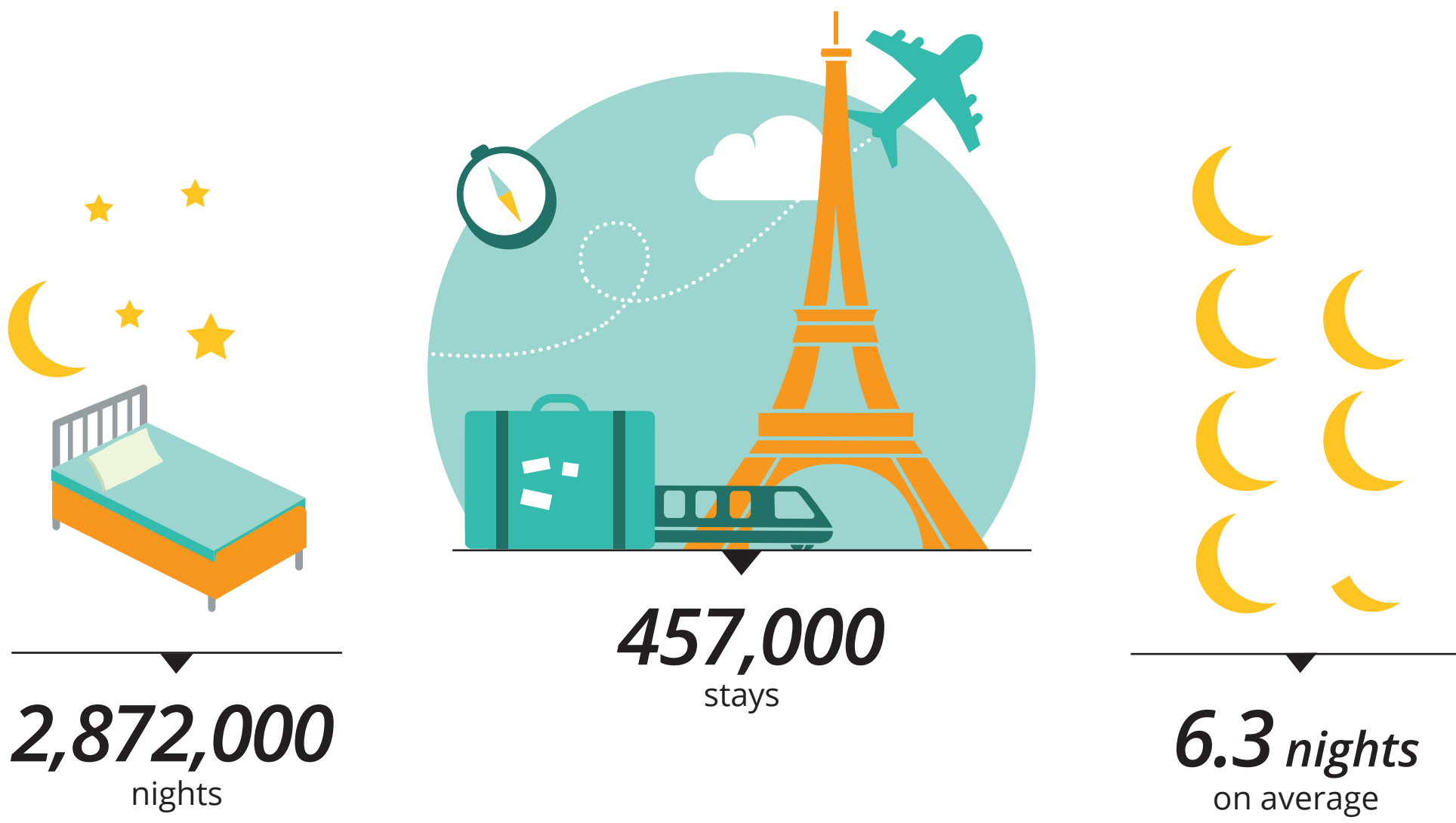


THE CANADIANS IN PARIS REGION

OCCUPANCY



50 %

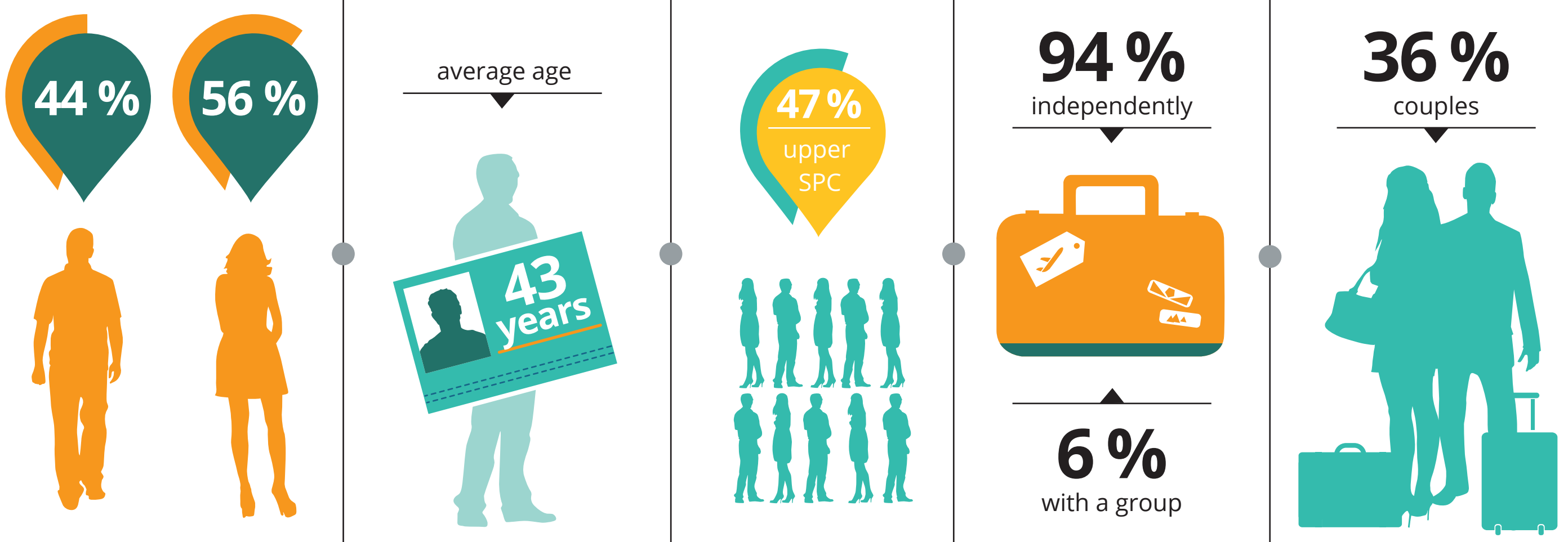
REPEAT VISITORS

AND

50 %

FIRST-TIME VISITORS

PROFILE



82 %

PERSONAL STAYS

ACCOMMODATION

ACCOMMODATION BOOKINGS



