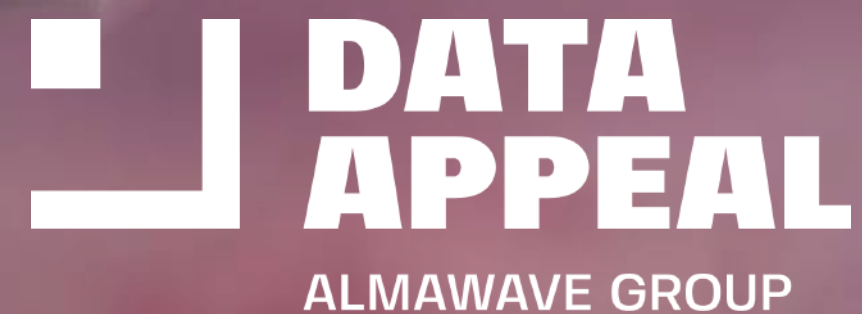


2024 Olympic Games Forecast: Impact on Tourism in Paris

HANNAH BABINEAU - HEAD OF PARTNERSHIPS
THE DATA APPEAL COMPANY

ASHLEY MAGENHEIMER - CUSTOMER EXPERIENCE MANAGER
PREDICTHQ



Share with us!

Which Summer Olympic Sport is YOUR favorite?

A portrait of Frederic Hocquard, Deputy Mayor of Paris for Tourism, wearing glasses and a suit. The image is semi-transparent and serves as a background for the text.

“We want popular Games, and it can't be popular Games at 700 euros a night.

People will take a hotel room for 200 euros a night in Nantes, Lille or Rennes and commute by train and they will save money this way.”

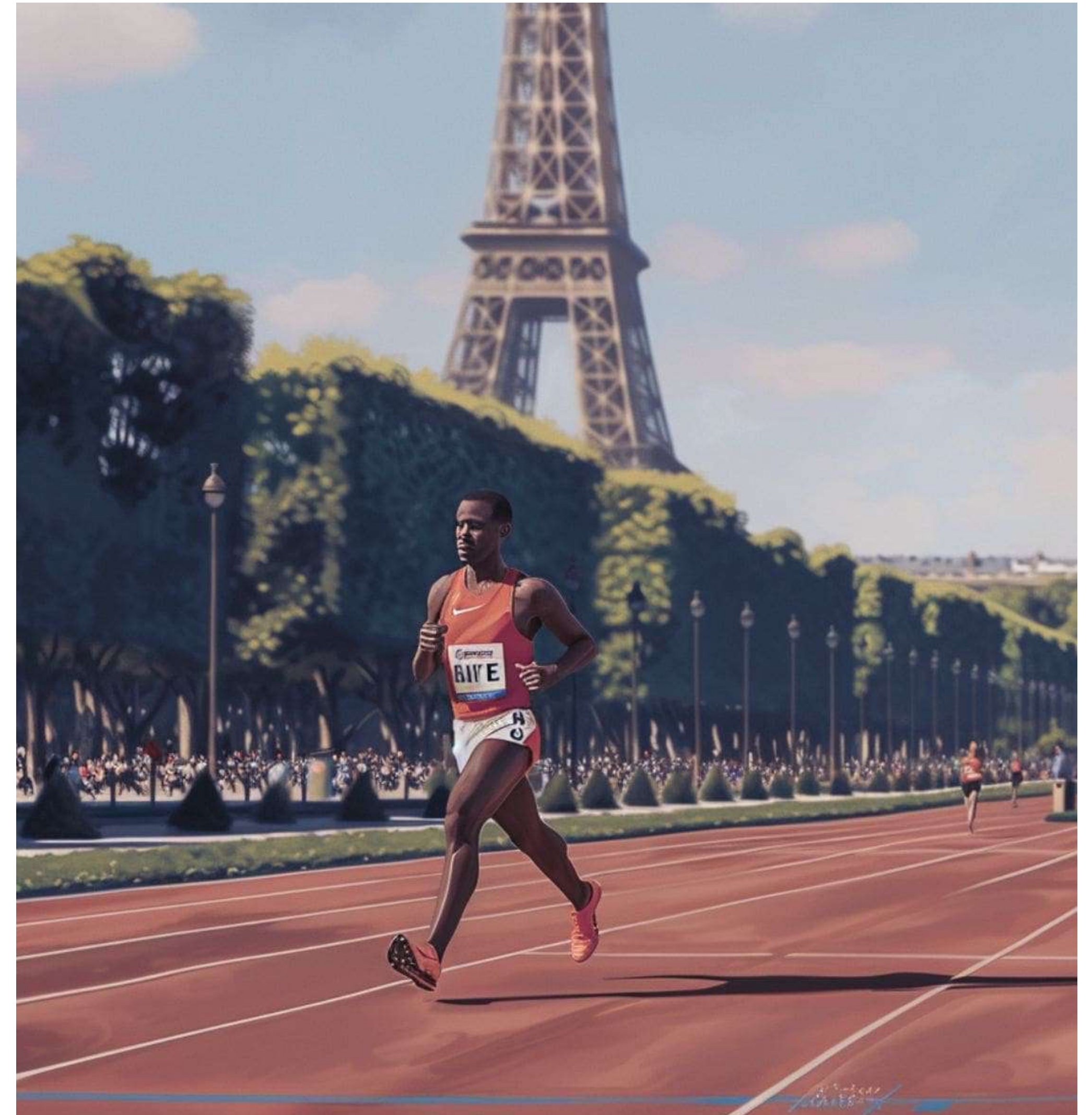
Frederic Hocquard, Deputy Mayor of Paris for Tourism

