



# The Paris Region destination continues its momentum 14 days after the start of the Paris 2024 Olympic Games

at 9 August 2024

## The essentials

Since July 25, 2024, air arrivals have maintained a good momentum (+8%) compared with 2023.

From July 29 to August 3, 2024, tourist numbers in Paris Region rose by 20% (vs. 2023), with a peak of +50% on August 2 (vs. 2023).

These good results reflect the constant momentum of each of Paris Region's departments, with performances ranging from +6% to +37% depending on the area.

Excluding Paris Region residents, the breakdown of customers is 16% international and 84% French.

American customers are still the largest tourist segment[1] with a market share of 30%, up 27% in volume vs. 2023. Americans are in the majority at 7 Olympic venues in Paris Region: Grand Palais, Château de Versailles, Paris La Défense Arena, Olympic Aquatics Center, La Concorde, Stade de France and Bercy Arena.

During the period of the Games, the average occupancy rate for hotels in Paris is 80% (+15% vs. 2023), and the average stay is 3.3 nights (+22% vs. 2023).

For the period between the Olympic and Paralympic Games (August 13 to 26, 2024), we expect an influx of 220,000 visitors, i.e. an 8% increase in international air arrivals.

For the period between August 13 and 26, 2024 (inter-Games), Americans will remain the #1 international customer group, with a 33% market share (+4 pts vs. 2023).

Renewed interest from Chinese customers is reflected in a 66% increase during the Games period (vs. 2023), which will continue during the inter-Games period at 55%.

[1] Air arrivals from July 23 to August 12, 2024

## **Descri**

### **Tourist num**

### **Paris Region**

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Period from July 23 to August 12, 2024 (Olympic Games)

450,600 international tourists are expected at Paris Region airports between July 23 and August 12, up 8% over the same period in 2023:

Top 5 nationalities that account for half of all arrivals:

- 132,000 Americans (29% market share; +4.3 pts / N-1)
- 26,500 Canadians (6% market share; -1.7 pts / N-1)
- 19,000 Japanese (4% market share; +0.8 pts / N-1)
- 17,000 Germans (4% market share; +0.5 pts / N-1)
- 17,000 Spaniards (4% market share; -1.3 pts / N-1)

The biggest increases in arrivals compared to 2023:

- +104% Irish
- +66% Chinese
- +41% Japanese
- +27% Americans
- +19% Germans

Period from August 13 to August 26, 2024 (Inter-Games)

8% increase in expected arrivals (vs. 2023) with 220,000 international tourists expected at Paris Region airports

Top 5 nationalities

- 73,000 Americans (33% market share; +4.2 pts / N-1)
- 17,500 Canadians (8% market share; -0.8 pts / N-1)
- 12,000 Spaniards (5.5% market share; -0.3 pts / N-1)
- 7,000 Germans (3% market share; -0.1 pts / N-1)
- 6,250 South Koreans (3% market share; stable pts / N-1)
- 6,000 Japanese (3% market share; -0.6 pts / N-1)
- 4,000 Chinese (2% market share; +0.6 pts / N-1)

The biggest increases:

- +55% Chinese
- +27% Inc
- +26% Iris
- +24% An

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Source: C

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Tourist numbers are continuing to rise in Paris Region compared to 2023 and these good results reflect the constant momentum of each of Paris Region's departments, with performances ranging from +6% to +37% depending on the area.

Seine-et-Marne (77)	+ 5.5
Yvelines (78)	+35.1%
Essonne (91)	+28.9%
Hauts-de-Seine (92)	+37.3%
Seine-Saint-Denis (93)	+19.0%
Val-de-Marne (94)	+23.0%
Val d'Oise (95)	+7.1%

### Breakdown of tourist flows around competition venues

Source: Orange Business Flux Vision Tourism for Choose Paris Region

- ***In Saint-Denis, around the Stade de France and the Olympic Aquatics Center***

After an initial peak of 143,000 visitors during the Rugby Sevens tournament held during the first week of the Olympic Games, the Stade de France reached a new peak in its second week on August 4, with over 183,000 visitors to the venue for the Track & Field events, mainly French visitors, but also including Americans, English and Germans.

- ***At La Concorde, enthusiastic spectators for the Basketball 3x3 finals***

La Concorde reached its peak attendance on August 5 during the 3x3 Basketball finals (semi-finals & finals), with over 87,000 visitors, mainly French visitors, but also including Americans, Germans and English.

- ***At the Château de Versailles, an unprecedented turnout for equestrian sports***

On July 28, over 83,000 visitors gathered in the Park of the Château de Versailles for Cross-country, the highlight of the 2024 Olympic Games' evening competition, a setting that transcended the French riders, who took second place in the provisional team rankings that day.

## Number of pages

4

Files

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