

PRESS RELEASE

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Positive 2024 tourism results for Paris Region as a destination, driven by the Olympic and Paralympic Games

In 2024, Paris Region cemented its status as the world's leading destination, with an increase in tourist numbers buoyed by the Olympic and Paralympic Games. With the transformation of visitor flows and growth in tourist spending, the outlook for 2025 is promising.



Higher tourist numbers in 2024

In 2024, 48.7 million tourists visited Paris Region, up 2% on 2023. This growth reflects a trend of gradual recovery following the pandemic, although visitor numbers remain slightly lower than in 2019 (down 4%).

An increasingly international customer base

Paris Region welcomed 26.1 million French tourists (up 1% on 2023 and down 8% on 2019) and 22.6 million international tourists (up 3% on 2023 and down 2% on 2019). This is a new record for international customers. The year was marked by the return of visitors from North America, Asia and South America, aided by the upturn in air travel and the appeal of the Olympic Games.

The number of American tourists, the destination's main customer group, rose by 3% compared to 2023, reaching 2.7 million.

British (2.6 million), Italian (1.6 million), German (1.5 million) and Spanish (1.4 million) tourists round out the top 5, accounting for a significant share of European visitor flows. Note that strong growth was recorded in Brazilian (+27%) and Chinese (+37%) visitor numbers, reflecting an increase in long-haul flights.

Strong growth in tourist spending

Tourist spending reached €23.4 billion in 2024, up 8% on 2023 and up 7% on 2019.

- €8.5 billion spent by French tourists (up 7% on 2023)
- €14.9 billion spent by international tourists (up 8% on 2023)

This growth indicates a return to sustained consumer spending, driven by increasingly upmarket tourist offerings and high occupancy rates in accommodation and restaurants.

Accommodation: a changing hotel industry, rentals booming

With 68 million hotel nights recorded in 2024, the hotel sector experienced a slight decline (down 4% on 2023), mainly due to the Olympic Games, which altered seasonal flows.

2024 was characterized by several trends, notably a recovery in hotel stays in September and October, with an occupancy rate of around 70%, reflecting a tendency to postpone trips until after the Games. There was also an increase in vacation rentals, with 14.7 million nights booked (up 24% on 2023).

Business tourism, a pillar of the recovery

In 2024, professional trade show activity increased by 4.5% compared to 2023, while consumer trade show activity increased by 5.9%. This growth was reflected in a 4.1% increase in exhibitor floor space and a 6.1% rise in the number of exhibitors and visitors.

These results underline the vital role of business tourism in the region's economic vitality and its importance in enhancing the attractiveness of Paris Region.

Air transport: a new lease of life

Air traffic in Paris Region increased, with 103 million passengers recorded in 2024, up 4% on 2023, and strong demand from North America and Asia.

The outlook is promising, with an 11% increase in flight bookings for the period from March to August 2025.

The 2024 Olympic and Paralympic Games: an outstanding lever for tourism

The Paris 2024 Olympic and Paralympic Games were a catalyst for increased visitor numbers and gave Paris Region visibility on the international stage. 7.1 million tourist stays were recorded during the Olympic and Paralympic Games period, up 11% on 2023.

A massive influx of international visitors

During the Olympic Games, the Region hosted:

- 2.8 million French tourist stays (+15%)
- 2.3 million international tourist stays (+4%)
- 2 million Parisian tourist stays (+14%)

The most prevalent international visitors were:

- American (281,000 visitors, +4%)
- British (280,000, +3%)

A significant impact on the hotel industry and the tourism economy

During the Games, Paris Region hotels recorded an exceptional increase in profitability:

- Occupancy rate up +11.4 points
- Average price of overnight stays up +111%
- Revenue per available room (RevPAR) up 147%

At the same time, tourist spending skyrocketed, demonstrating the positive economic impact of the Games on the entire Paris Region tourism ecosystem.

A transformation of flows and a strong upturn for museums after the Games

The Games changed visiting habits:

- Redistribution of flows around Olympic venues and fan zones
- A temporary drop in the number of visitors to museums and monuments (-20% on average during the Olympic Games)

However, annual visitor numbers to museums and monuments remain stable thanks to a strong post-Olympic upturn. Immediately after the Games, major cultural sites saw a return to high visitor numbers, confirming the carry-over effect and the enduring appeal of Paris Region.

An encouraging outlook following the Olympic Games

The impact of the Olympic Games continued, with an encouraging end to the year.

- Tourist numbers were up 7.2% over October, November and December
- In the hotel sector, the occupancy rate reached 78% in October (up 1 point on 2023) and remained at 72% in November.

A legacy to capitalize on for the future and positioning to be strengthened

While the effects of the Olympic and Paralympic Games continue to influence the sector, the trends for 2025 are encouraging. Diversification of the tourism offering, sustainable

development and the move upmarket in services are essential levers for making Paris Region an even more attractive destination.

Valérie Péresse, President of Paris Region, underlines:

"2024 was an outstanding year for Paris Region. The Olympic and Paralympic Games gave our Region unprecedented visibility. We must now capitalize on this legacy to increase our appeal and develop sustainable, well-balanced tourism. "

Alexandra Dublanche, Chairwoman of Choose Paris Region, added:

"The impact of the Games can be measured in terms of both visitor numbers and economic benefits. Choose Paris Region will continue its work to perpetuate this legacy, attract new tourist flows and support professionals in the sector. "

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.

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