

Beat: Travel

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

Attendance Record in Paris-Ile-de-France

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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...

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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 IÎs-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

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