

# PARIS BENEFITS FROM THE OLYMPIC EFFECT



A few months ago, the mood in the French tourism industry was quite grim. While the world admired the gleaming stadiums and perfectly staged events of the Summer Olympics in Paris, an underlying dissatisfaction simmered behind the scenes. The Olympic effect, however, was overall positive.

Hotel operators reported half-empty rooms, typically packed during the summer months. Restaurants and cafés were unusually quiet.

**Even the popular Seine cruises that usually transport around 10,000 passengers across the river daily, reported only about 6,500 guests.** Many locals had left Paris to escape the hustle and bustle, while international travelers either stayed away or postponed their plans to visit.

However, an incredible frustration then has now turned into a blessing. At the beginning of December, it became clear that the Olympic Games showcased their magic and sparked an unprecedented desire to visit Paris.

The stunning images of the illuminated Seine, the Eiffel Tower in the background, and remarkable athletic performances in such an impressive setting have inspired many people to experience the city for themselves.

## Land, Air, and River Tours

According to data from the comparison platform Skyscanner, Paris is currently a popular tourist destination. In November and December, the demand for flights to the French capital increased by nearly 14 percent compared to August and September. Only the Spanish capital, Madrid, experienced a similar rise in demand. Experts also indicate a strong interest in staying in Paris during the upcoming Christmas holidays. Current figures reveal that Paris ranks second among the most popular destinations during the Advent season, just behind London.

Rail travel to Paris is also on the rise thanks to the Olympic effect. "After the summer holidays, the demand has improved significantly," says Mike Jakob, Head of Sales at Railtour. In autumn, booking figures were approximately at the previous year's level, with even higher numbers for group tours." According to the experts, the Olympic effect is clear—the Games have provided Paris with an enormous advertising boost.

River tour providers greatly benefited from the Olympics, which positively impacted Paris. Since the conclusion of the Summer Olympics, river operators have reported a satisfying increase of approximately 15 percent compared to last year.

## A Long-lasting Olympic Effect

During the winter months, the demand for bookings in Paris is typically lower than during the high season. However, experts have noted continuous growth in this area. Additionally, it is now common for bookings to be made at shorter notice compared to the period before the Olympic Games.

**The reopening of Notre Dame is expected to attract even more attention to Paris.** In spring 2025, another significant event will take place: the Grand Palais will reopen after extensive restoration, showcasing its impressive glass dome in new splendor.

Paris remains a perennial favorite for many travelers, with new eye-catchers and the unbroken magic of the city of love.

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