

Weekly barometer of Paris tourism

SPECIAL OLYMPIC GAMES 2024

7 AUGUST 2024

FIGURE OF THE WEEK

+36%

The increase in visitor numbers around the Olympic venues continues, notably in the 19th (where Club France is located) with +36% of visitors vs 2023 since the start of the Games.

➔ **1.63 million day-trippers** (day visitors from outside the Île-de-France) visited the Greater Paris metropolitan area during the first week of the Games (+3.8% vs 2023).

➔ There was a sharp rise in the number of day-trippers from *départements* with large cities:

- Rhône: +15.6%
- Gironde: +20.3%
- Loire-Atlantique: +16.1%
- Haute-Garonne: +60.9%

➔ LENGTH OF STAY (26 JULY – 2 AUGUST)

The length of stay is up on last year, for both international and French markets:

- ➔ Overall: 3.3 nights vs 2.6 in 2023
- ➔ French: 3.4 vs 2.4
- ➔ Foreigners: 3.2 vs 2.7

- Germany: 3.5 vs 2.2
- United States: 3.0 vs 2.6
- Great Britain: 2.5 vs 2.4
- Brazil : 2.8 vs 2.4.

VISITOR NUMBERS

➔ 1.73 million tourists (+18.9% vs 2023)

visited Greater Paris during the first week of the Games (26 July – 2 August), in line with our overall visitor projections. Among these, there were:

➔ **924,000 international tourists (+13.9% vs 2023).**

The top 5 markets in terms of number of visitors:

- **United States: 14.7%** of foreign visitors (136,000 tourists)
- **Germany: 6.6%** (61,000 tourists)
- **Brazil: 5.5%** (51,000 tourists)
- **Great Britain: 5.1%** (47,000 tourists)
- **Spain: 3.1%** (28,000 tourists).

➔ **803,000 French tourists (+25.1% vs 2023).**

➔ Île-de-France residents have come to the Games.

Between 4.2 and 4.8 million Île-de-France residents were present in the metropolitan area of Greater Paris during the first week of the Games (26 July – 2 August), a number comparable to that of a normal year.

OVERVIEW SUMMER 2024

Between the Olympic Games and the Paralympic Games (from 12 to 27 August), **international air arrivals are expected to rise by +8.5% vs 2023**, of which +15.9% for North America (108,000 arrivals) and +5.9% for Europe (72,000 arrivals). More traditional tourist patterns should be observed during this period.

FOCUS ON ACCOMMODATION

The expected occupancy rate in Paris hotels for the 2nd week of the Games (from 5 to 11 August) is **86 %**.