



# Preliminary tourism report

## OLYMPIC GAMES PARIS 2024 A COLLECTIVE AND REGIONAL DYNAMIC

12 AUGUST 2024

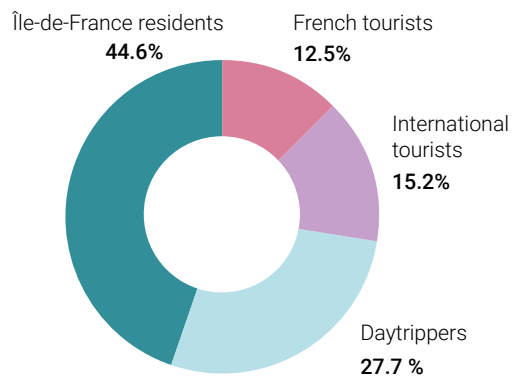
### VISITOR NUMBERS

Source: Orange / Paris je t'aime. With a correction in numbers for international tourists.

The global number of visitors\* in the Greater Paris metropolitan area during the Olympic Games (23 July – 11 August) estimated to date is **11.2 million visitors** (tourists, daytrippers, residents).

These numbers, in line with our overall estimate of 11.3 million visitors, are up **+4% vs 2023**.

→ **Overall, French visitors (tourists, daytrippers and residents) account for 85% of all visitors to the Olympic Games.**



### TOURISTS

Tourists account for **27.7%** of visitors, i.e. **3.1 million** people (vs **2.6 million** in 2023, up +19.2%).

They break down into:

- ➔ **1.4 million** French tourists (45%), vs **1.1 million** in 2023 (+27% vs 2023)
- ➔ **1.7 million** international tourists (55%), vs **1.5 million** in 2023 (+13% vs 2023).

Top three foreign markets:

- ➔ **United States:** 230,000 tourists (13.5% of foreigners), +21% vs 2023
- ➔ **Germany:** 130,000 tourists (7.6% of foreigners), +42% vs 2023
- ➔ **United Kingdom:** 115,000 tourists (6.8% of foreigners), +21% vs 2023.

The Games also boosted other long-haul markets, which showed significant growth:

- ➔ **Brazil:** 107,000 tourists, +109.4% vs 2023
- ➔ **China:** 82,000 tourists, +64.9% vs 2023
- ➔ **Japan:** 47,000 tourists, +94% vs 2023.

## DAYTRIPPERS

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Source: Orange / Paris je t'aime.

The daytrippers (visitors who come for one day, mostly French, coming from outside the Île-de-France) account for **27.7%** of visitors in Greater Paris, i.e. **3.1 million** daytrippers (vs 3.1 million in 2023). Increases were seen in *départements* with regional metropolitan areas.

- Rhône: **+25,7%**
- Gironde: **+26%**
- Haute-Garonne **+68%**

## ÎLE-DE-FRANCE RESIDENTS

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Île-de-France residents account for **44.6%** of visitors, i.e. 5.0 million people, numbers comparable to those of a traditional summer.

Less present in inner Paris (**-8.7%** vs 2023), residents enjoyed the Olympic venues and celebrations close to home. Daytrippers were up **+9%** in Villepinte (Arena Paris Nord), with peaks of **+33%** and **+34%** on July 29 and 31 (boxing). They increased by **+10%** in Versailles (equestrian), with a peak on the first Sunday, during the cross-country competition (**+39%**). In Saint-Denis (Stade de France, Centre Aquatique), local daytrippers were up **+40%**.

## A LONGER DURATION OF STAY

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- **French: 3.1 nights** vs 2.1 in 2023
- **Foreigners: 2.9 nights** vs 2.5 in 2023
- United States: **2.9 nights** vs 2.5 in 2023
- Germany: **2.9 nights** vs 1.9 in 2023
- United Kingdom: **2.9 nights** vs 1.9 in 2023

## ACCOMMODATION

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With the 'Olympic Games effect', the whole of the Paris region benefited from a positive trend in visitor numbers, in both Olympic and non-Olympic areas. Hotel occupancy rates were up in all the *départements* of the inner suburbs: **+13.1 pts in Seine-Saint-Denis, +8.3 pts in Val-de-Marne, +13.3 pts in Hauts-de-Seine.**

**The hotel occupancy rate** in inner Paris was **84% from 23 July to 6 August**, up 10.1 pts on 2023. The biggest increase is at the top end of the market, with an occupancy rate of **85.5%**, up 16.5 pts on 2023.

**The arrondissements most visited** by foreign tourists (23 July – 5 August, all accommodation combined, commercial and non-commercial) are:

- Paris 15th: 5.9% of overnights in Greater Paris (+24% vs 2023)
- Paris 8th: 5.2% of overnights in Greater Paris (+6% vs 2023)
- Paris 9th: 4.8% of overnights in Greater Paris (+18% vs 2023).

**Please note:** strong growth in foreign overnight stays in Saint-Denis: **+205%** vs 2023.

## SUMMER OVERVIEW

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Between the Olympic Games and the Paralympic Games (12 August – 27 August), **international air arrivals are expected to rise by +7.9 %** vs 2023, with:

- ➔ +16.1% for North America (108,000 arrivals)
- ➔ +4.3% for Europe (76,000 arrivals).

Overall tourist numbers for summer 2024 (July, August, September) are expected to be similar to the previous year, **with 9.5 million tourists**.

**\* Visitors:** *the term designates people, with or without tickets, who take part in activities linked to the Paris 2024 Olympic Games. These are mainly international, national and local (Île-de-France) visitors. Visitors may therefore be tourists (staying at least one night on site) or daytrippers (day visitors from outside the Paris Region). Locals are neither tourists nor daytrippers.*

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