



## 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

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