SUMMER OLYMPICS 2024 - PARIS

A comprehensive analysis

To fully understand the true impact of the Olympics on tourism, hotel rates, spending, and the number of tourists, we turned to **our real-time data analysis tools:**

- **D/AI Destinations**, the all-in-one platform for tourism destination analysis
- The AI-powered demand intelligence platform of **PredictHQ**



The current situation in the City of Lights...

HOTEL AND SHORT-TERM RENTAL AVERAGE RATES VIA OTAS

+300%

SHORT-TERM RENTALS

751 €/night

Avg rate on OTAs

ACCOMMODATION PROPERTIES

771 €/night

Avg rate on OTAs

TOTAL PREDICTED ATTENDEES

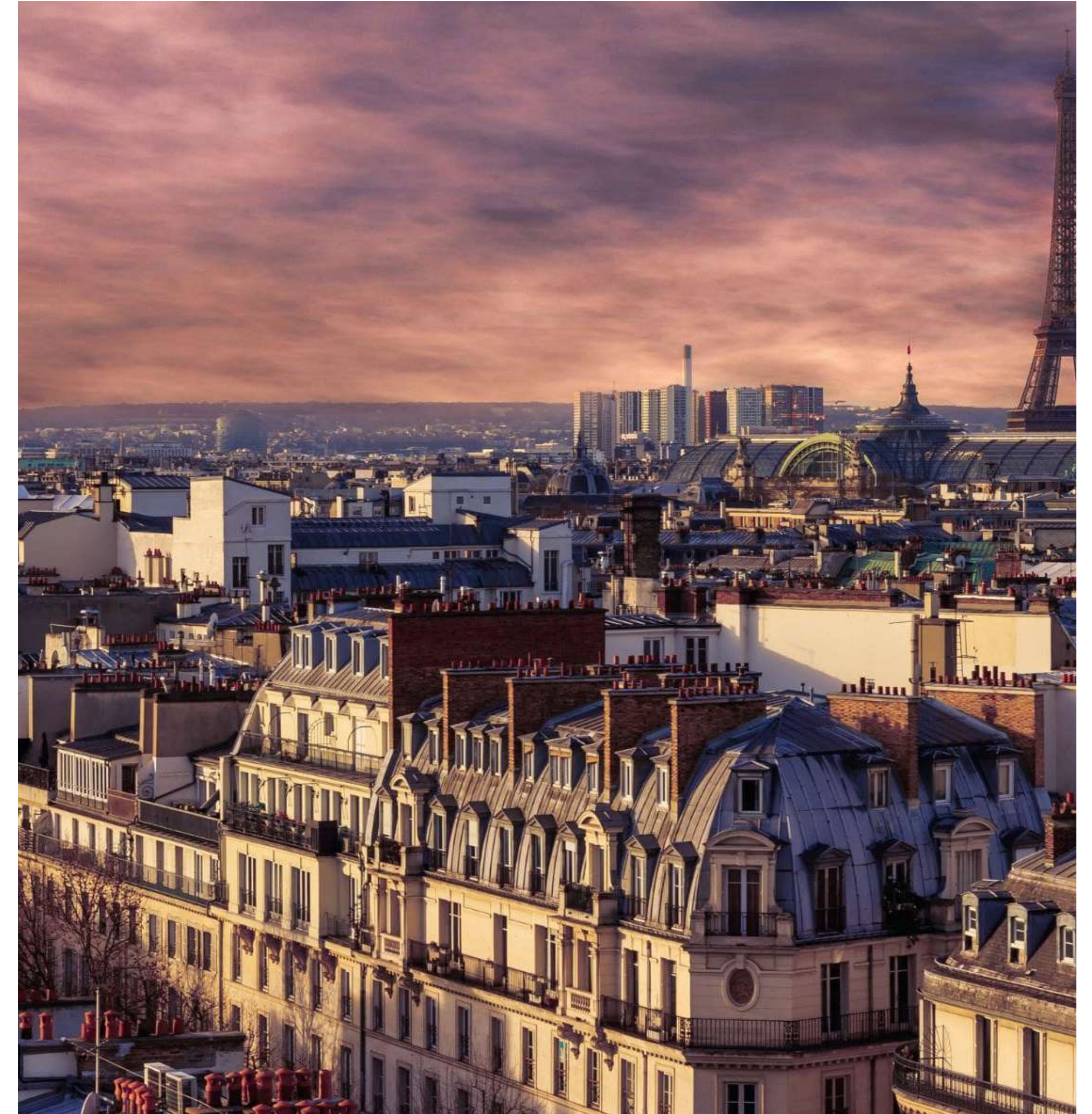
12 Million

PREDICTED SPENDING

Over \$946 Million

with \$496 million attributed to local accommodation

- How much will hotel and short-term rental rates increase on OTAs?
- How will air flows vary?
- How far in advance will travellers book?
- What is the Sentiment Score of the city and per sector?
- What are the most popular areas in Paris?
- Where do tourists want to stay?
- Which are the top restaurants in the city?
- Which monuments will travelers visit during the Olympics?
- Which sporting events are attracting the most visitors?
- What is the predicted spending, and how is it allocated?



CARTE DES SITES OLYMPIQUES

France



Outre-mer



10 km autour du village olympique

- Limites départements
- Limites arrondissements
- Grands axes routiers

- PONT D'IÉNA**
- Sports aquatiques (Natation en eau libre)
 - Athlétisme (Marathon/Marche)
 - Cyclisme (Route)
 - Triathlon

- STADE TOUR EIFFEL**
- Volleyball (Plage)
- STADE ROLAND-CARROS**
- Tennis
 - Boxe

- COLLINE D'ELANCOURT**
- Cyclisme (VTT)

- VÉLODROME NATIONAL ET STADE DE BMX**
- Cyclisme (Piste)
 - Pentathlon moderne (Escrime)
 - Cyclisme (BMX course)

- GOLF NATIONAL**
- Golf

- CHÂTEAU DE VERSAILLES**
- Pentathlon moderne
 - Sports équestres (Saut)
 - Sports équestres (Dressage)
 - Sports équestres (Concours complet)

- PARC DES PRINCES**
- Football

- ARÉNA PARIS SUD 1**
- Volleyball

- ARÉNA PARIS SUD 4**
- Tennis de table

- ARÉNA PARIS SUD 6**
- Basketball (Phases préliminaires)
 - Haltérophilie

- ARÉNA BERCY**
- Basketball (Phases finales)
 - Gymnastique (Artistique)
 - Gymnastique (Trampoline)



Réaeroport Paris - Charles De Gaulle

Le Bourget

Seine-Saint-Denis

Hauts-de-Seine

Val-de-Marne

LA CONCORDE

- Basketball (3x3)
- Breaking
- Cyclisme (BMX Freestyle)
- Skateboard (Park/Street)

STADE DE FRANCE

- Cérémonies
- Athlétisme
- Rugby

CENTRE AQUATIQUE

- Sports aquatiques (Water-Polo - Phases préliminaires)
- Sports aquatiques (Natation Artistique)
- Sports aquatiques (Plongeon)

STADE VUES-DU-MANOIR

- Hockey

GRAND PALAIS

- Escrime
- Taekwondo

STAND DE TIR DE LA COURNEUVE

- Tir

SITE D'ESCALADE DU BOURCET

- Escalade

ARÉNA LA DÉFENSE

- Sports aquatiques (Natation)
- Sports aquatiques (Water-Polo - Phases finales)

