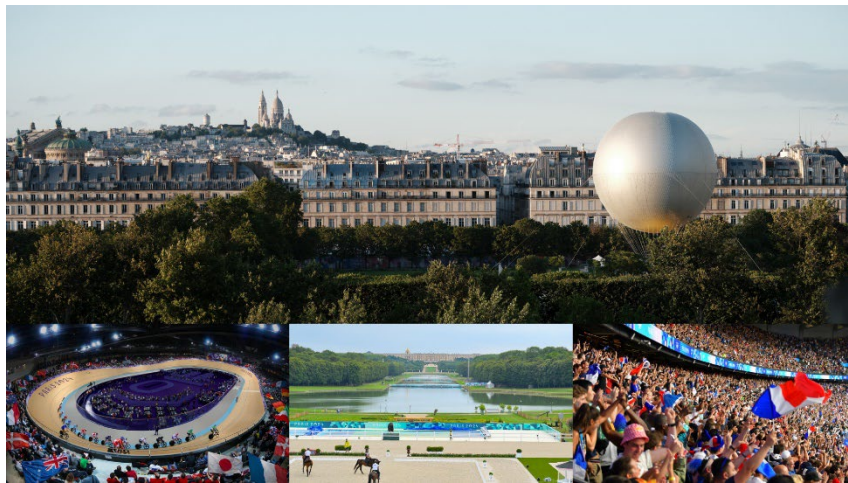


PRESS RELEASE

Paris, September 12, 2024

The Olympic and Paralympic Games: a catalyst for tourism in Paris Region



© Paris 2024 / Laurent Zabulon / Snezana Maillot / Ludovic Le Couster/ Signatures

Since the start of 2024, Paris Region has consolidated its position as the world's leading tourist destination, with over 22 million tourists welcomed in the first half of the year (up 3% on the same period in 2023). During the summer period, the Games changed and boosted the usual tourist numbers. Strong peaks in activity were recorded during this period, which alone accounted for over 4 million tourists.

A promising first half 2024

*Source: Choose Paris Region. Estimates based on ATR and Flux Vision data. *provisional data)*

In the 1st half of 2024, 22 million tourists chose the destination, 700,000 more than in the same period in 2023, composed of over 12 million French tourists (+3%) and 10 million international tourists (+4%), mainly from the USA, the UK, Europe, China and Brazil.

A 2024 summer season boosted by the Games

Source: Orange Business Flux Vision Tourism for Choose Paris Region

Following a somewhat slow start to the summer, with a period of “preparation for the Games”, the transformation of the tourist landscape was felt at the start of the Games which attracted a record number of visitors. On July 26 in particular, the day of the opening ceremony, which welcomed almost 360,000 tourists and excursionists (62% international visitors, nearly a quarter of whom are American (23%), Chinese, Brazilian or Mexican, and 38% French visitors, two-thirds of whom are from Paris Region). At the same time, the hotel occupancy rate that day in Paris was close to 90%.

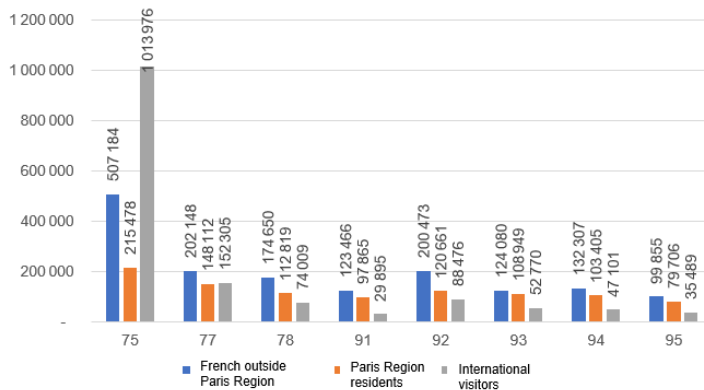
The Games acted as a springboard for a significant increase in the number of tourists between July 24 and August 11, we observed +15% in tourist numbers, with more French (+22%) and international (+9%) visitors.

