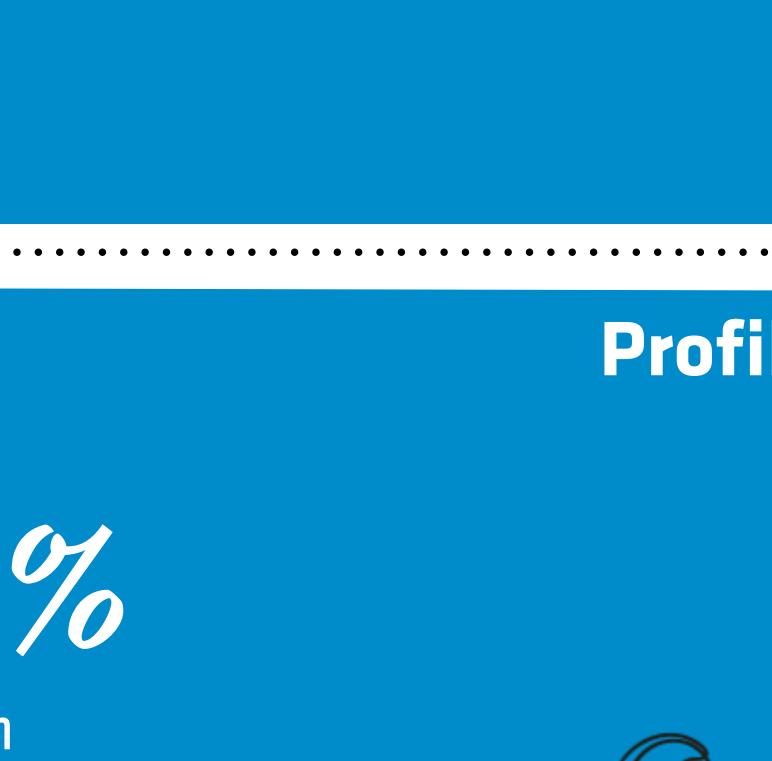


The Spanish 2014-2019

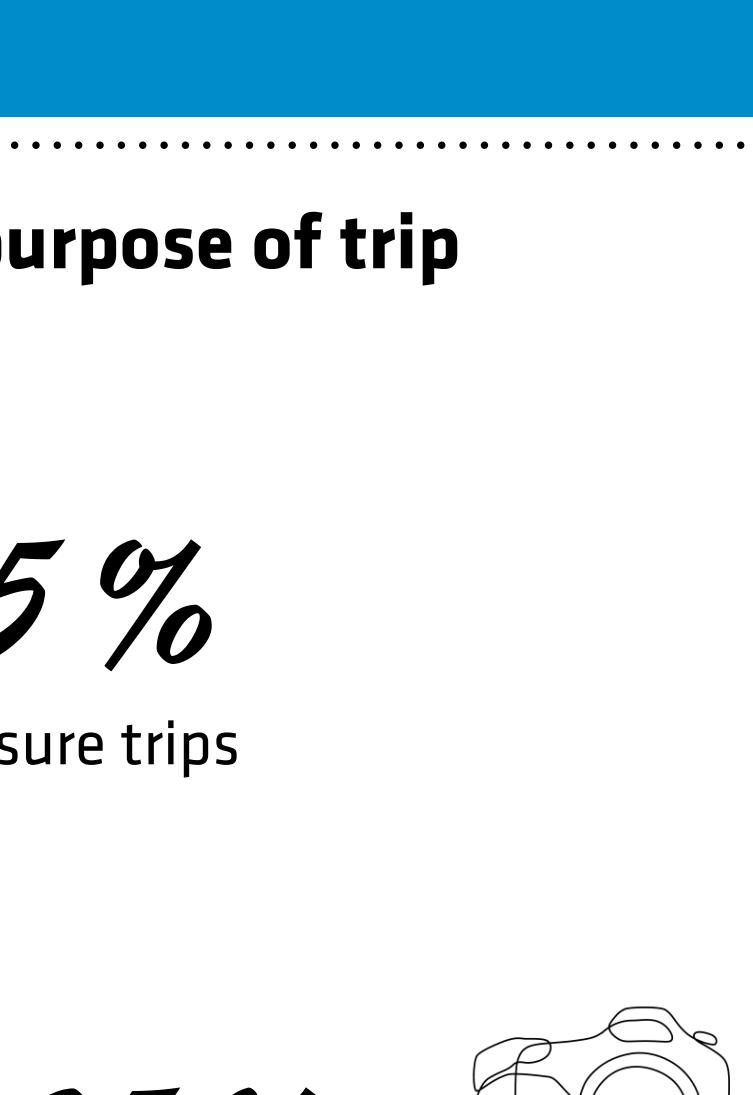


**PARIS
REGION**
TOURIST BOARD

Tourism trips in Paris Region



6%
international nights



Profile

52 %

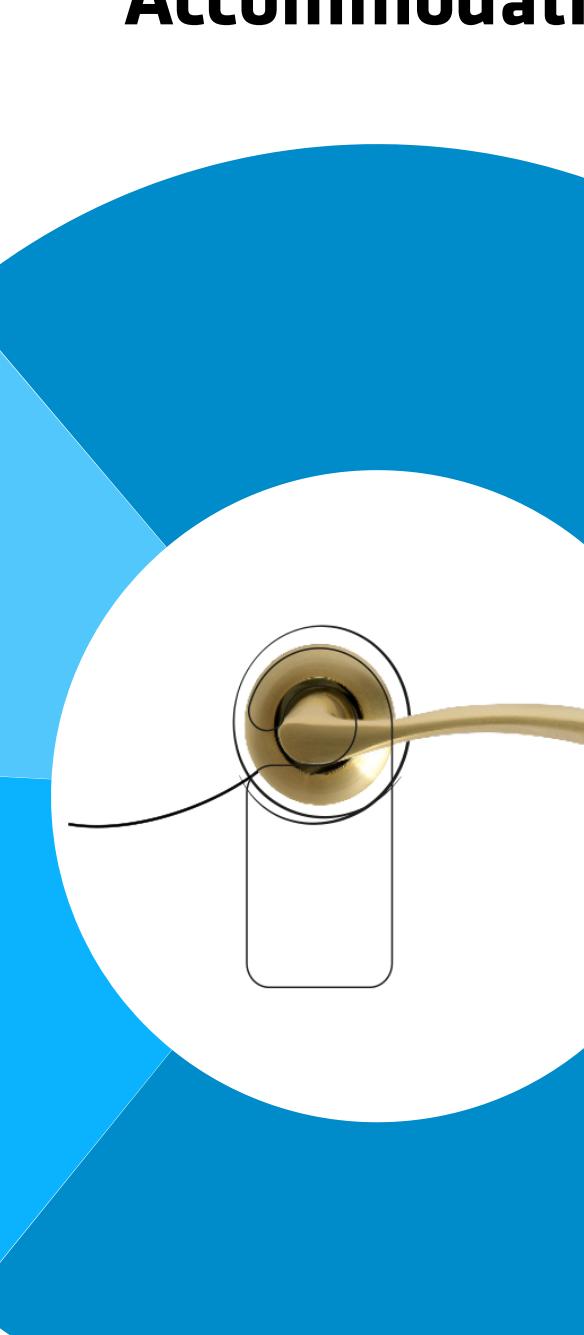
Women

39 ans

average age

45 %

upper classes



56 %

repeat visitors

38 %

as family

76 %

unorganized individual

Main purpose of trip



75 %

Leisure trips

25 %

Business and leisure trips



Accommodation

13 %

Free accommodation

