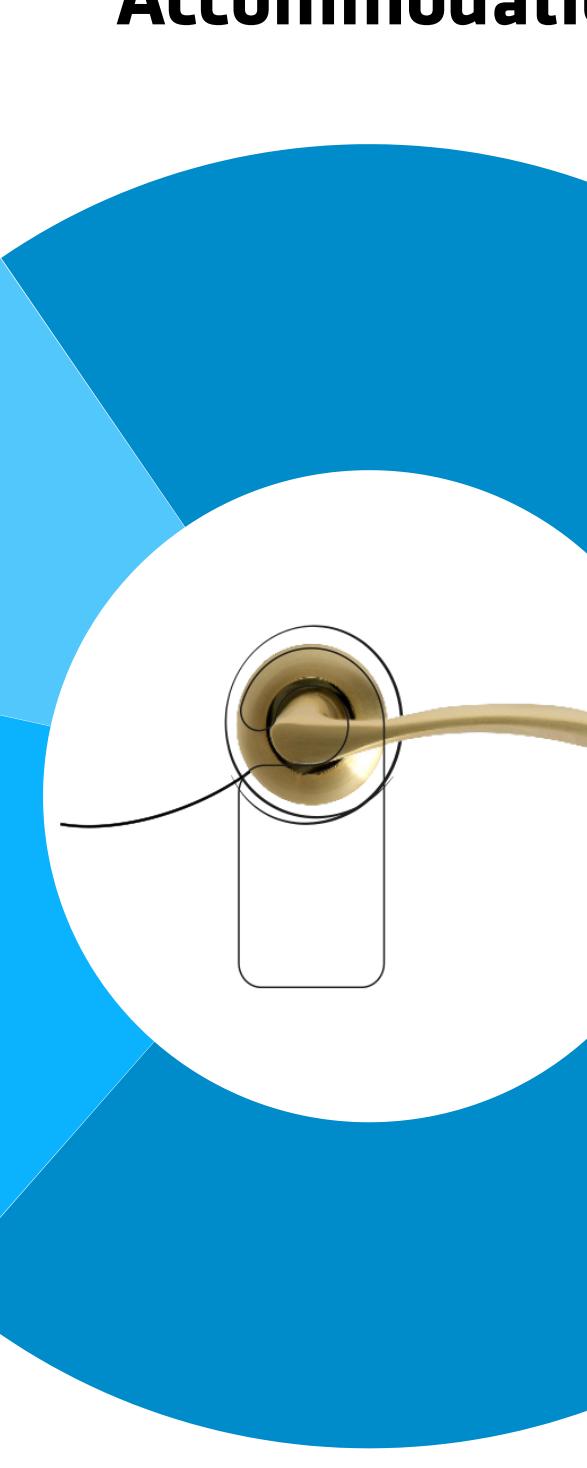


7%  
international nights



**Profile**

51 %  
Women

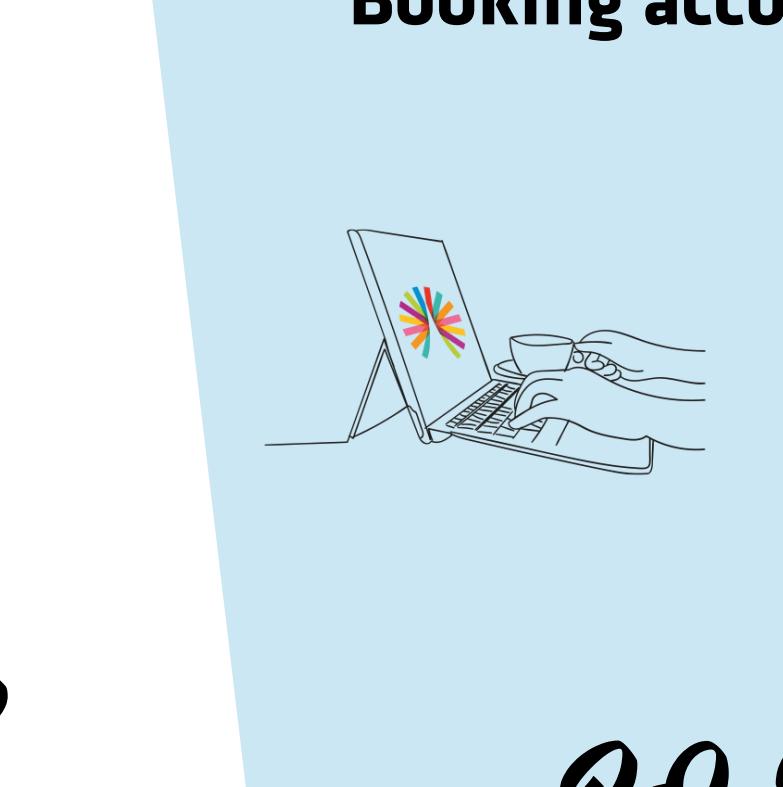


41 ans  
average age

41 %  
upper classes

62 %  
repeat visitors  
31 %  
as couple  
81 %  
unorganized individual

**Main purpose of trip**



22 %  
Business and leisure trips



**Accommodation**

12 %  
Free accommodation



17 %  
Other commercial accommodation

71 %  
Hotels

**Booking accommodation**

52 %  
Websites

20 %  
Direct booking

18 %  
Travel agencies and  
Tour operators

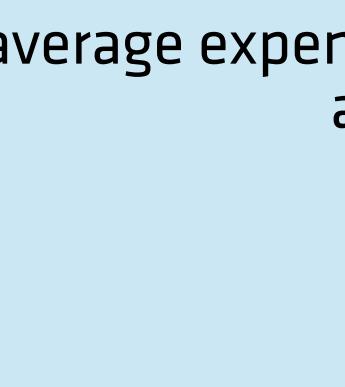
**Top 3 activities**



67 %  
Exploring cities



48 %  
Eiffel Tower