The main international customers during this period were English, American and German, who together accounted for 1/3 of international tourists (500,000 tourists out of a total of 1.5 million). Note the increase in visitor numbers from countries such as Brazil (+82%), China (+48%) and Belgium (+40%).



Figure 1 : Source Choose Paris Region. Estimates based on ATR and Flux Vision data.

Over the same period, tourist flows throughout the region were well distributed, with growth ranging from +3% to +27%. The competition venues and fan zones attracted an influx of visitors, which boosted local economic activity and altered traditional areas of interest.



	Total tourist numbers	24 vs 23
Paris	1 736 638	+13%
Seine-et-Marne	502 565	+6%
Yvelines	361 478	+27%
Essonne	251 226	+19%
Hauts-de-Seine	409 610	+22%
Seine-Saint-Denis	285 799	+9%
Val-de-Marne	282 813	+13%
Val-d'Oise	215 050	+3%

Figure 2 : Source Choose Paris Region. Estimates based on ATR and Flux Vision data.

During the Games period, hotel operators capitalized on the Olympic craze and recorded a 66% rise in average overnight rates, from €187 in 2023 to €310 in 2024. The occupancy rate also reached 84% for Paris hotels, up 10.1 points on the same period in 2023.

In the wake of the Games, a very encouraging outlook

The Paris 2024 Olympic and Paralympic Games are already having an impact on Paris Region's attractiveness. The first signs of this momentum can be seen in flight bookings, up +7% in October and +6% in November compared with 2023. Customers from the American continent remain loyal to the momentum of the Games, with international flight bookings up 6% compared to September-November 2023. Note that Asian customers are up +7% over the coming months.

This performance is all the more noteworthy given that this 2023 period was marked by exceptional visitor numbers, thanks in large part to the Rugby World Cup.

These increases in flight bookings are a promising sign for the tourism sector at the end of the year.

For Valérie Pécresse, President of Paris Region: "The 2024 Olympic and Paralympic Games, are a tremendous showcase for the regional destination featured on screens around the world throughout the summer. *The quality of our hospitality reached an unprecedented level of satisfaction, thanks not only to the mobilization of tourism professionals, but also to the provision of efficient transportation infrastructures and exceptional Olympic venues. With the help of all Paris Region residents, we will continue this legacy and make Paris Region the best tourist destination in the world.* "

For Alexandra Dublanche, Chairwoman of Choose Paris Region: “During the Games, Choose Paris Region mobilized all its resources to welcome investors, visitors, film producers and talents from all over the world, and to promote the region's assets. *This is the culmination of a long process of teamwork in the service of a legacy that will strengthen Paris Region's attractiveness for years to come.* “

About Choose Paris Region

Choose Paris Region is Paris Region's international attractiveness agency, which promotes the region's influence on the international stage, and provides a high-quality welcome and services to investors, visitors and talent from all over the world, while ensuring the Region's sustainable and balanced development.

Through its knowledge of the Regional economic ecosystem, the agency attracts and supports investors, and facilitates the setting up of companies thanks to targeted, personalized services and partners. It contributes to the development of strong, innovative and sustainable industrial sectors.

It promotes and develops the destination by working with tourism stakeholders and visitors. It provides the resources, tools, support and network that allow Paris Region tourism professionals to develop and distribute a high-quality, innovative and adapted offering.

It contributes to the excellence of Paris Region's film and audiovisual industry: as Europe's leading region, it supports French and international productions, drawing on its cultural heritage and its concentration of professionals and specialized companies.

Finally, the Agency supports and provides resources for international talent who want to settle and live in Paris Region for its quality of life and find the perfect work-life balance.

Press Contact:

Catherine Barnouin – catherine.barnouin@chooseparisregion.org – 06 58 20 81 81