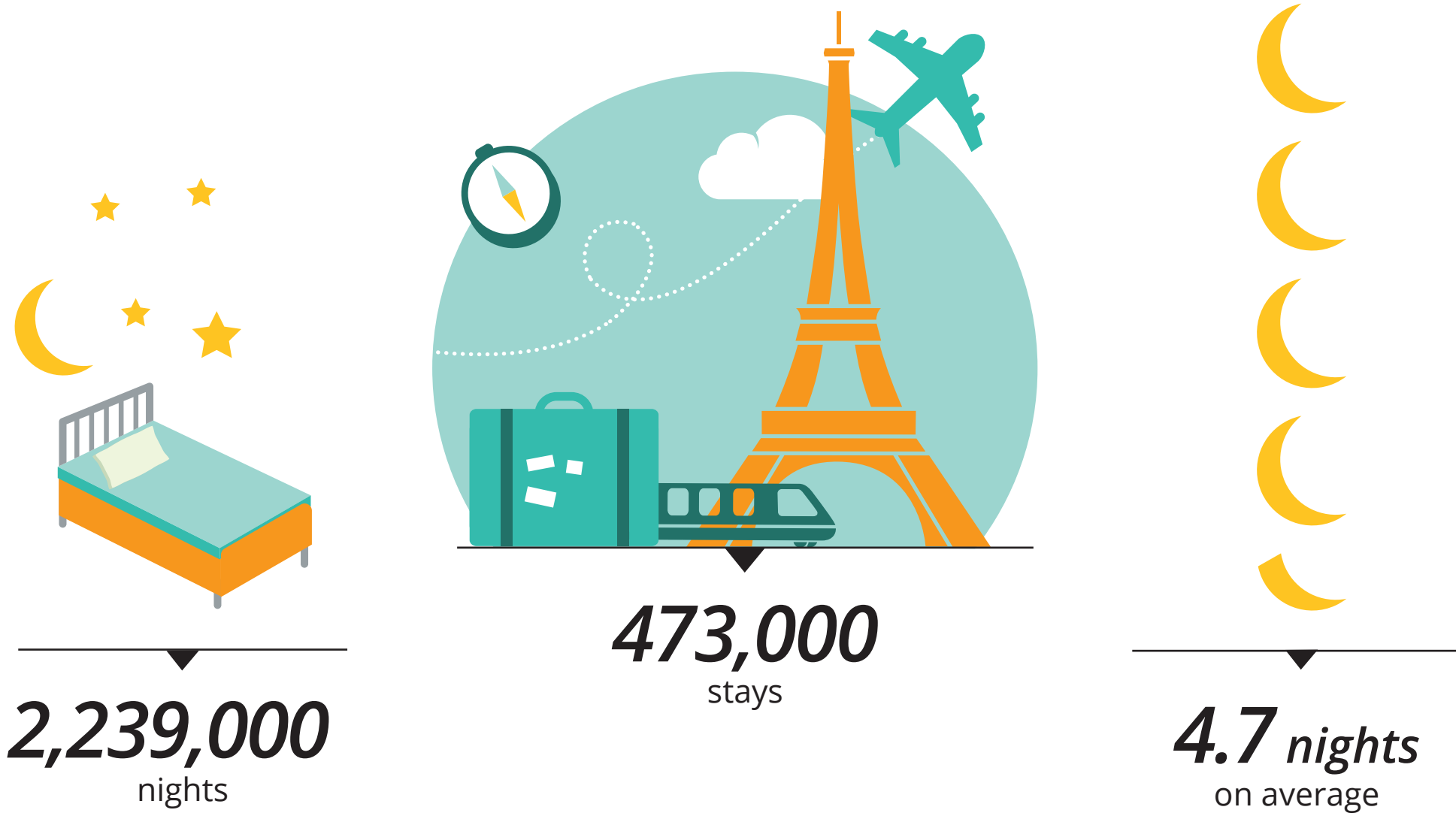


THE JAPANESE IN PARIS REGION

OCCUPANCY



60 %

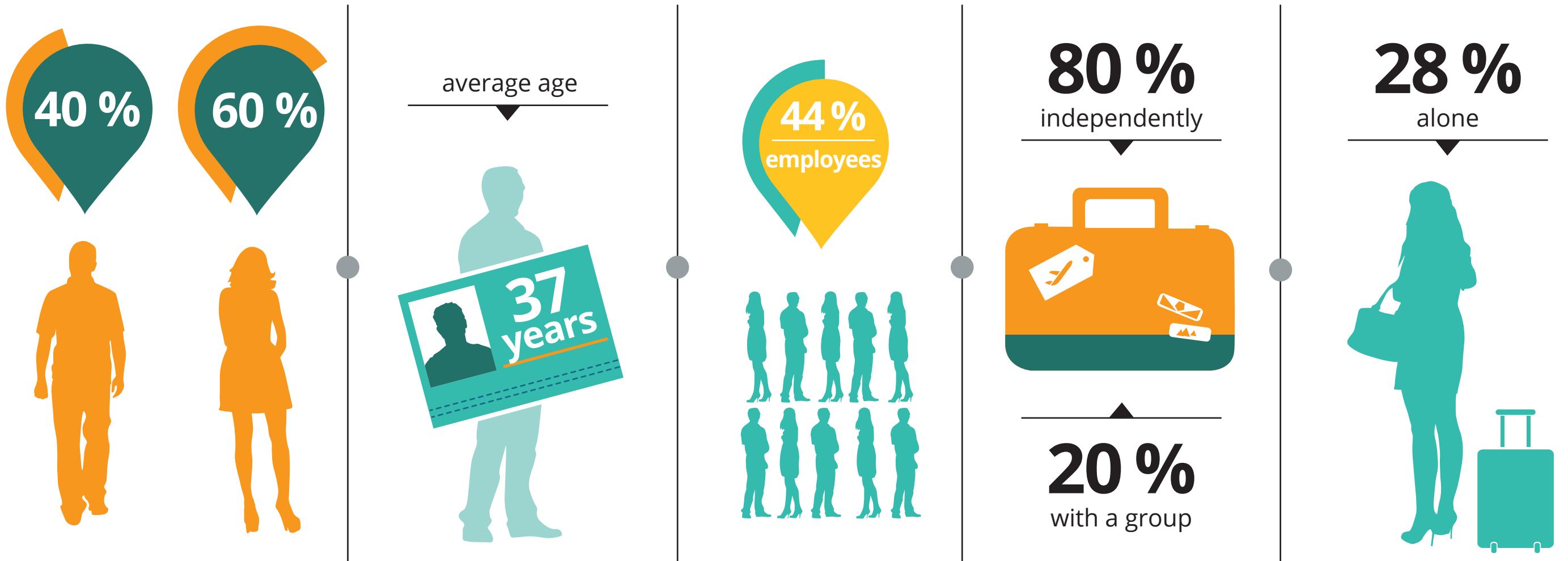
FIRST-TIME VISITORS

AND

40 %

REPEAT VISITORS

PROFILE



76 %

PERSONAL STAYS

ACCOMMODATION

ACCOMMODATION BOOKINGS

50 %

