

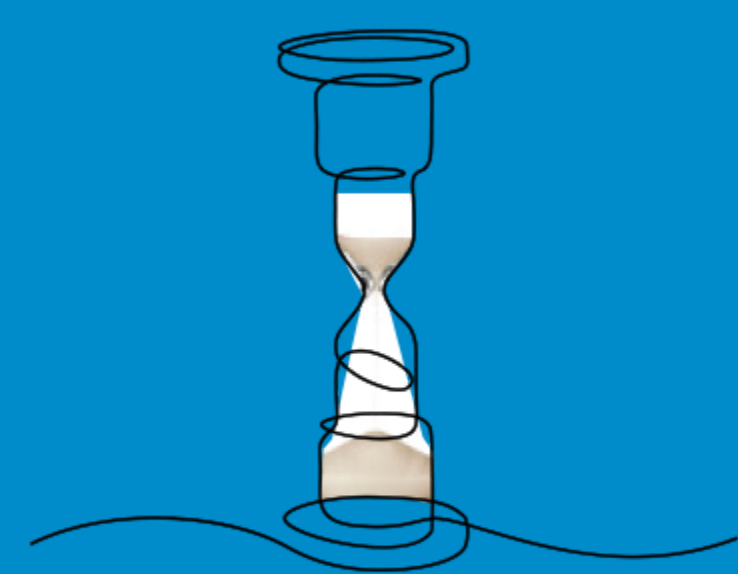
# The Italians 2014-2019



## Tourism trips in Paris Region



**7%**  
international trips



**4,2**  
average nights

## Profile

**50%**  
men

**40 ans**  
average age

**40%**  
upper classes

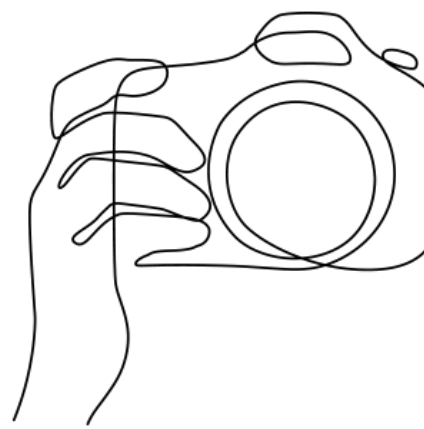


**60%**  
repeat visitors

**30%**  
as couple

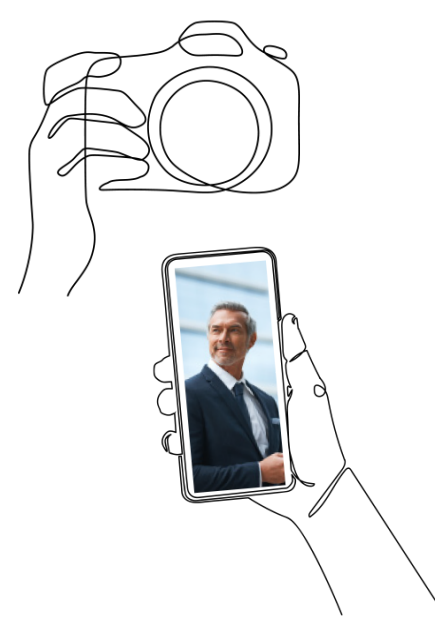
**80%**  
unorganized individual

## Main purpose of trip



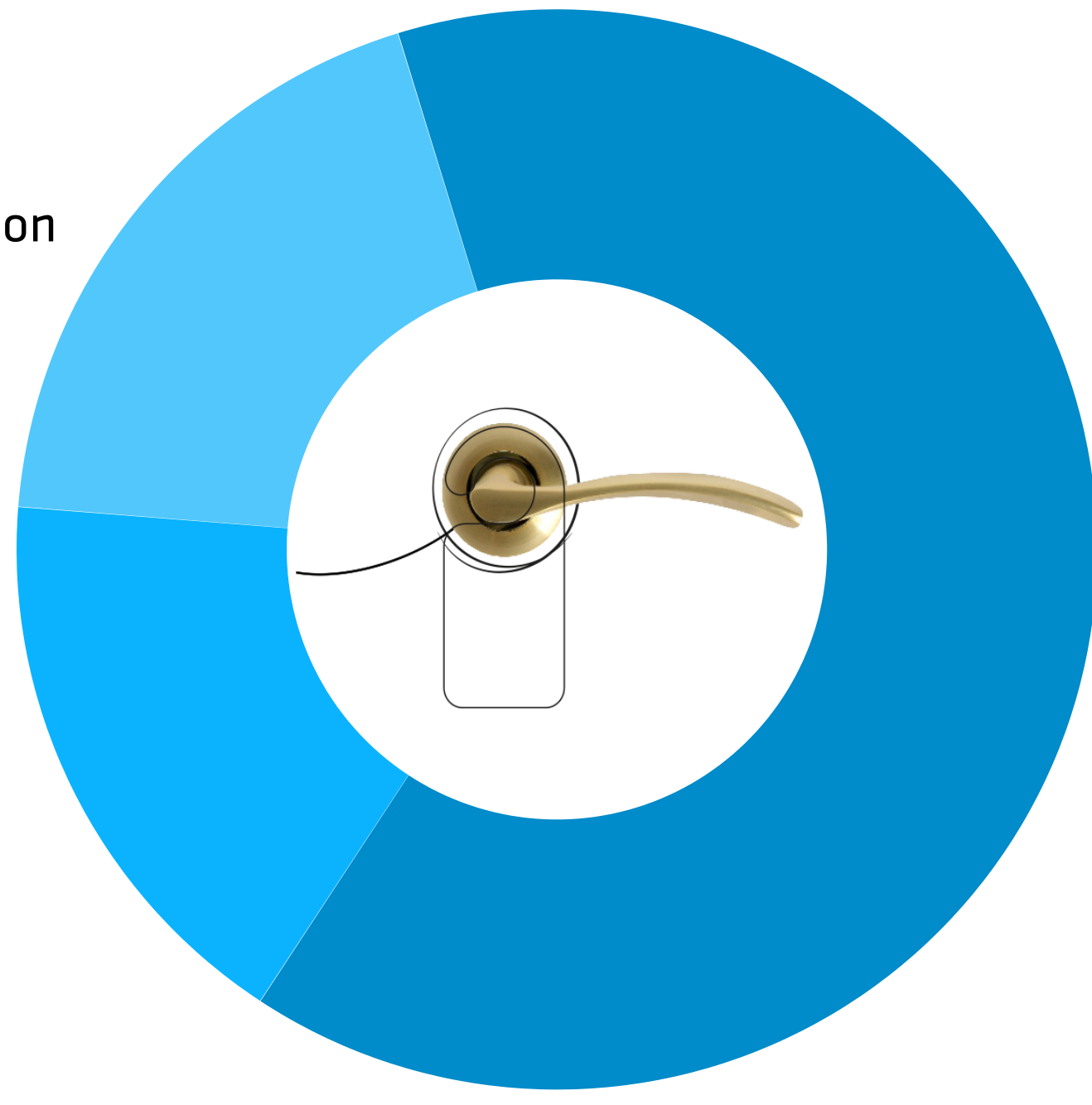
**71%**  
Leisure trips

**29%**  
Business and leisure trips



## Accommodation

**19%**  
Free accommodation