Bois de Boulogne

Bois de Vincennes

STADE NAUTIQUE DE VAIRES-SUR-MARNE

- Aviron
- Canoe (Slalom)
- Canoe (Sprint)



Réaeroport Paris - Orly

Summer Olympics Stats

Paris Olympics 2024

Paris, Île-de-France, France



SPORTS

OLYMPIC

12,000,000
PHQ Attendance

100
PHQ

100
Local

EVENT DETAILS

DATE & TIME

Fri, 26 Jul 2024 → Sun, 11 Aug 2024
12:00 AM 11:59 PM

DURATION

17 days

TIMEZONE

+0100 (Europe/Paris)

DESCRIPTION

The Paris 2024 Olympics will be the biggest event ever organised in France. The Olympic games will take place from 26 July to 11 August 2024. The spectacle taking place during those weeks will go down in history and Paris will be the centre of the world – the world of sport and so much more. The Games are a popular, multicultural festival, a celebration to share with the rest of the world. They re... [MORE](#)

PREDICTED EVENT SPEND

\$946,833,655

Total Predicted Event Spend (USD) ⓘ

SPEND CATEGORIES

SPEND (USD)

Accommodation	\$496,780,139
Restaurants	\$313,564,982
Transportation	\$136,488,534

Take a guess!

*Which sporting event will
be the most-attended?*

Top Events - Paris Olympics 2024

Olympics Opening Ceremony

PHQ Attendance: **300,000**

PREDICTED EVENT SPEND

\$37,777,337

Total Predicted Event Spend (USD) ⓘ

SPEND CATEGORIES	SPEND (USD)
Accommodation	\$25,503,151
Restaurants	\$8,551,772
Transportation	\$3,722,414

Olympics Closing Ceremony

PHQ Attendance: **81,338**

PREDICTED EVENT SPEND

\$9,404,620

Total Predicted Event Spend (USD) ⓘ

SPEND CATEGORIES	SPEND (USD)
Accommodation	\$6,914,584
Restaurants	\$1,547,057
Transportation	\$942,979

Football (Sport with highest predicted attendance!)

