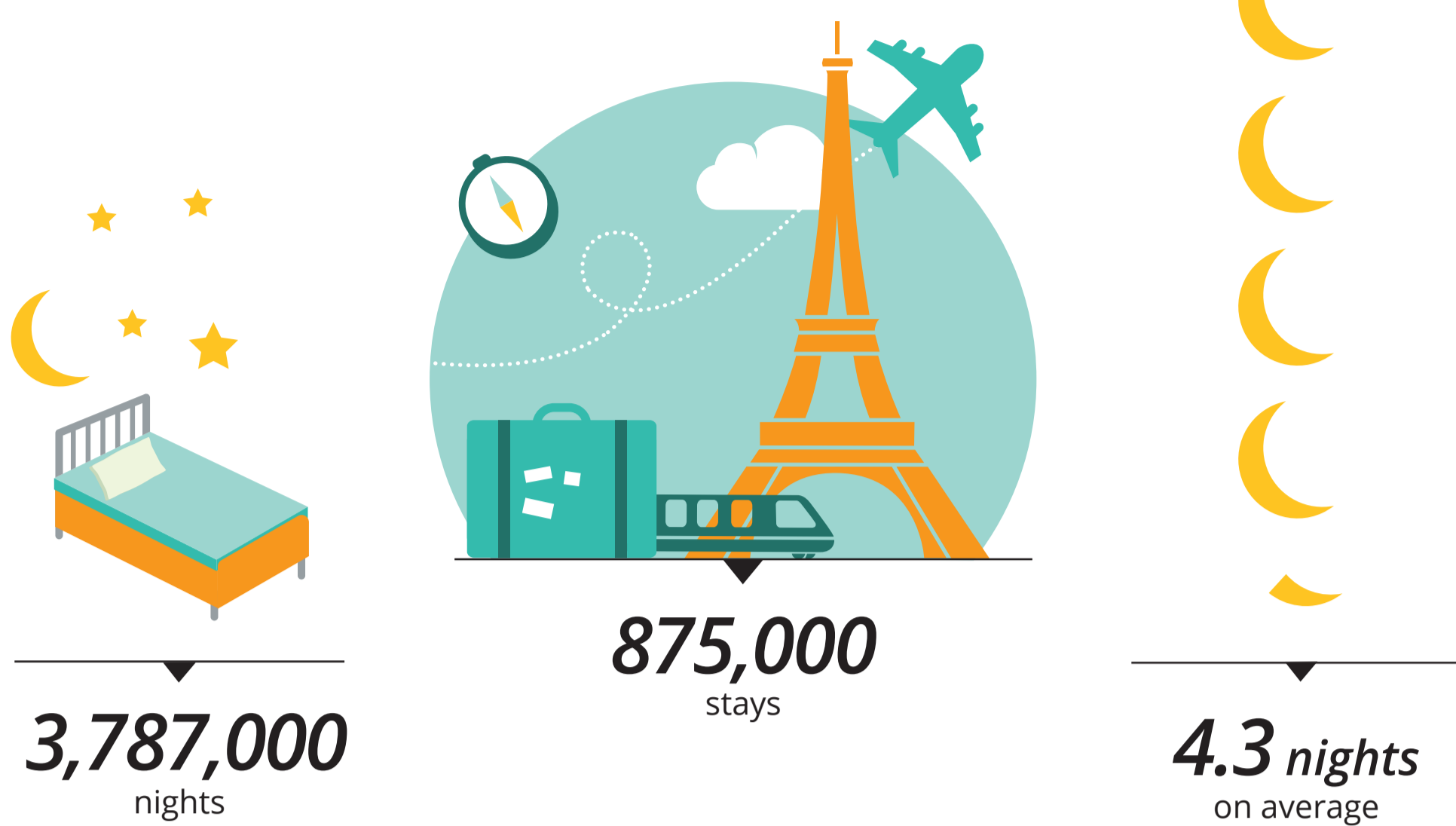


THE GERMANS IN PARIS REGION

OCCUPANCY



61 %

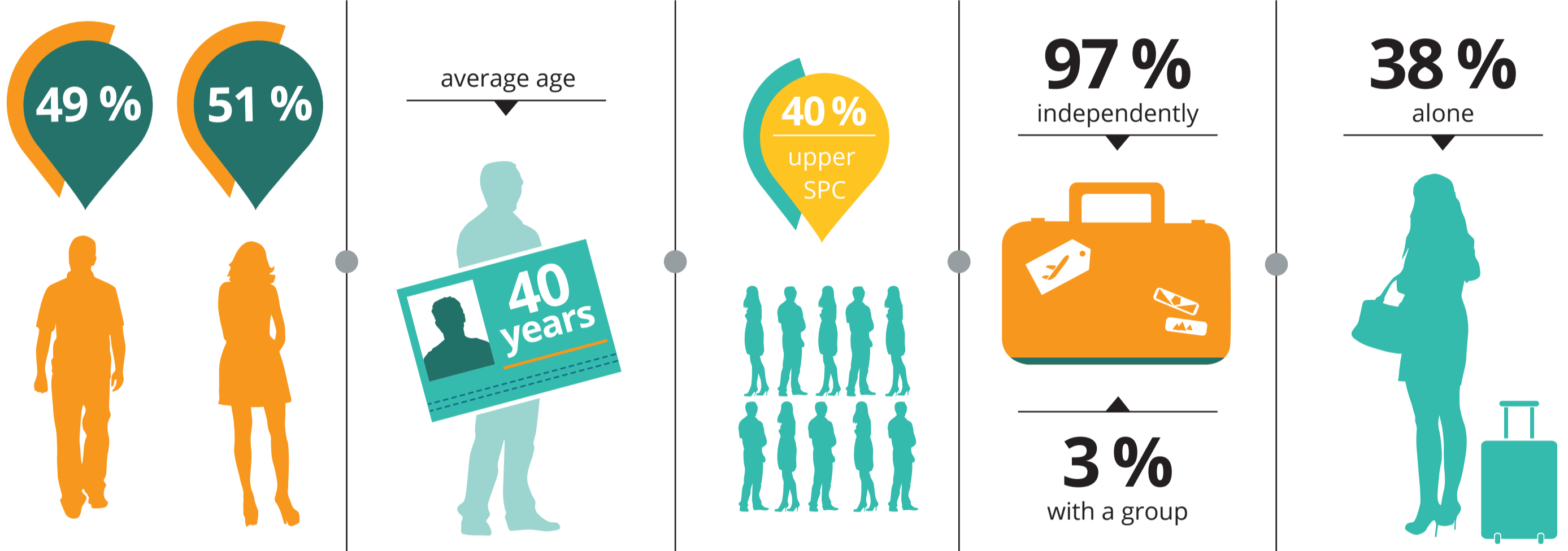
REPEAT VISITORS

AND

39 %

FIRST-TIME VISITORS

PROFILE



68 %

PERSONAL STAYS

ACCOMMODATION

ACCOMMODATION BOOKINGS



