



Weekly barometer of Paris tourism

SPECIAL PARALYMPIC GAMES 2024

6 SEPTEMBER 2024

FIGURE OF THE WEEK



+9.7%

increase in the number of French day-trippers compared with the same week in 2023, i.e. 1.5 million people.

VISITOR NUMBERS

- The Paralympic Games are above all attracting a **local clientele**, and overall attendance for this 1st week is down vs 2023.
- The number of Parisian visitors is up compared to 2023 for all competition zones:
 - **Saint-Denis** (Stade de France and Aquatics Centre): **+78.1%**,
 - **La Défense** (La Défense Arena): **+22.7%**,
 - **Porte de Versailles** (Arena Paris Sud): **+14.8%**,
 - **Paris 7th** (Arena Champ de Mars, Eiffel Tower Stadium and Esplanade des Invalides): **+7.3%**.
- Some competition areas benefited from international tourists, such as Saint-Denis (**+138.2%** vs 2023) and Nanterre (La Défense Arena, **+51.9%**).

AIR ARRIVALS AND FLIGHT BOOKINGS

- International air arrivals scheduled during the Paralympic period (28 August to 8 September):
 - **Total**: 281,000 arrivals (**-6.9%** vs 2023)
 - **North America**: 105,000 arrivals (**+3.4%** vs 2023)
 - **Europe**: 87,000 arrivals (**-9.8%** vs 2023)
- September looks set to be broadly similar to 2023, with 600,000 arrivals forecast to date, i.e. **+1.1%** compared with 2023.

ACCOMMODATION

- The occupancy rate in inner Paris is comparable to that observed in 2023:
 - **Nearly 75% occupancy rate to date for the first week of the Paralympic Games;**
 - **Expected peaks of 80% during the second Paralympic week;**
 - **Length of stay comparable to that observed in 2023: 2.7 nights.**
- Top 3 overnight areas chosen by French tourists:

Share of French overnight stays in Greater Paris	– Paris 15th: 7.3%
	– Paris 12th: 6.3%
	– Paris 18th: 6.2%
- Top 3 overnight areas chosen by foreign tourists:

Share of foreign overnight stays in Greater Paris	– Paris 8th: 7.5%
	– Paris 9th: 7.5%
	– Paris 15th: 6.4%

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