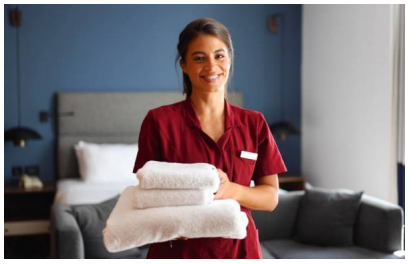
PARIS HOTELS SUFFER LOWER OCCUPANCY RATE DUE TO STREET PROTESTS



Paris hotels have seen a fall in occupancy following the global circulation of images of violent protests related to the cost of living crisis, according to MKG Consulting.

The occupancy rate in Paris hotels fell by 2.7% between October 17 and November 15, compared to last year. However, between October 5 and 16, Paris hotels saw a strong rise in occupancy (up 2.1%) with an occupancy rate of 92.5%. **The 7 days following October 17 also saw a rise compared to last year (although less significant) thanks to events such as Mondial de l'Auto and Celine Dion's last concert.**

The decline in occupancy compared to 2025 in Paris began on October 26, and reached its lowest point on Saturday (November 7) with a fall of 17.8%. This suggests that pre-booked stays have largely not been cancelled, but new reservations, especially from long-distance and last-minute travelers have fallen significantly.

The decline is specific to Paris. Occupancy in Île-de-France has increased by 0.7 points. Within the 10 largest cities in France, Nice, Montpellier and Toulouse saw increases, whilst Bordeaux, Marseille and Nantes saw larger falls. This suggests that the impact of the protests cannot be directly attributed to the differences in occupancy, and that locations with a higher proportion of international visitors are more susceptible.

Luxury hotels in Paris have been hit the hardest. As of November 15, only 38.4% of rooms in Paris are booked for the period from November 30 to January 10, a decrease of 6.5% from this time in 2025. For Christmas week, occupancy of Paris rooms is at 43.4% (a decrease of 7.6% compared to last year). The difference is even greater in this period, with a 10.6% gap.

These figures indicate that Paris hotels will be less busy at the end of this year. While there is not a large increase in cancellations, there is clearly a reluctance from international and last-minute customers to book in Paris.

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