16 % non-commercial

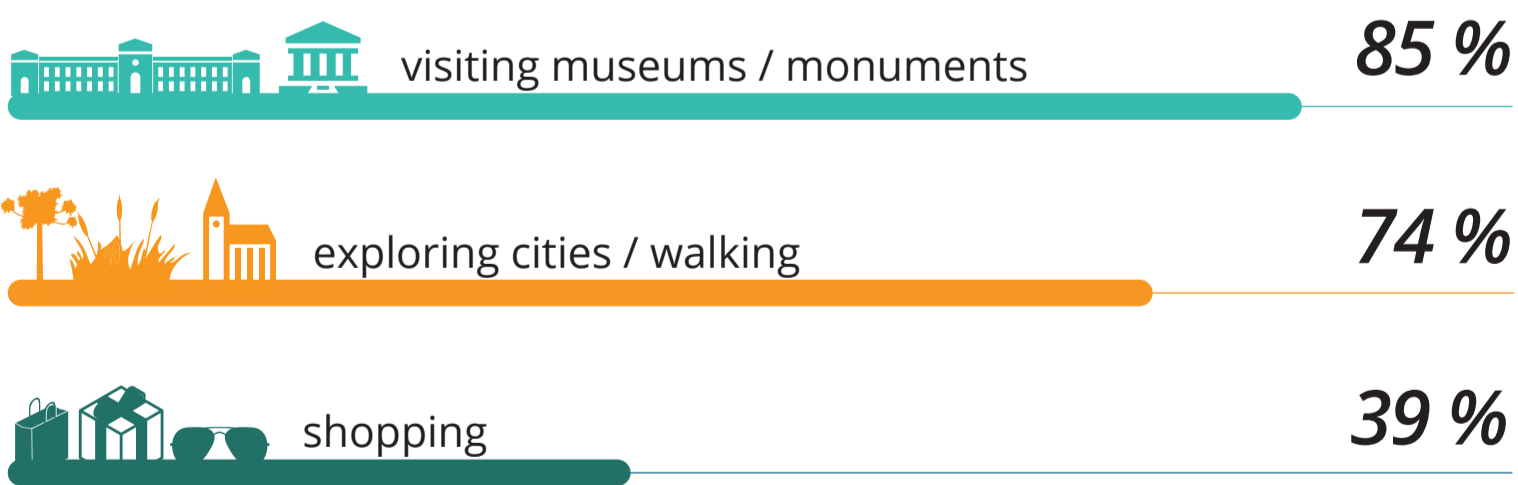


74 % hotels

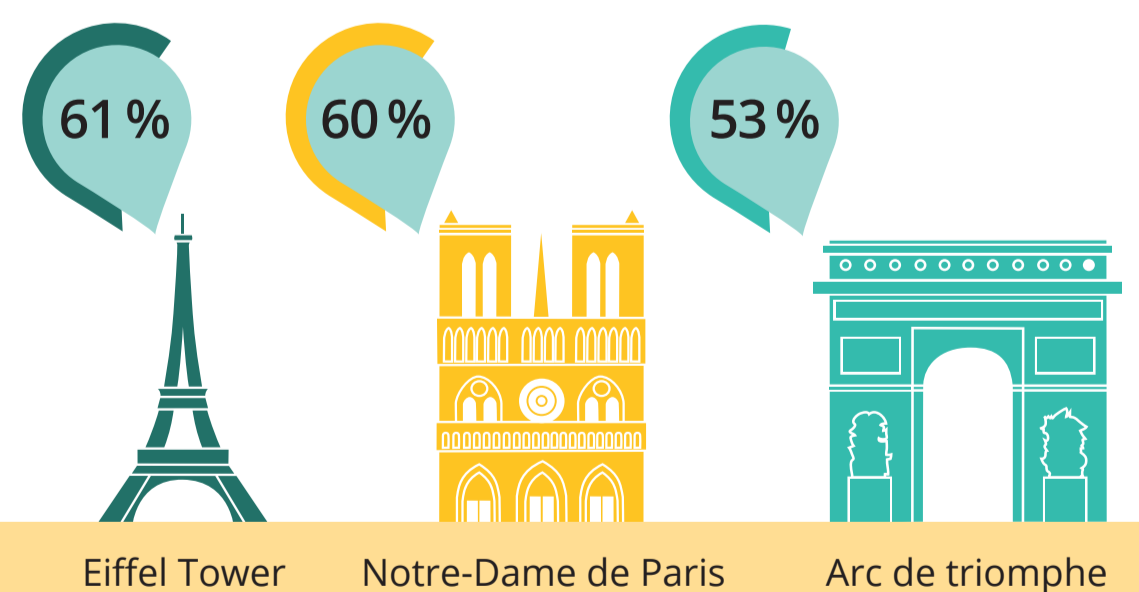


10 % other commercial

TOP 3 ACTIVITIES



TOP 3 SITES VISITED

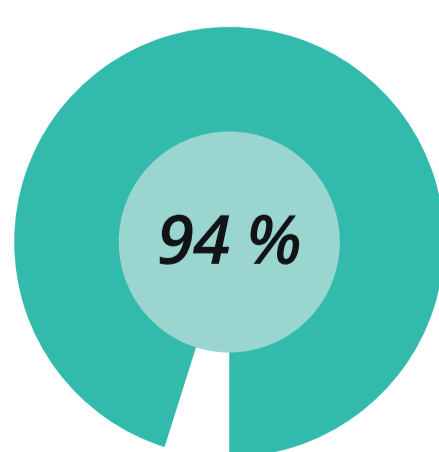


EXPENDITURE

