Tourism monitoring

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

at 12 September 2024

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.

## Description

### 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%.
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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."*

# Number of pages

4

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