



Paris tourism barometer

AUGUST 2025



A summer in Paris in line with 2023

As the summer of 2024 when the Olympic Games were held was an exceptional year, the 2025 summer season is mainly compared with 2023 based on available sources.

Following a positive first half of the year (+12% in overnight stays according to Orange flux vision vs 2023 and +9% in air arrivals vs 2023), the summer of 2025 saw a slight downturn in growth in tourist overnight stays across all types of accommodation in Greater Paris: -1% overall compared to 2023 for the period from 1 July to 17 August 2025 (-2 % for foreign visitors +1% for French visitors) and a drop of -1.1% compared to 2024, but this time more in relation to French visitors (-4.1% for the French compared to -0.5% for foreign visitors).

Accommodation: positive growth in the occupancy rate

The hotel occupancy rate in Greater Paris increased by 1.1 points compared to July 2023 and by 9 points compared to 2024, reaching 76.8%.
The figures for tourist accommodation between 1 July and 13 August also showed dynamic growth: +19% for overnight stays booked in Greater Paris compared to 2023, with a peak of +27% for Seine Saint Denis.

A mixed picture in terms of overnight stays

The performance of foreign markets this summer varied considerably. Overall, an estimated 6.4 million tourists visited Greater Paris in July and August, a similar volume to summer 2023.

- Asian countries showed strong growth compared to 2023, with the Chinese market in particular maintaining the positive momentum observed since autumn 2024 (period from 1 July to 17 August 2025):
 - China: +40% vs 2023
 - Japan: +34% vs 2023
 - India: +14% vs 2023
 - South Korea: +1% vs 2023
- Middle Eastern nationals were also present this summer, good news for the luxury sector, (period from 1 July to 17 August 2025):
 - Saudi Arabia: +24% vs 2023
 - United Arab Emirates: +21% vs 2023
 - Qatar: +8% vs 2023
- Traditional markets presented a mixed dynamic, linked in some cases to local events (period from 1 July to 17 August 2025):
 - Canada: +13% vs 2024 (i.e. 35,000 arrivals and +15% in overnights vs 2023)
 - United Kingdom: -30% vs 2023
 - Switzerland: +4%
 - Spain: +9%
 - Belgium: +23%

- Markets to watch, in view of the political and economic context:
 - USA: -27% in overnights vs 2023, but with American visitors far exceeding their pre-Covid-19 levels since the first half of 2025.
 - Italy: -33% vs 2023. After favouring Paris since Covid-19, Italy has turned to other summer destinations such as Tirana.



Projections for autumn

The outlook for September is positive, with flight bookings to date up 9% on September 2024 (i.e. 500,000 bookings forecast). Bookings for October are expected to increase by 4%.

For the period from September to November 2025, booking forecasts are currently up 6%, with a particularly strong upswing in the Middle East and Southern Europe. With a general trend towards last-minute bookings, these forecasts will be confirmed in the coming weeks.

The year 2025 is expected to be better than 2023, by +1.2%, and 2024, by +3.1%, with a total of 37.4 million tourists in Greater Paris.

MARKET FOCUS

EXPECTED AIR ARRIVALS* SEPTEMBER TO NOVEMBER 2025

	2025	Var vs 2024
NORTH AMERICA	359 649	3%
SOUTHERN EUROPE	116 476	14%
NORTH EAST ASIA	87 818	9%
NORTHERN EUROPE	86 349	13%
WESTERN EUROPE	70 388	8%
SOUTH AMERICA	62 708	3%
OCEANIA	37 489	10%
MIDDLE EAST	16 134	31%
SUB-SAHARAN AFRICA	15 404	-4%
CENTRAL AND EASTERN EUROPE	16 985	-2%
SOUTH EAST ASIA	20 383	8%
SOUTH ASIA	10 679	-16%
CARIBBEAN	6 373	-14%
NORTH AFRICA	2 390	-28%
CENTRAL AMERICA	2 885	2%
Total	912 110	6%

*Air arrivals already recorded and based on bookings made up to 3 August 2025.

Sources : Google, Orange Flux Vision, ForwardKeys,
Paris je t'aime – Tourist Office