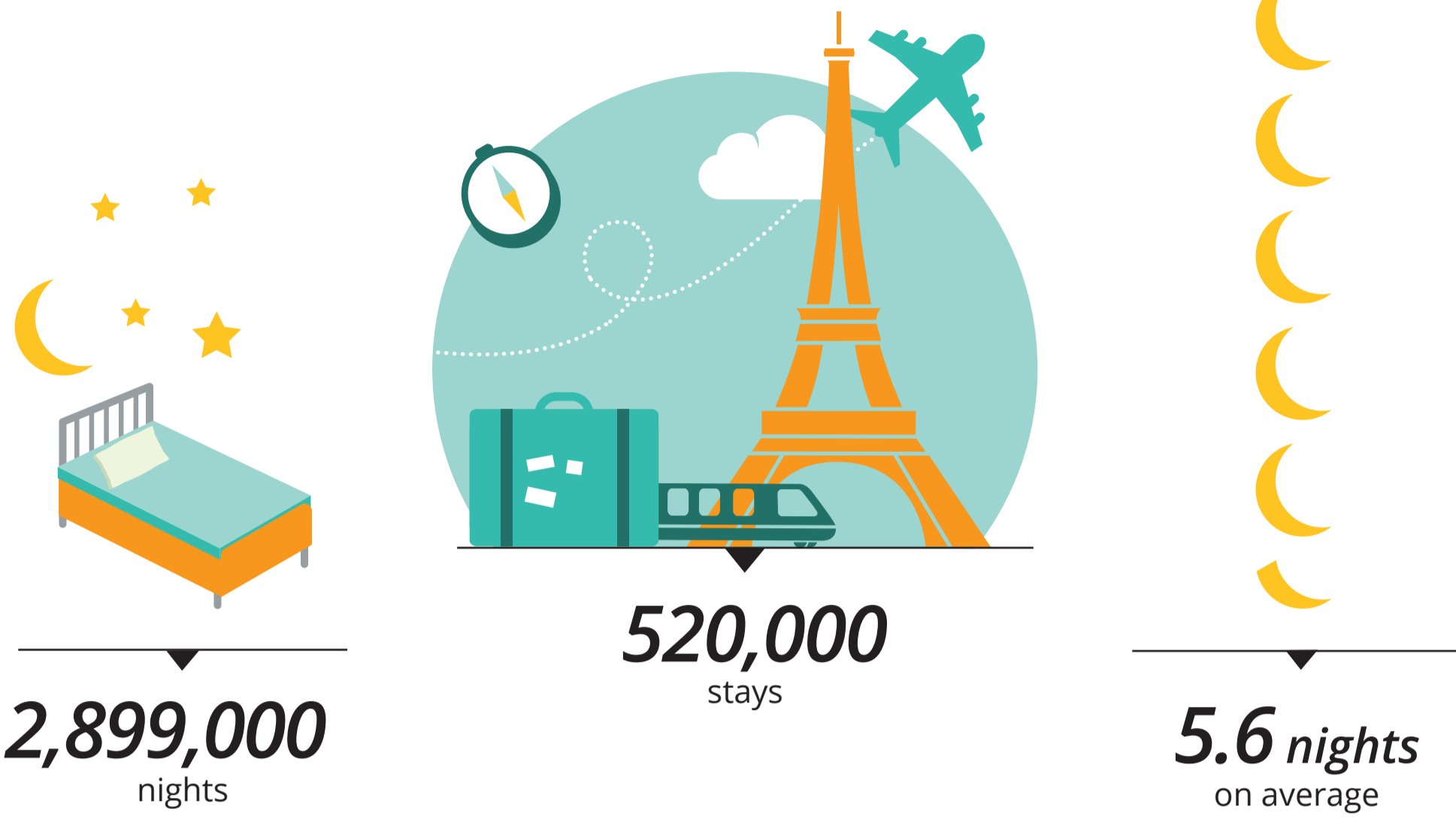


THE AUSTRALIANS IN PARIS REGION

OCCUPANCY



60 %

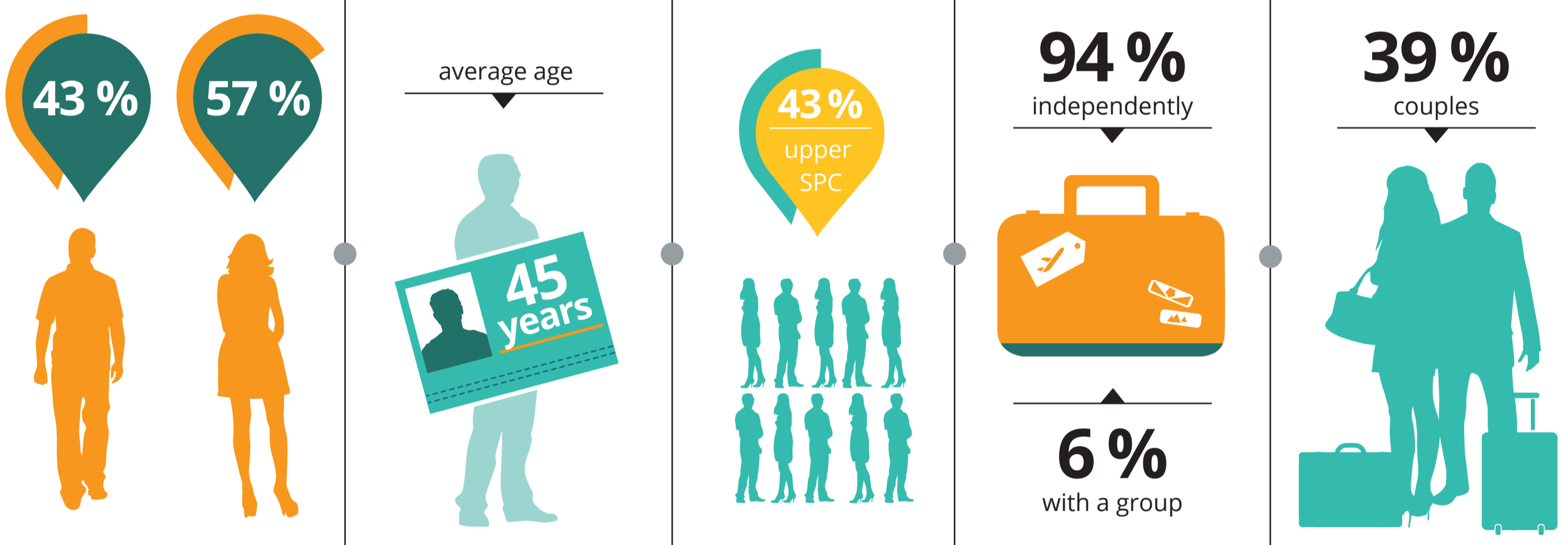
FIRST-TIME VISITORS

AND

40 %

REPEAT VISITORS

PROFILE



92 %

PERSONAL STAYS

ACCOMMODATION

ACCOMMODATION BOOKINGS



