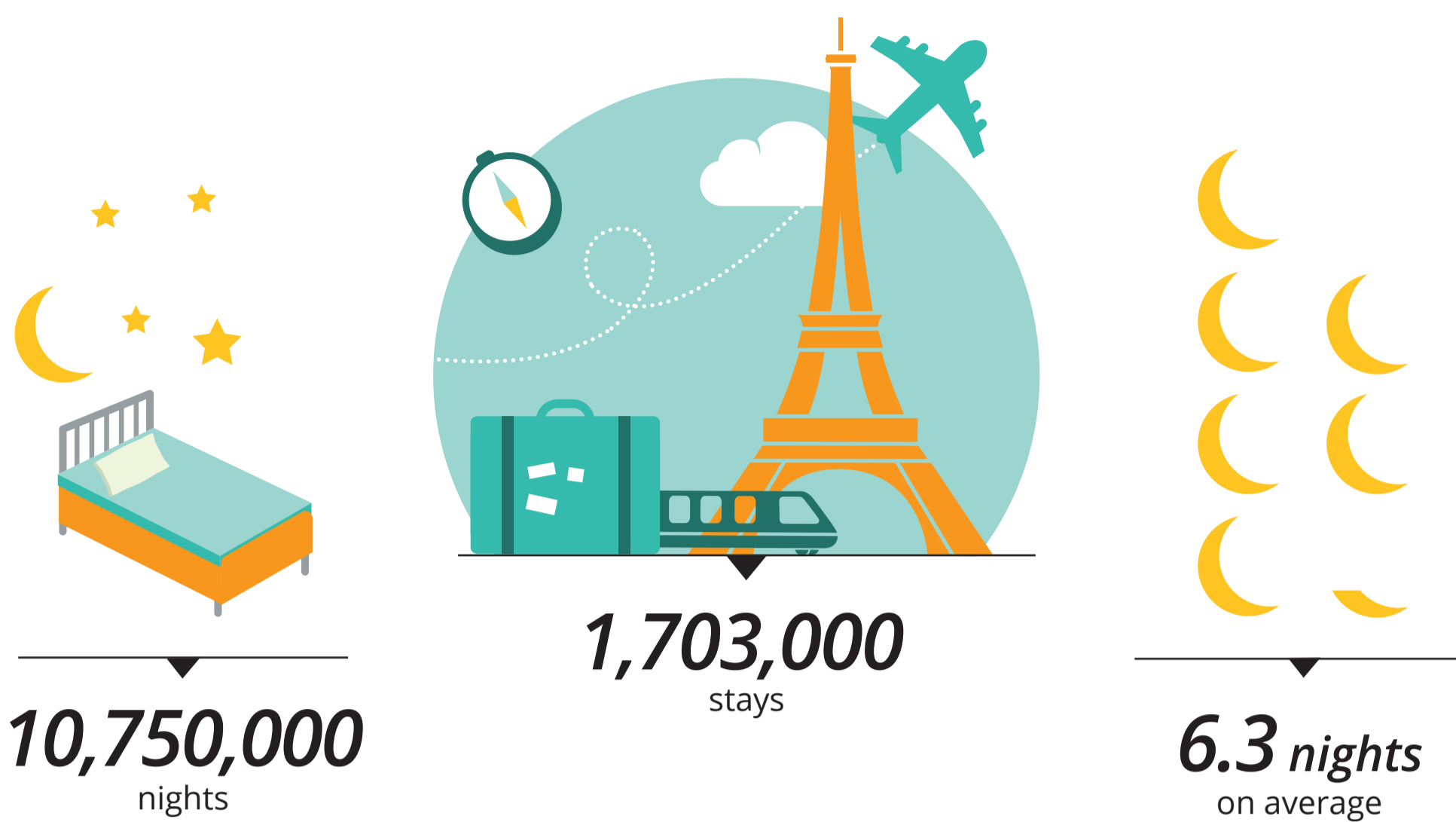


THE AMERICANS IN PARIS REGION

OCCUPANCY



58 %

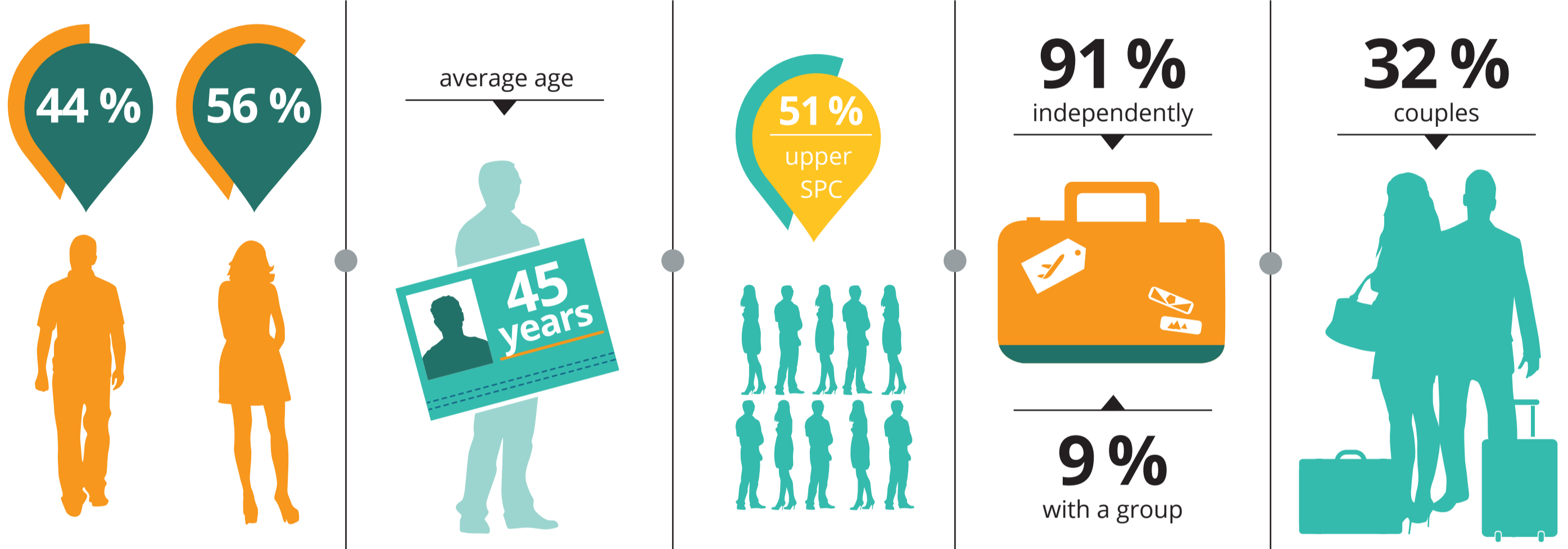
FIRST-TIME VISITORS

AND

42 %

REPEAT VISITORS

PROFILE



79 %

PERSONAL STAYS

ACCOMMODATION

ACCOMMODATION BOOKINGS



