The profile of a business client

In 2019, 15.7 million visitors stayed in Paris and its region for purposes of business or a mix of business and leisure. These travellers generated close to €7.9 billion, the equivalent of 36% of the capital region's total tourist revenue. Here are the main characteristics of the business travel clientele visiting our destination.

PROFILE OF BUSINESS TRAVELER :

- 58% male with an average age of 41.
- 65% are from France, with 82.3% from the European Union (including France)
- 73% use paid accommodation, primarily staying in hotels.
- 90% are repeat visitors ; the business traveller is a loyal customer for the destination
- 67% plan to return within 1 or 2 years

Sources: CRT PARIS ILE-DE-FRANCE

DID YOU KNOW? In 2019

- ***€5.7 billion*** *in direct and indirect revenue: this is the economic impact of the fairs and conventions industry in Paris Ile-de-France.*
- ***€20.8 billion in sales****: this is the subsequent turnover of companies that exhibit at these events and their delegates!*
- ***434 trade fairs were held*** *across 21 main sites in the Paris region that host major business events*

Sources: CCI PARIS ILE-DE-FRANCE

Economic impact and data – Business travel clientele arriving by air, train or road to Paris Ile-de-France in 2019

Number of stays **15.7 million**	Tourist Revenue **€7.9 billion**
Number	

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