7 % non-commercial

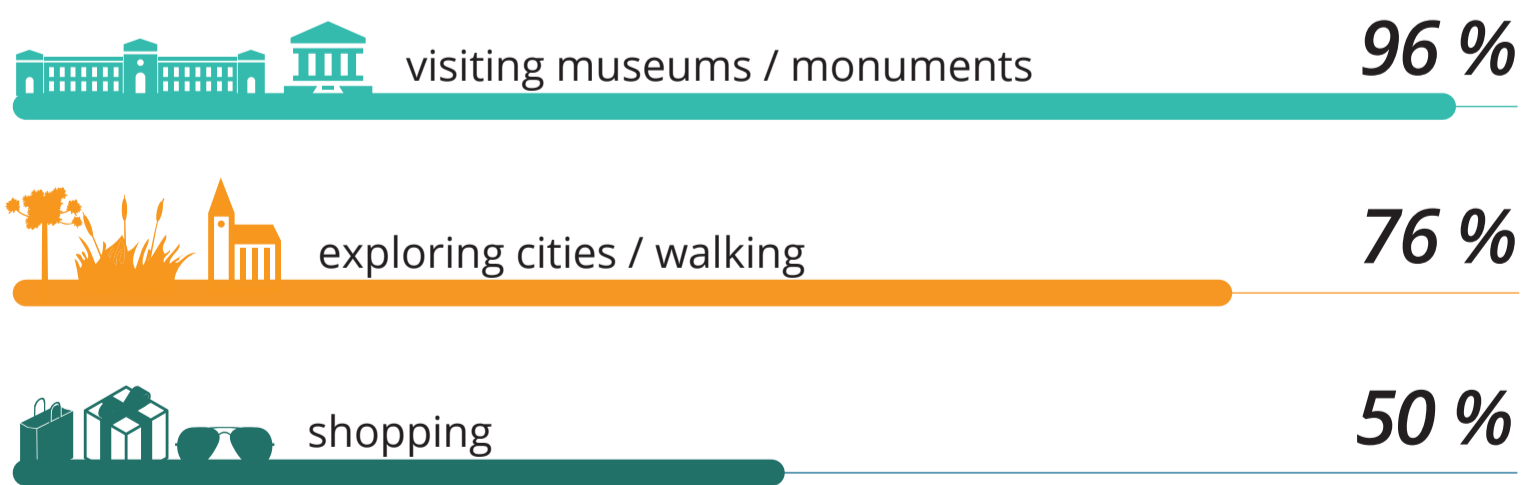


71 % hotels

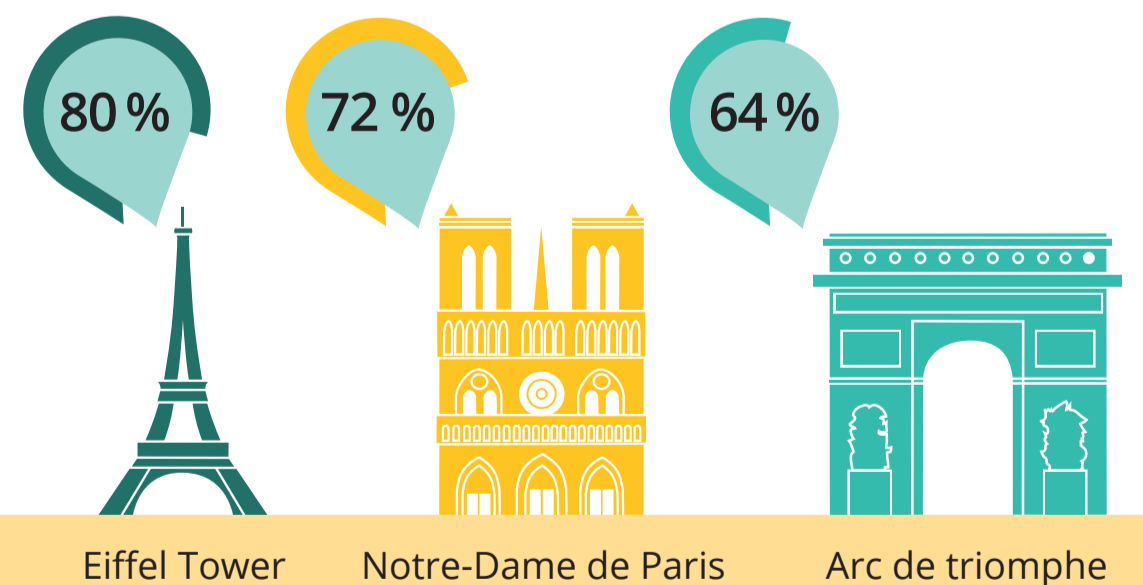


22 % other commercial

TOP 3 ACTIVITIES



TOP 3 SITES VISITED

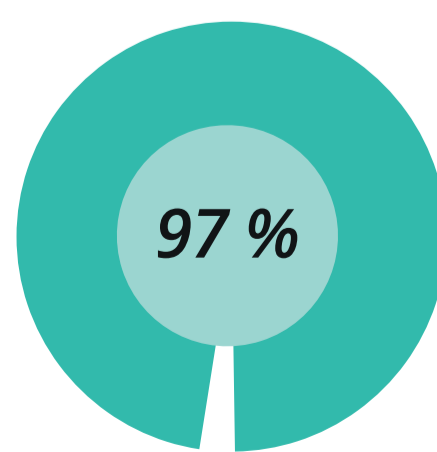


EXPENDITURE

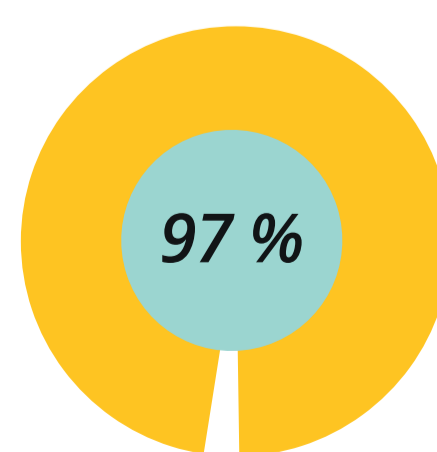


average spend per day and per person

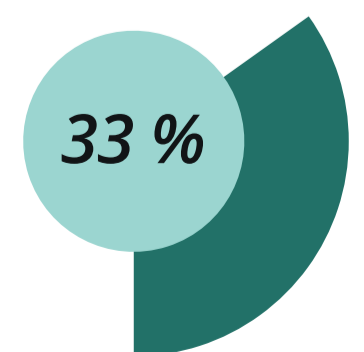
SATISFACTION/RECOMMENDATION/REVISIT



satisfaction rate



recommendation rate



intend to return within 1 to 2 years