12 % non-commercial

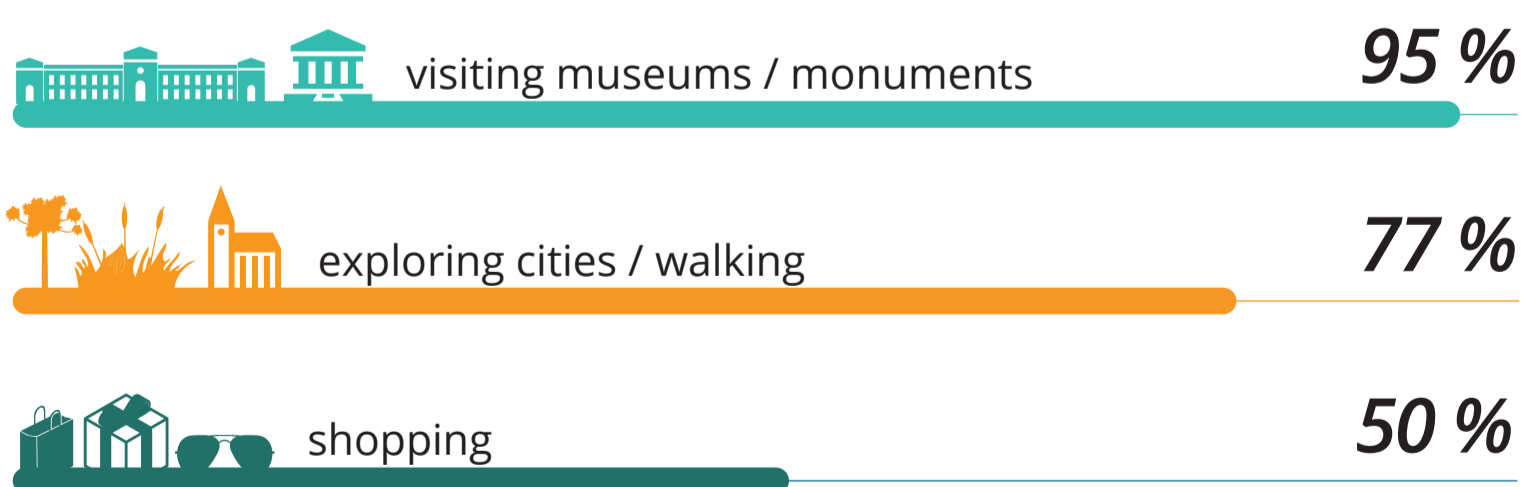


73 % hotels

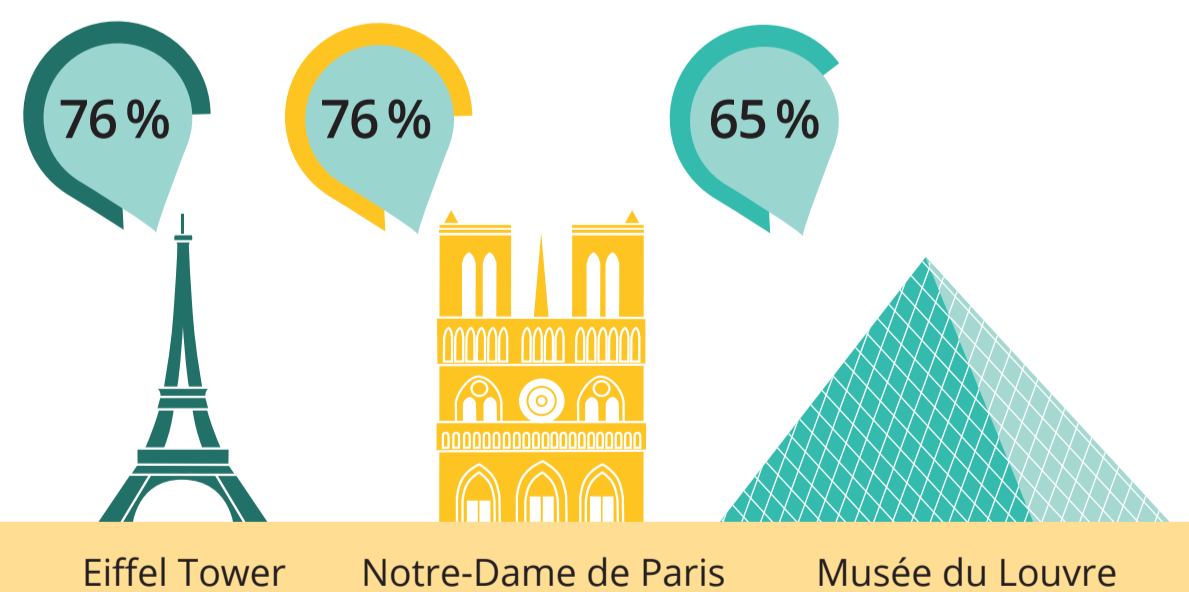


15 % other commercial

TOP 3 ACTIVITIES



TOP 3 SITES VISITED



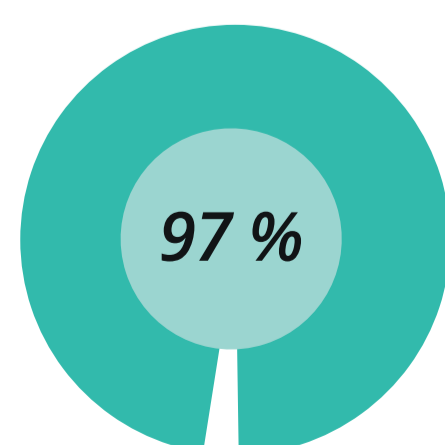
EXPENDITURE