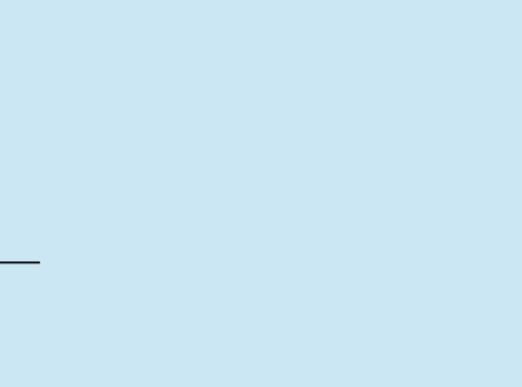


40 %  
Notre-Dame de Paris

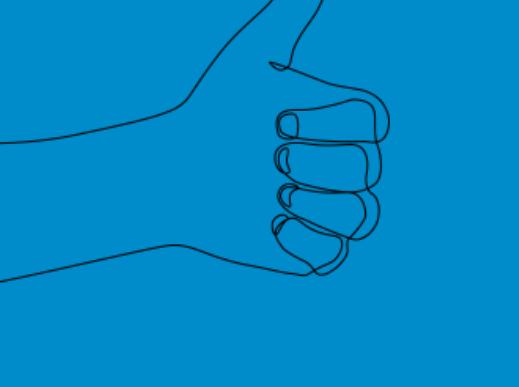


Top 5  
tourist attractions

34 %  
Louvre museum



34 %  
Arc de triomphe



27 %  
Disneyland Paris



**Economic impact**

€144

average expenditure per day  
and per person



€467

average budget of stay  
per person



7 %

international tourism revenue



**Satisfaction and  
revisit intention**

95 %  
satisfaction rate



57 %

revisit intention  
within 1 to 2 years



*Les Britanniques*  
2014-2019



PARIS  
REGION  
TOURIST BOARD

**Contact :**

Pôle Etudes et Observation

etudes-observation@visitparisregion.com