

Weekly barometer of Paris tourism

SPECIAL OLYMPIC GAMES 2024

31 JULY 2024

FIGURE OF THE WEEK

+ 7%

A 7% increase in French and foreign day visitors to the Greater Paris metropolitan area, on 27 and 28 July vs 2023.

➤ BUSY AREAS OVER THE 1ST OLYMPIC WEEKEND

Tourism patterns and zones differ from those observed during a traditional summer. **Visitors are in the places where the Games are held**, particularly around the major fan zones and Olympic competition venues. Three examples of areas around Olympic venues illustrate this increase:

- **Paris 19th arrondissement**, which is home to Club France: **+ 35.4%** visitors on Sunday 28 July vs 2023. 71% of these tourists were French (+ 22%) and 29% were foreigners.
- **Porte de Versailles**, South Paris Arena competition venue: **+ 167%** visitors on Sunday 28 July vs 2023; 69% were French (up 112%) and 31% foreigners (+ 521%).
- **Seine-Saint-Denis** : on 27 and 28 July, the Olympic rugby sevens tournament attracted even more visitors than the concert by The Weeknd, on the same dates in 2023, with + 45% on Saturday and + 14% on Sunday.

➤ REGIONS OF ORIGIN FOR 1ST OLYMPIC WEEKEND

- **International tourists**: 15.5% were American (+ 3.6% vs 2023). There were significant increases in the number of visitors from Germany (+ 42.0%), Brazil (+ 46.4%) and Japan (+ 237.2%).
- **National tourists**: Most of them were from the Rhône (7.0%), the Haute- Garonne (5.1%) and the Bouches-du-Rhône (4.5%).
- **Residents**: the number of residents in Greater Paris on 26 and 27 July was up by 3% vs 2023.

VISITOR NUMBERS

➤ **A peak in tourist arrivals** on Thursday 25 July: **up + 34.6%** vs 2023, of which **+ 41.4%** were French and **+ 30.2%** were foreign.

➤ Tourist arrivals up **+ 16.0%** vs 2023 from Wednesday 24 to Saturday 27 July.

650,000 tourist arrivals observed from 24 to 27 July 2024, i.e. **+ 17.3% for French visitors** and **+ 14.8% for foreigners**.

FOCUS ON ACCOMMODATION

➤ OCCUPANCY RATE

The expected occupancy rate in Paris hotels for the first weekend in August is estimated **at around 90%**.

92% of tourists present in the metropolitan area stayed in Paris on 26 and 27 July for the Opening Ceremony of the Olympic Games.

Top 3 arrondissements:

- in the 15th: **8.5%**
- in the 8th: **7.5%**
- in the 16th: **7.0%**

The high number of visitors to these three areas is explained by the proximity and concentration of Olympic venues in the city (Eiffel Tower Stadium, Invalides, Grand Palais, Concorde, etc.) and by the number of accommodation options available.

➤ AVERAGE HOTEL PRICES

At €218 per night during the period of the Olympic Games, **the average hotel price in the metropolitan area is down** since the last edition of this barometer (€258 on 24 July 2024).

In 2023, the prices observed were €202 in July and €161 in August.

- Average hotel prices 1/2*: **€145**
- Average hotel prices 3*: **€173**
- Average hotel prices 4*: **€319**
- Average hotel prices 5*: **€996**

➤ BOOKING LEVELS

In the run-up to the Paralympic Games, the number of bookings is up.

To date, the increase in bookings in Paris hotels for the Paralympic Games period is estimated at **between + 5% and + 10%** compared with 2023 (28 August – 8 September).



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