19 % non-commercial

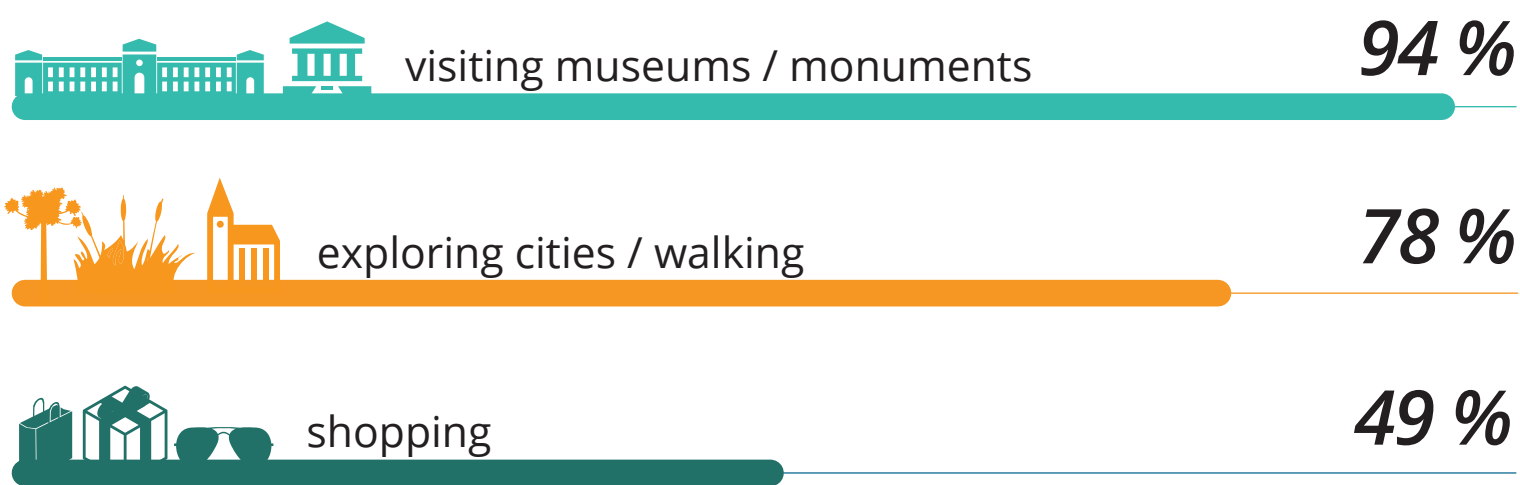


61 % hotels

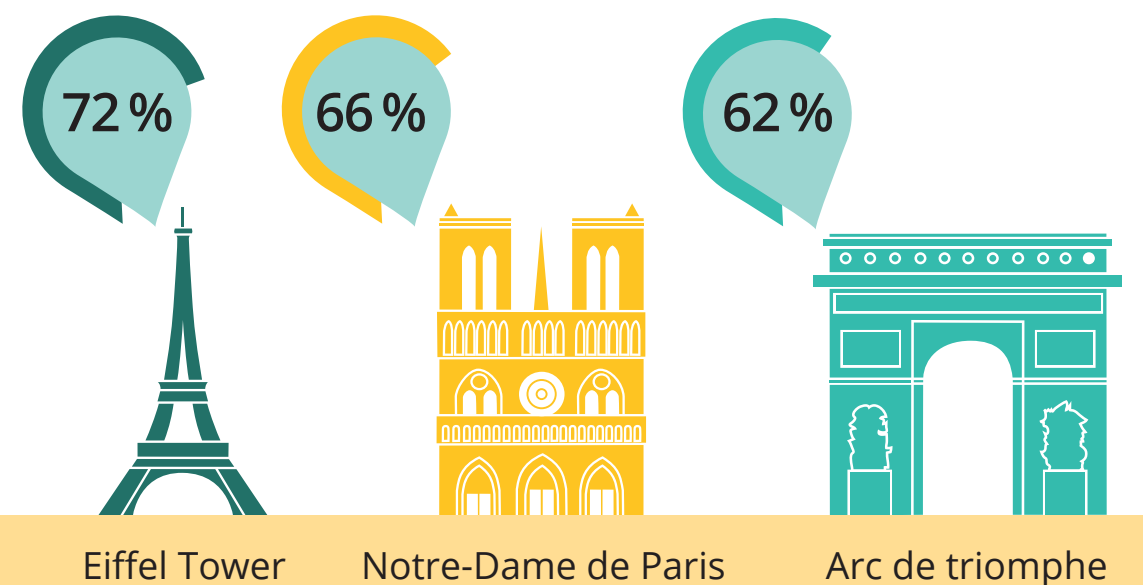


20 % other commercial

TOP 3 ACTIVITIES



TOP 3 SITES VISITED

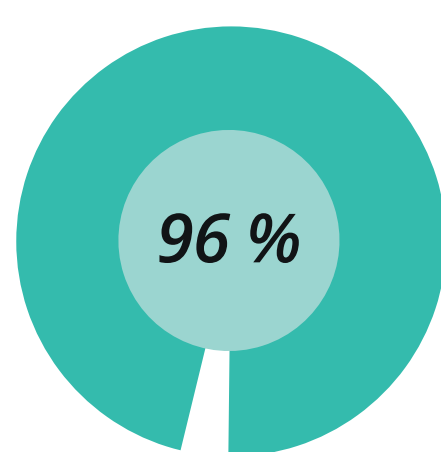


EXPENDITURE

