

THE BRITISH IN PARIS REGION

OCCUPANCY



4,456,000
nights



1,355,000
stays



3.3 nights
on average

58 %

REPEAT VISITORS

AND

42 %

FIRST-TIME VISITORS

PROFILE

50 %

50 %



average age



46 %

upper
SPC



95 %

independently



5 %

with a group

34 %

couples



75 %

PERSONAL
STAYS

ACCOMMODATION BOOKINGS



ACCOMMODATION



9 %

non-commercial



84 %

hotels



7 %

other commercial

TOP 3 ACTIVITIES

visiting museums / monuments 76 %

exploring cities / walking 65 %

shopping 37 %

TOP 3 SITES VISITED

53 %

50 %

43 %



Eiffel Tower



Notre-Dame de Paris



Arc de triomphe

EXPENDITURE

€ 154

average spend per day
and per person

SATISFACTION/RECOMMENDATION/REVISIT

95 %

satisfaction rate

96 %

recommendation
rate

52 %

intend to return
within 1 to 2 years