

NEWS FLASH

Paris, August 2, 2024

At just 7 days since the start of the Paris 2024 Olympic Games, the Games are responding encouragingly to the expectations of Paris Region as a destination.

The essentials

- As of July 25, 2024, a clear increase (+8%) in air arrivals compared with 2023.
- From July 24 to 27, 2024, we saw a 20% increase in tourist numbers in Paris Region (vs. 2023).
- Initially forecast at between 10 and 12%, international customers already account for 18% of the visitors to the Games, 82% of whom are French.
- American customers are the most important tourist delegation, with a 30% share of the international market and a 27% increase in volume compared to 2023.
- Americans are in the majority at venues such as the Grand Palais, Palace of Versailles and Paris La Défense Arena.
- The opening ceremony was attended by over 358,000 spectators, 62% of whom were foreign nationals.
- For the duration of the Games, the average occupancy rate for hotels in Paris is 80% (+15% compared to 2023).

Opening ceremony on July 26, 2024

Source: Orange Business Flux Vision Tourism for Choose Paris Region

There were 358,500 tourists and day-trippers in the Opening Ceremony area between 6pm and midnight on July 26:

- 62% international visitors (221,600), nearly a quarter of whom were Americans (23%), Chinese, Brazilians and Mexicans.
- 38% French visitors (136,900), two-thirds of whom were from Paris Region.

Hotel occupancy rates in Paris were close to 90%, which means they were fully booked on the night of July 26.

Tourist numbers in Paris Region

Source: Forward Keys for Choose Paris Region

Paris Region airport arrivals

450,658 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
- +63% Chinese
- +41% Japanese
- +27% Americans
- +19% Germans

Accommodations: Occupancy rate and spending

Source: Olympic and Paralympic Games LightHouse study

The Games have accelerated bookings in Paris Region. The destination is now seeing peak visitor numbers approaching, or even exceeding, 80% during the Olympic Games period between July 26 and August 11.

From July 24 to 27, 2024, Paris Region tourist numbers rose 20% (vs. 2023).

Forecast occupancy rates for the Olympic Games period are on average 15 to 20 points higher than for the same period in 2023.

Visitors are spending on average 389 euros for a hotel room in Paris between June and August 2024 (up 24% on 2023).

In Paris, the average price of furnished and vacation rentals was 234 euros per night in July 2024, up 40% on July 2023.

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

During the Paris 2024 Olympic Games rugby 7s matches held at the Stade de France from July 24 to 30, we observed national and international attendance peaks of up to 143,100 visitors at the Stade de France area including mainly French as well as Americans, English, Germans.

➤ **In the La Défense district, around the La Défense Arena**

La Défense Arena has been hosting the swimming events since July 27, with national and international attendance peaking at over 50,000 visitors, mainly from France and the USA, but also including Australians and English. The competitions will continue until August 4.

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