

TOURISM IN PARIS DRIVEN BY MAJOR EVENTS



After a year in 2024 marked by challenges and opportunities, Parisian tourism is starting 2025 positively. The French capital is experiencing increased air bookings and event-driven attendance, confirming its appeal to international travelers and tourism industry professionals.

International air bookings to Paris rose by 19% in January 2025 compared to January 2024, reaching 388,200 bookings. This positive trend continued in February, with a 5% increase (309,000 bookings), and in March, with a 7.7% rise so far (297,400 bookings). The calendar also plays a role, **as Easter falls at the end of April this year, which enhances the capital's attractiveness during the first quarter.**

Regarding hotels, occupancy forecasts indicate 58% for the week of February 10 (an increase of 5 percentage points) and 48% for February 17 (a decrease of 1 percentage point).

Tourism in Paris: Strong Impact of High-scale Events

January featured major events such as Maison & Objet, Fashion Weeks, and the NBA Paris Games. The NBA games held at the Accor Arena on January 23 and 25 attracted many visitors.

Mobile phone data indicates that 82% of foreign tourists in the 12th arrondissement on January 25 also spent the night there, compared to 78% of French tourists.

International visitors are driving this growth, with a 12% increase in foreign overnight stays in Greater Paris from January 1 to 27, while French overnight stays decreased by 6%.

Seine-Saint-Denis Leads the Growth in Parisian Suburbs

On the outskirts of the capital, **Seine-Saint-Denis has seen a remarkable increase of 15% in overnight stays, surpassing Val-de-Marne and Hauts-de-Seine**, both of which experienced a 9% rise. Additionally, Seine-Saint-Denis recorded the most significant growth in foreign overnight stays, with an increase of 23%. In contrast, there was a decline in French overnight stays, particularly in Val-de-Marne (-8%), Seine-Saint-Denis (-6%), and Hauts-de-Seine (-4%).

Date: 2025-02-10

Article link:

<https://www.tourism-review.com/tourism-in-paris-recorded-growth-in-bookings-news14791>