15 %

Other commercial accommodation



72 %

Hotels

Booking accommodation



40 %

Websites

40 %

Travel agencies and Tour operators



14 %

Direct booking

Top 3 activities

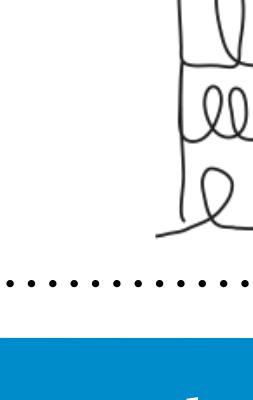
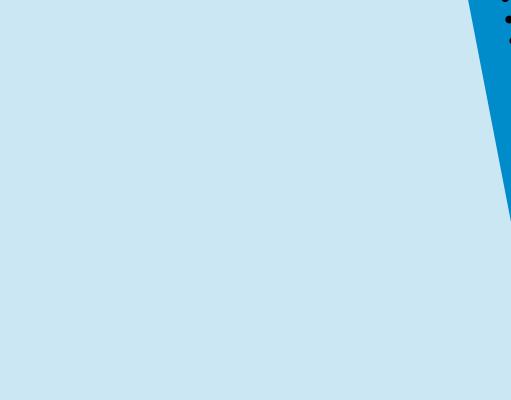


79 %

Visiting museums and monuments

59 %

Exploring cities

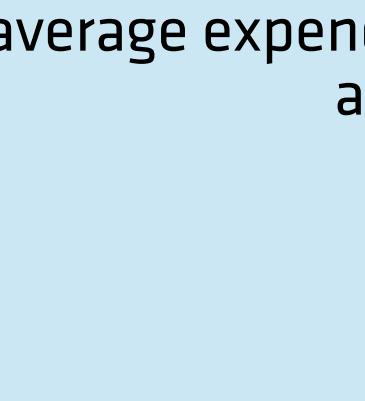


43 %

Visiting parks and gardens

64 %

Eiffel Tower



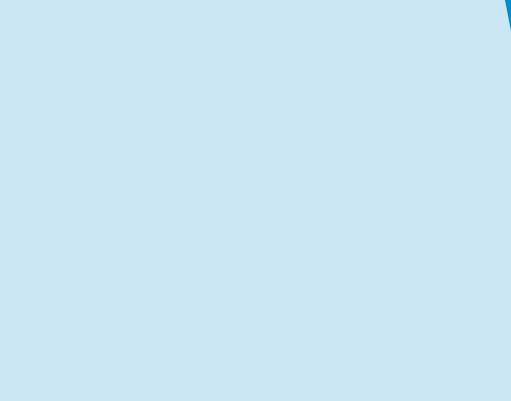
52 %

Arc de triomphe



