

PARIS OLYMPIC GAMES 2024 PREPARE FOR RECORD NUMBER OF VISITORS



France set a new record for international tourism receipts in the previous year, with foreign visitors spending 63.5 billion euros. According to data from the Bank of France, tourism receipts increased by 12% in 2023, coinciding with the year France hosts the Rugby World Cup compared to 2022.

As the Olympic and Paralympic Games 2024 approach, Paris is set to welcome a record number of visitors. According to Olivia Grégoire, Minister Delegate for Tourism, the French capital and region expect to receive 16.1 million people during this global event.

The influx of tourists is all the more notable, as 89% of these visitors are from the national population, including a significant proportion of Ile-de-France residents. The latter, representing 69% according to a Harris poll for Atout France, plan to stay in Île-de-France to fully experience this event, revealing a solid local craze.

This enthusiasm is corroborated by promising tourism forecasts, which suggest an increase of up to 10% in the number of tourists compared to 2019, before the health crisis. Minister Grégoire is optimistic about these prospects, also pointing to a slowdown in prices in hotels and furnished rentals despite a significant increase in rates in peer-to-peer rentals.

Beyond welcoming visitors, logistical challenges related to mobility are a significant issue for the Paris 2024 Games. The government and organizers must ensure the efficient transport of more than 10 million expected spectators and 200,000 badge holders across the 40 Olympic venues.

The Île-de-France region, already dense, must prepare for unprecedented affluence, with peaks of up to 6,000 spectators per minute in some emblematic places such as the Stade de France.

Extensive work has been undertaken to improve the existing transportation infrastructure. Among the flagship projects, the acceleration of the extension of metro line 14 and the extension of the RER E are to be highlighted. These improvements aim to increase the capacity and efficiency of the Paris transport network, which are crucial for the smooth event. However, the shadow of strikes looms, with several RATP unions engaged in tense negotiations, threatening to disrupt the organization.

The success of the Paris Olympic and Paralympic Games 2024 depends not only on welcoming millions of visitors but also on the ability to manage mobility issues. The commitment of the people of Ile-de-France, showing a desire to participate in this historic event actively, is an undeniable asset.

At the same time, efforts to improve transport infrastructure and measures to stabilize accommodation rates demonstrate a commitment to making the Games 2024 accessible and enjoyable for all. However, the logistical challenges, particularly the threat of strikes, remind the organizers of the importance of planning and collaboration between the various stakeholders.

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