PHQ Attendance: **34,162**

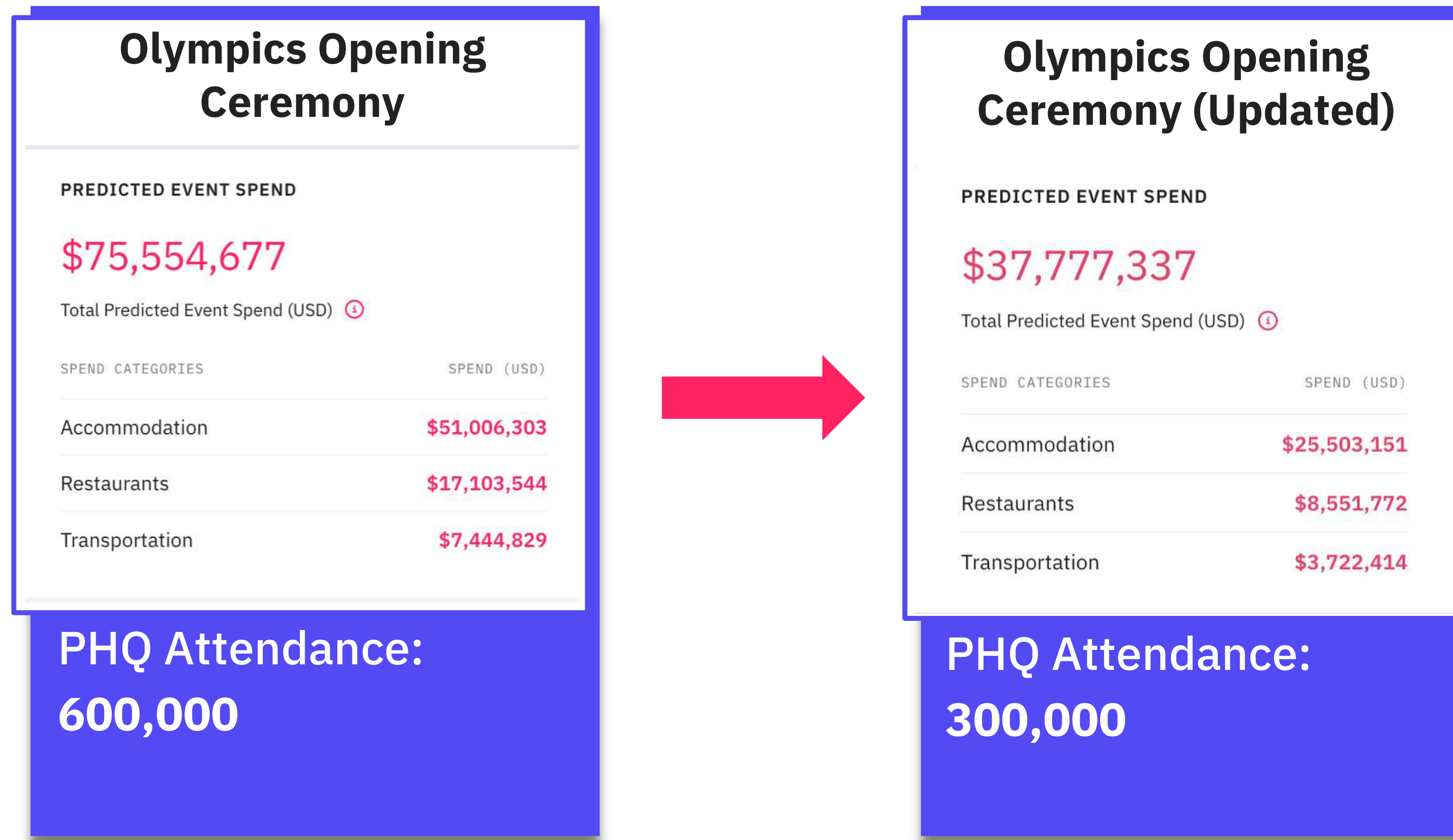
PREDICTED EVENT SPEND

\$3,214,231

Total Predicted Event Spend (USD) ⓘ

SPEND CATEGORIES	SPEND (USD)
Accommodation	\$967,698
Restaurants	\$1,556,973
Transportation	\$689,560