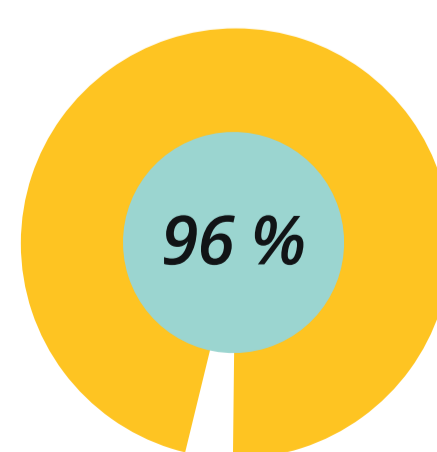


average spend per day and per person

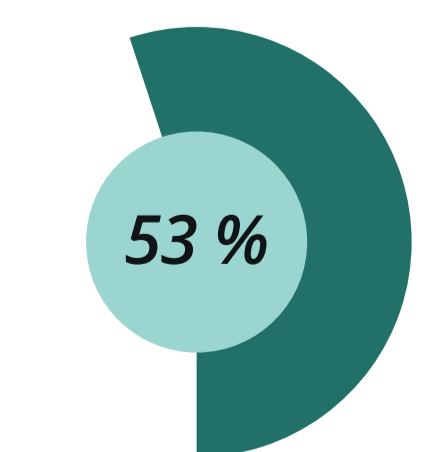
SATISFACTION/RECOMMENDATION/REVISIT



satisfaction rate



recommendation rate



intend to return within 1 to 2 years