

Beat: Travel

## DO YOU SPEAK TOURIST - Activity Report of 2017 Tourism in PARIS REGION

### Attendance Record in Paris-Ile-de-France

PARIS, 31.08.2017, 08:59 Time

**USPA NEWS** - Standing at the Crossroads of European and Worldwide Trade, Paris Region is France's Leading Economic Region and one of Europe's Foremost Business Hubs. Its Economy is that of a Major Urban Region Structured around the Capital City and bearing all the Hallmarks of an efficient Metropolitan Economy...

Standing at the Crossroads of European and Worldwide Trade, Paris Region is France's Leading Economic Region and one of Europe's Foremost Business Hubs. Its Economy is that of a Major Urban Region Structured around the Capital City and bearing all the Hallmarks of an efficient Metropolitan Economy.

PARIS REGION :

- \* The Largest Stock of Commercial Property in Europe and attractive and diversified Real Estate, with New Office Districts and Business Parks, as well as the opening of "sSart-up Factories"
- \* A Rich Heritage and a Dynamic Center for Cultural and Business Events. Paris Region, and in particular inner Paris itself: a City of Art, History and Culture, is the World's Leading Tourist Region, highly attractive to International Tourists and a Leading Location in Europe for Meetings and Business Events. With 700,000 m2 in Exhibition Space, Paris Region leads Europe in available surface for Trade Exhibitions and Paris is ranked N°2 in the World for welcoming Visitors and World-class Business Meetings.
- \* The 4th Wealthiest Population in The European Union
- \* A Young Dynamic Population
- \* A Multicultural Population (13,1 % of Paris Region's Population is Foreign)
- \* A Highly-Educated Region with many Graduates (38,7% of the Adult Population holds at least a Bachelor's Degree)
- \* An attractive Region of Foreign Talents (Paris: top world city for studying, Research and higher education clusters...)
- \* 156,000 People involved in Research (Paris Leading Europe in R&D, the place for foster Innovation...)
- \* A Major Business Hb in Europe (Paris Region N° 1 in Europe and N° 3 Worldwide for Hosting the World's TOP 500 Corporate Headquarters, at the Center of Goods and Services Trade Flows...).
- \* One of the Best and Largest Public Transport Systems in the World
- \* An Outstanding World-Class Destination for Organizing Tradeshows
- \* The World's Leading Tourist Destination (N° 1 Worldwide in Hotel Capacity, World Center for Culture, Great Density os Sport-related Facilities, some of the Most Popular Sporting Events, 4 Unesco Sites, Natue in nearby, World Capital of Shopping, Gastronomy Experience...).

2017 SUMMER BALANCE SHEET for PARIS REGION

- \* Top 5 International Tourists visiting Paris Region :
  - 1 1140 000 American Tourists (+ 194 000)
  - 908 000 English Tourists (- 15 000)
  - 527 000 Chinese Tourists (+ 121 000)

- 507 000 German Tourists (+ 86 000)
- 443 000 Spanish Tourists (+ 45 000)

\* Main Developments over Ten Years :

- China (+ 225%)
- Gulf & Middle East (+158%)
- USA (+43%)
- Germany (+18%)
- Switzerland (+ 14%)
- Japan (-48%)
- Italia (-40%)
- Great Britain (-31%)
- Spain (-29%)
- Russia (-20%)

\* Hotel Arrivals in the Different Territories :

- Paris (+10,8%)
- Suburbs (+ 4,9%)
- Large Crown (+6,1%)

\* Business Tourism progressed by +1,2 Million of Overnight Stays generated by Business Travel

\* Visiting Museums and Historical Monuments :

- Arc de Triomphe (+36,3%)
- Châteaux de Versailles (+24,1%)
- Tour Montparnasse (+21,4%)
- Châteaux de Vincennes (+15,1%)
- Musée National du Château de Fontainebleau (+10,8%)

\* The Views of Professionals :

- In July, 60% of interviewed Professionals believe that activities progressed compared to 2016
- In August, 46% of interviewed Professionals believe that activities progressed compared to 2016
- In September, 51% of interviewees believe that reservations are qualified as good even very good
- Regarding Prospects for the Coming Months, 72% believe in the improvement in activity

\* The Stimulus Plan :

- An Unprecedented Effort to support Tourism in Iles-de-France
- Partnership with voyages-sncf.com. One million Cheap Tickets during Summer
- Communication Campaigns to All Major Markets
- Welcoming Themes Via Press / Influencers

Source : PARIS REGION

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-11846/do-you-speak-tourist-activity-report-of-2017-tourism-in-paris-region.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDSStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

UPA United Press Agency LTD

483 Green Lanes

UK, London N13NV 4BS

contact (at) unitedpressagency.com

Official Federal Reg. No. 7442619