through TRAVEL AGENTS AND TOUR OPERATORS



6 % non-commercial

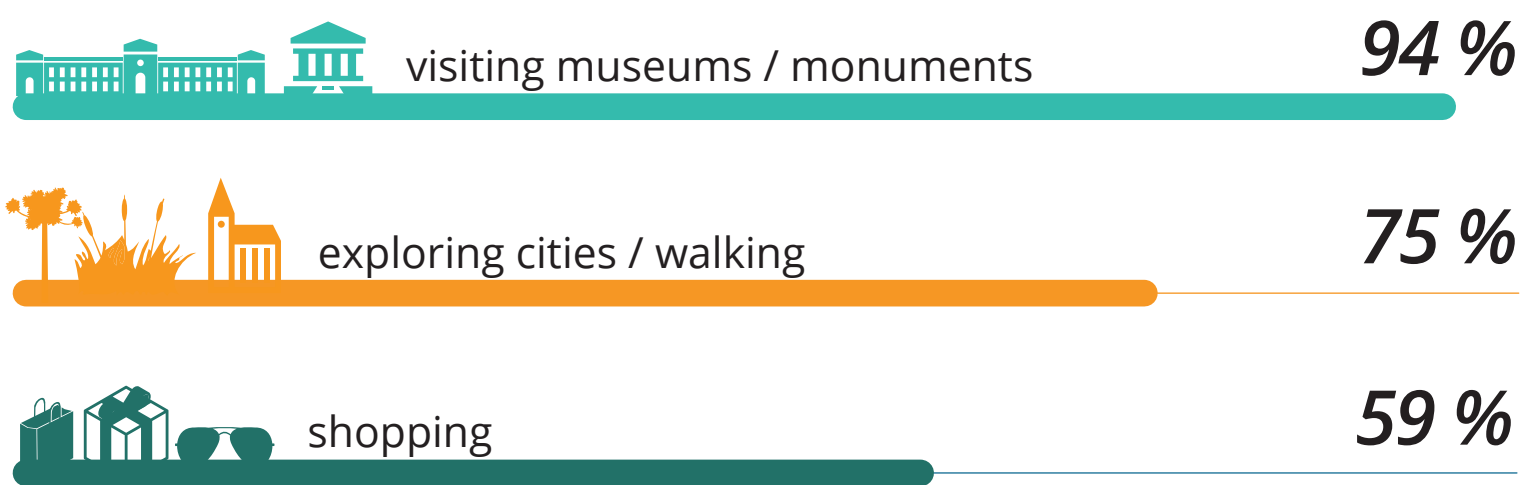


86 % hotels

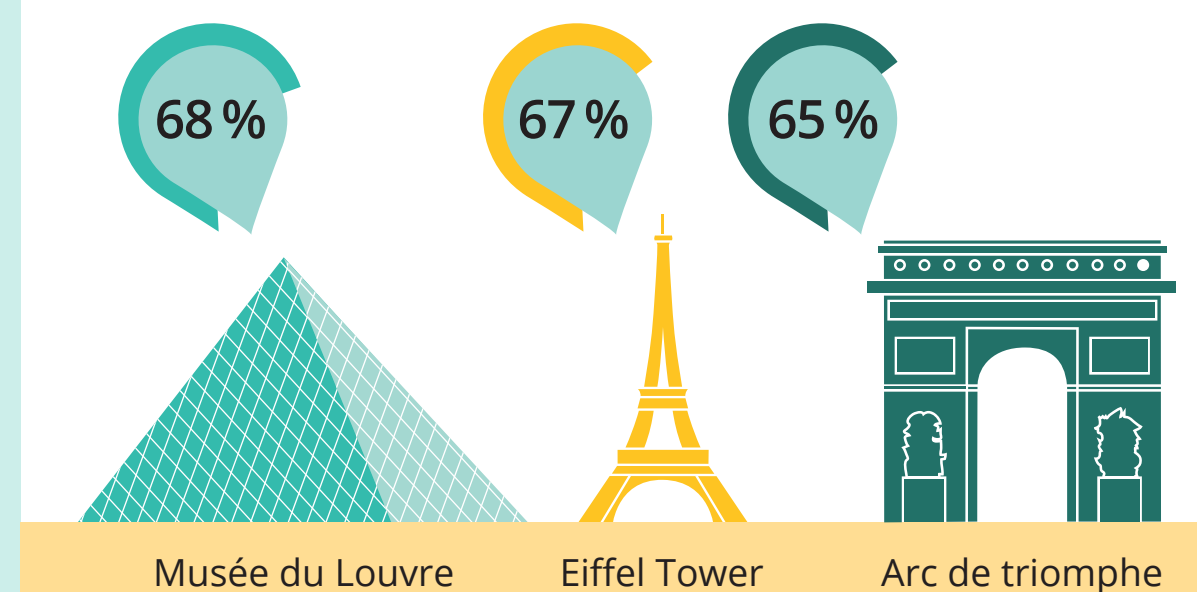


8 % other commercial

TOP 3 ACTIVITIES



TOP 3 SITES VISITED

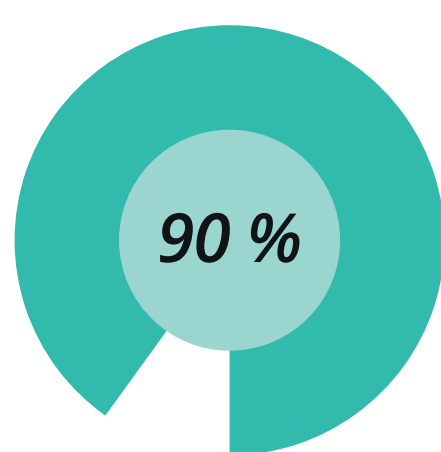