Dynamic Data in Action: Opening Ceremony Figures



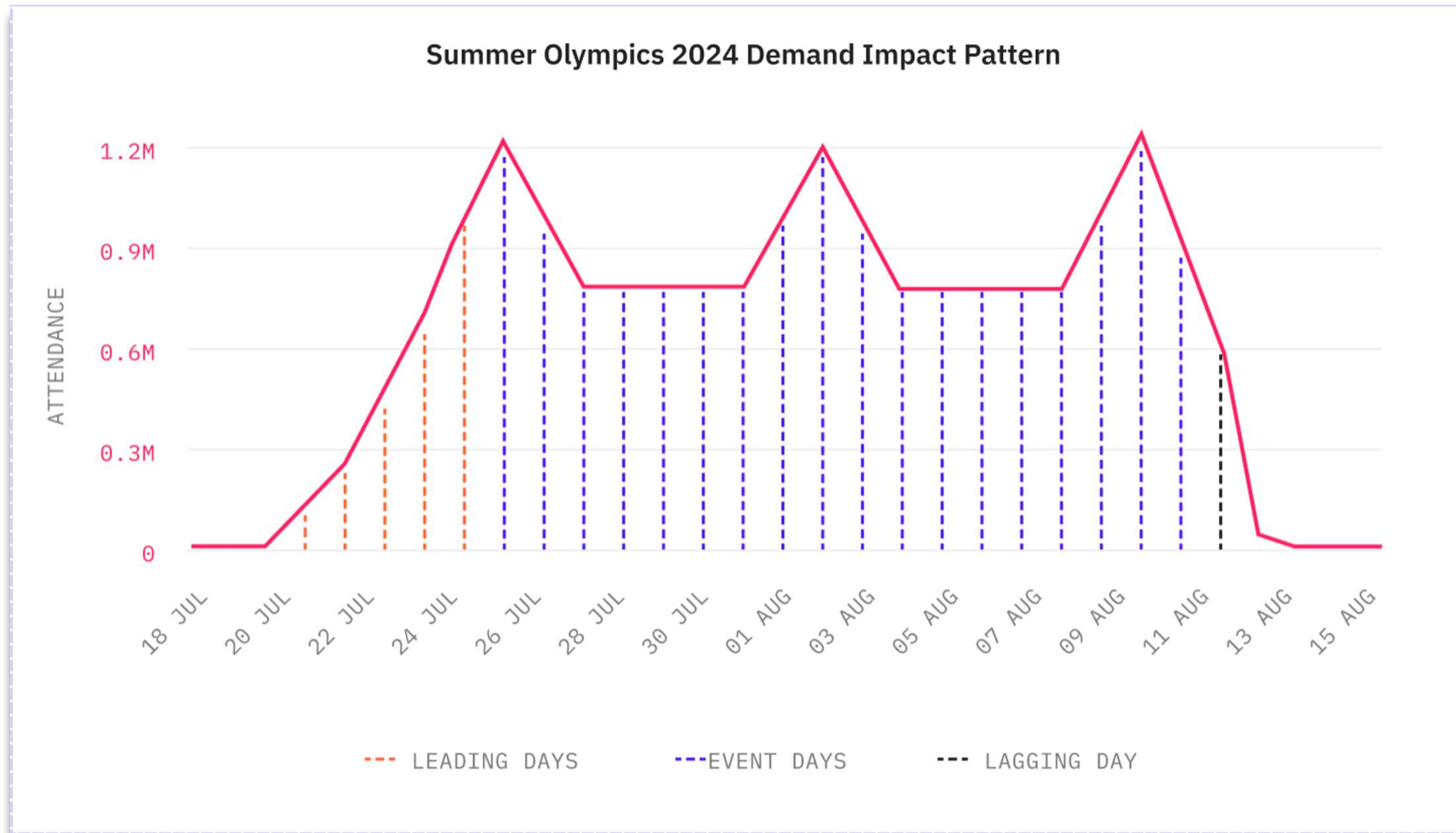
"France has halved the number of spectators permitted to attend the Paris Olympics opening ceremony, citing security concerns and logistical challenges."

