

HOTELIERS AND RESTAURATEURS IN THE PARIS REGION SMILE - 10% MORE TOURISTS IN JULY



It is evident that a new trend is emerging, which is noticeable in the subway where people from different cultures and languages mix. In July, Paris experienced an influx of tourists, and according to the tourist office, there was a 10.6% increase compared to the same period last year. This surge is attributed to the resumption of long-haul flights, mainly from East Asia, and the mild weather.

80% of hotel rooms are occupied

Compared to London, where the temperature struggles to reach 20 degrees on some days, and Barcelona, which is currently experiencing a heat wave, Paris is a great compromise. This is reflected in the fact that 80% of hotel rooms in the Paris region were occupied in July, according to Franck Delvau, president of the Union of Hotels and Restaurants in Ile de France. August, typically a quiet month, is almost fully booked, confirming a positive dynamic.

Ripple effect

The Parisian region has growing optimism, particularly with the upcoming Rugby World Cup and Olympic Games. Franck Delvau, the president of UMIH, notes the success of the London Olympics in 2012 and believes that Paris is on the right track: "Attendance increased before, during, and after the London Olympics, so I believe that we are entering a similar period in Paris."

There are high expectations for the tourism industry in the Île-de-France region during this Olympic year, hoping to surpass the record-breaking 51 million visitors in 2019. However, it should be noted that, as of now, July is still 14 points below 2019.

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