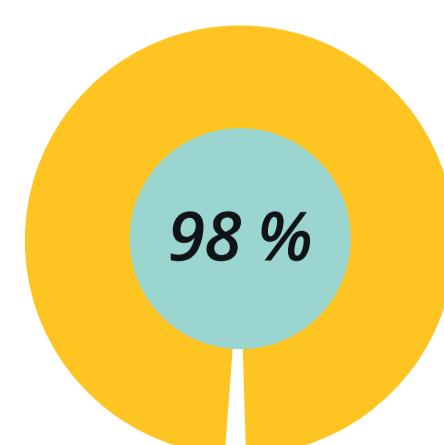
€ 160

average spend per day and per person

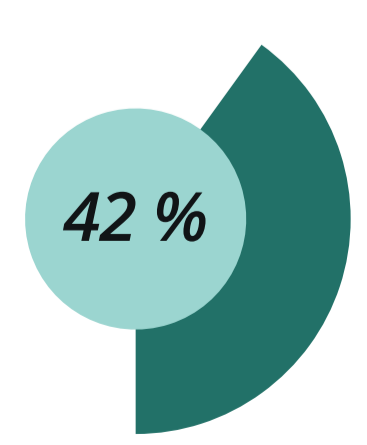
SATISFACTION/RECOMMENDATION/REVISIT



satisfaction rate



recommendation rate



intend to return within 1 to 2 years