EXPENDITURE

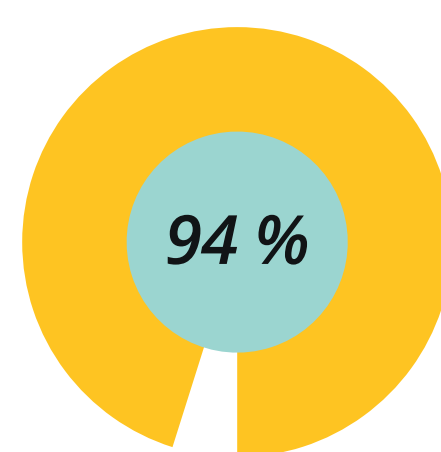


€214 average spend per day and per person

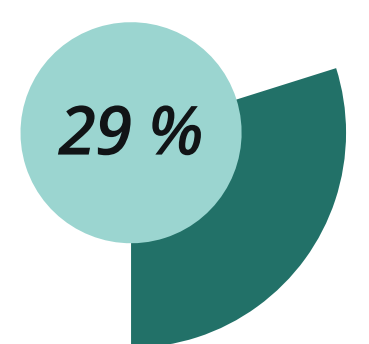
SATISFACTION/RECOMMENDATION/REVISIT



satisfaction rate



recommendation rate



intend to return within 1 to 2 years