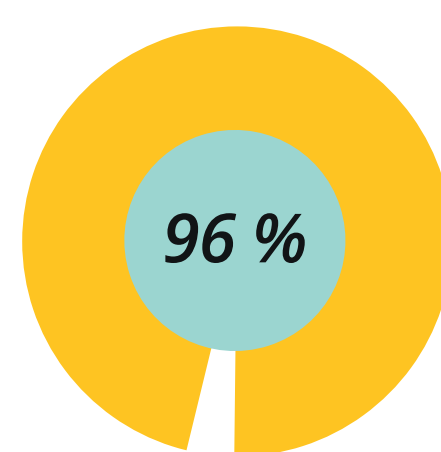


average spend per day and per person

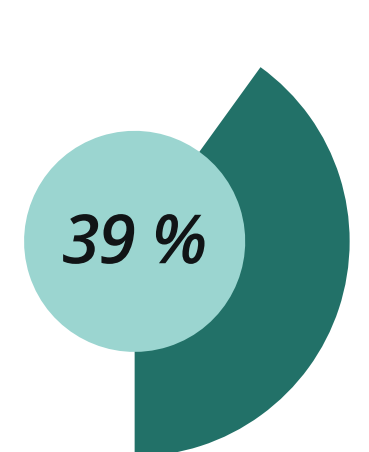
SATISFACTION/RECOMMENDATION/REVISIT



satisfaction rate



recommendation rate



intend to return within 1 to 2 years