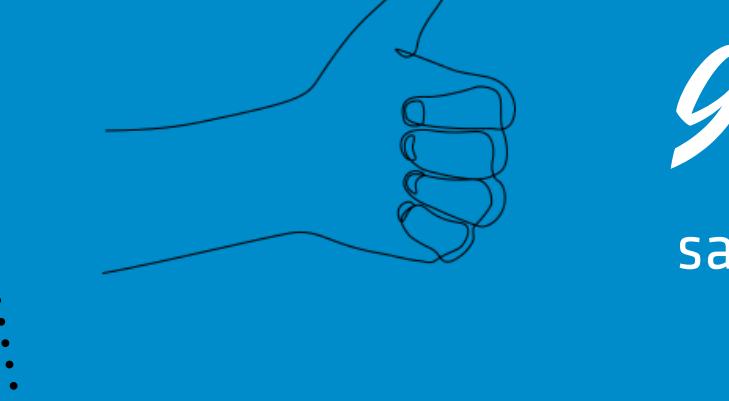
47 %

Louvre museum



46 %

Sacré-Cœur de Montmartre



40 %

Notre-Dame de Paris



Economic impact

€133

average expenditure per day and per person



€538

average budget of stay per person



6 %

international tourism revenue



Satisfaction and revisit intention

93 %

satisfaction rate



40 %

revisit intention within 1 to 2 years



Contact :

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Les Espagnols

2014-2019



**PARIS
REGION**
TOURIST BOARD

