

THE CHINESE IN PARIS REGION

OCCUPANCY



2,563,000
nights



441,000
stays



5.8 nights
on average

61 %

FIRST-TIME VISITORS

AND

39 %

REPEAT VISITORS

PROFILE

46 %

54 %

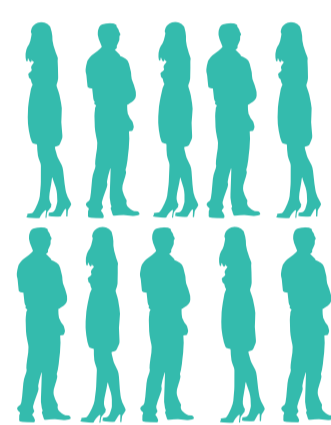


average age



33 %

upper
SPC



85 %

independently



15 %

with a group

25 %

with friends



66 %

PERSONAL
STAYS

ACCOMMODATION



79 %
hotels



9 %
non-commercial



12 %
other commercial

ACCOMMODATION BOOKINGS

39 %

through
TRAVEL AGENTS
AND TOUR OPERATORS

TOP 3 ACTIVITIES

visiting museums / monuments 97 %

exploring cities / walking 71 %

shopping 53 %

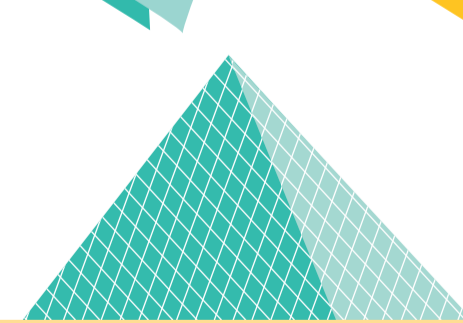
TOP 3 SITES VISITED

86 %



Eiffel Tower

81 %



Musée du Louvre

77 %



Arc de triomphe

EXPENDITURE

€ 185

average spend per day
and per person

SATISFACTION/RECOMMENDATION/REVISIT

91 %

satisfaction rate

93 %

recommendation
rate

49 %

intend to return
within 1 to 2 years