

# FRENCH HOTELS SHOW RESILIENCE IN APRIL 2026



Spring begins on a steady note for French hotels, according to Extenso Tourism, Culture & Hospitality's newest monthly report. Some areas saw softer numbers, yet popular spots drew consistent crowds. Growth emerged anyway - boosted by timely festivals and travel interest holding firm under financial pressure. Regional differences appeared, still, national figures climbed.

## Paris Maintains Strong Momentum

Despite shifts in travel patterns, Paris hotels stayed busy. Occupancy showed little change - still at 83% - when measured against April 2025 figures. **Instead of dipping, room prices climbed slightly: up 2%. As a result, revenue per available room hit €190 before tax.**

Midway through April, visitor numbers surged thanks to the Paris Marathon. Nearly 59,000 runners took part - often arriving alongside friends or family - which lifted citywide occupancy after a quiet opening week linked to Easter timing. Performance was strongest among midscale properties. These posted a RevPAR of €171 before tax, an increase of 4% compared to the prior year.

Across the Île-de-France outskirts, performance showed only slight gains. Though occupancy climbed 2 to 3 percent, lifted by key events like Global Industrie in Villepinte and SITL near Porte de Versailles early in the period. Still, outcomes trailed behind what many had predicted - both in central and outer ring zones.

## Exceptional Performance on the French Riviera

Seven percent higher than before, occupancy on the French Riviera hit 72% last month. Rates followed suit, rising 9% to €165 minus tax. Instead of trailing behind, performance surged ahead - RevPAR landed at €119 net of VAT. A full 16% above the prior year's figure, this growth stood out across regions.

What helped boost results became clear when looking at timing first. Easter arrived sooner compared to last year, giving travel patterns an early push. Mild temperatures played their part, smoothing the way for outdoor activity. Events added momentum, though not always in obvious places. Cannes found energy through the Canneseries festival, drawing consistent foot traffic. Over in Monaco, high-end visitors appeared, drawn by the Rolex Monte-Carlo Masters and the Historic Grand Prix. Nice performed differently - its strength spread widely rather than depending on one highlight. Occupancy passed 80% in every hotel class. Revenue from stays rose between 15% and 20%, achieved without a singular driving force.

Across the French Riviera, hotel income rose twelve percent by late April when measured against last year's figures.

## Mixed Results in Other Regions

Elsewhere beyond Île-de-France and the Côte d'Azur, results shifted noticeably. **While regional properties recorded a 60% average occupancy, their RevPAR reached €57 net of tax - up just 2%.**

RevPAR gains above 10% marked luxury properties, especially across Provence. Yet budget accommodations stumbled under shrinking consumer spending power. Price wars among low-cost operators thinned profits further. While premium stays surged past general trends, basic lodging weakened amid rising competitive pressure.

Even outside influences had an effect. With school breaks covering most of the period, coupled with no extended weekends before May, corporate trips to big cities dipped. Despite a slowing economy overall, French hotels held up - yet results varied by region and market type.

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