



Paris Region International Press Kit 2026

at 26 February 2026

This press kit reflects the remarkable momentum shaping the Paris Region of today. Building on its Olympic legacy, the destination continues to write an inspiring story that is innovative, sustainable, and unmistakably alive.

Description

The Paris 2024 Olympic and Paralympic Games marked a turning point for Paris Region. By welcoming the world, Paris Region once again demonstrated its unique ability to combine excellence, creativity, and hospitality on a global scale. The success of this international event, viewed by nearly five billion viewers worldwide, has left a powerful and lasting legacy. New cultural and sporting venues, upgraded infrastructure, and an expanded hospitality landscape have reshaped the destination. Above all, a collective energy has emerged that continues to amplify the Region's global influence.

In 2026, the Paris Region destination is building on this momentum to renew the visitor experience. The long-awaited reopening of the Grand Palais and Notre Dame de Paris, the creation of new museums, the ever-vibrant French art of living, and a calendar rich in cultural, professional, and sporting events reaffirm the destination's role as a leading international stage. This dynamic is further strengthened by the Region's growing presence on screens around the world. Inspired by

Parisian scenes, iconic landmarks, and lesser-known treasures, numerous film and audiovisual productions are giving Paris Region unprecedented international visibility.

At the same time, the Region is accelerating its transition toward a more sustainable, inclusive, and accessible tourism model. Major innovations, particularly within a rapidly evolving transportation network, are making travel across the Region smoother, more connected, and easier, inviting visitors to explore far beyond the city center.

With five UNESCO World Heritage sites, more than 300 museums, 250 historic monuments, and a famously vibrant nightlife, Paris Region seamlessly blends history with modernity and creativity. The destination also stands out on the world stage for its unrivaled luxury offering.

Renowned fashion and jewelry houses, prestigious hotels, Michelin-starred dining, and exceptional craftsmanship make Paris Region a global reference for travelers seeking unique and sophisticated experiences.

Number

24

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