



# 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	Tourist Revenue
<b>15.7 million</b>	<b>€7.9 billion</b>

Number

Ce site utilise des cookies dits « techniques » nécessaires à son bon fonctionnement, des cookies de mesure d'audience (génération des statistiques de fréquentation et d'utilisation du site afin d'analyser la navigation et d'améliorer le site), des cookies de modules sociaux (en vue du partage de l'URL d'une page du site sur les réseaux sociaux), des cookies publicitaires (partagés avec des partenaires) et des cookies Youtube. Pour plus d'informations et pour en paramétrer l'utilisation cliquez sur "Paramétrer les cookies". Vous pouvez à tout moment modifier vos préférences.