**17%**  
Other commercial accommodation

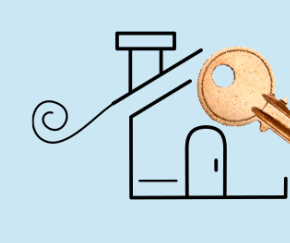
**64%**  
Hotels

## Booking accommodation



**49%**  
Websites

**24%**  
Travel agencies and  
Tour operators



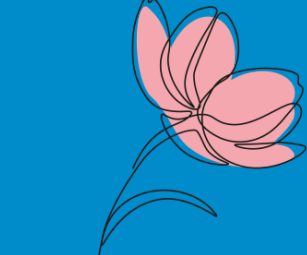
**12%**  
Direct booking

## Top 3 activities



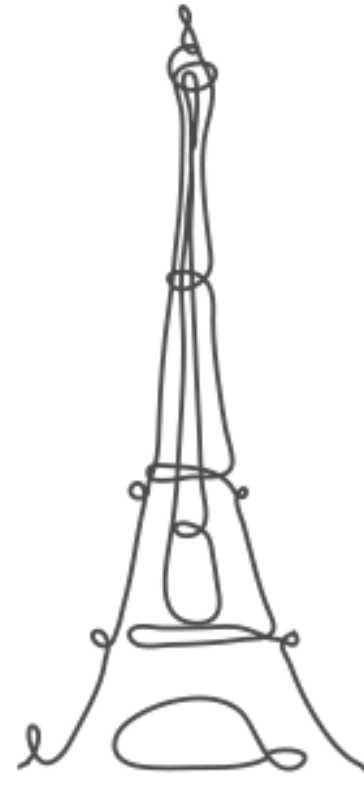
**84%**  
Visiting  
museums and  
monuments

**70%**  
Exploring cities



**39%**  
Visiting parks  
and gardens

**61%**  
Eiffel Tower

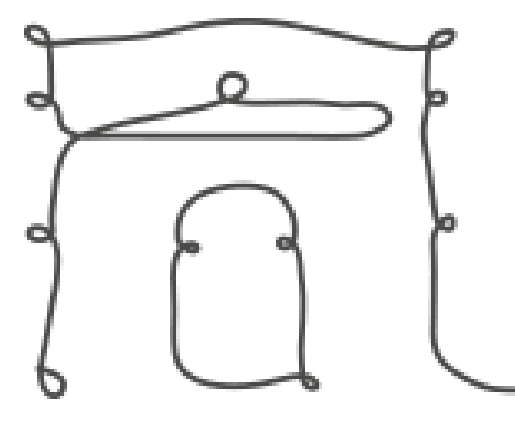


**58%**  
Notre-Dame de Paris

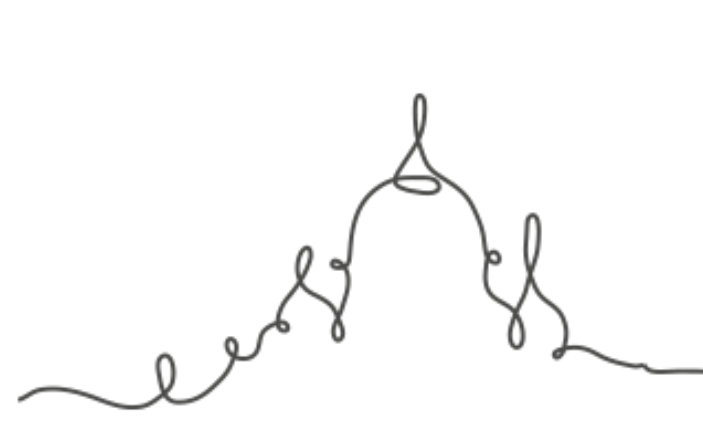


## Top 5 tourist attractions

**49%**  
Arc de triomphe



**48%**  
Sacré-Cœur de Montmartre



**43%**  
Louvre museum



## Economic impact

**€107**  
average expenditure per day  
and per person



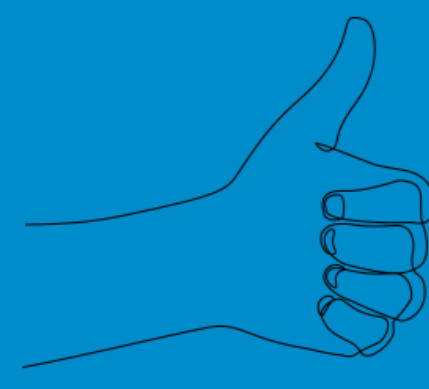
**€454**  
average budget of stay  
per person



**5%**  
international tourism revenue



## Satisfaction and revisit intention



**94%**  
satisfaction rate

**54%**  
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, SVD, APRR, COFIRROUTE, SANEF, SAPN, EUROLINES, QUIBUS (BVA) - résultats 2014-2019.

# Les Italiens 2014-2019



## Contact :

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