Source: France 24, "France halves crowd numbers for Olympics opening ceremony on River Seine" (Jan 31, 2024)



Accommodation Rates: Going for Gold

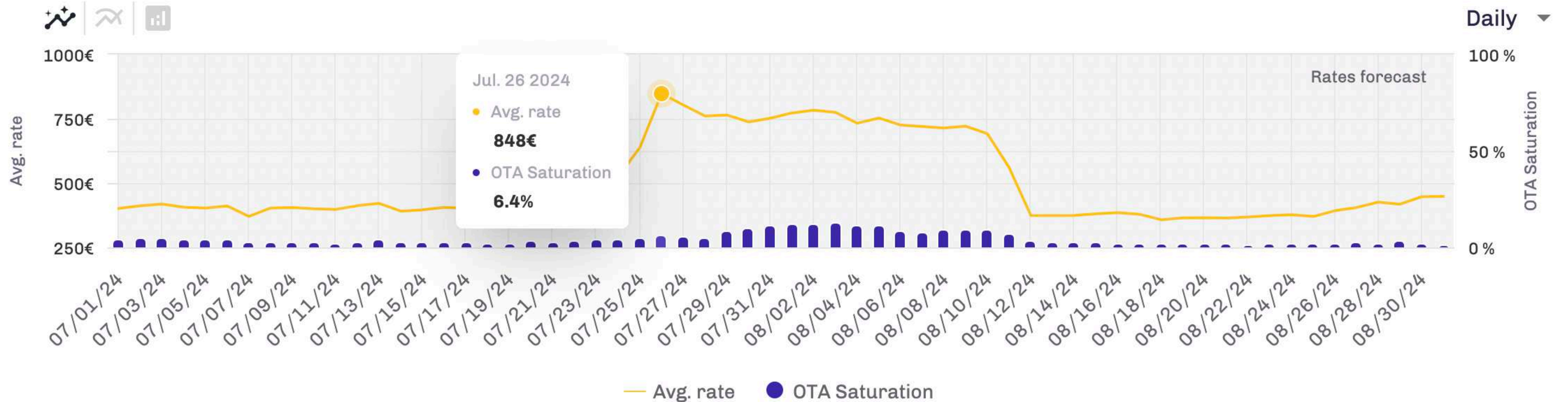
Summer Olympics Demand Impact Pattern



Average rates over €800/night

AVERAGE RATES AND OTA SATURATION

Overview of rates and OTA saturation for the selected period.



Maximum rates over €1690/night

AVERAGE RATES AND OTA SATURATION



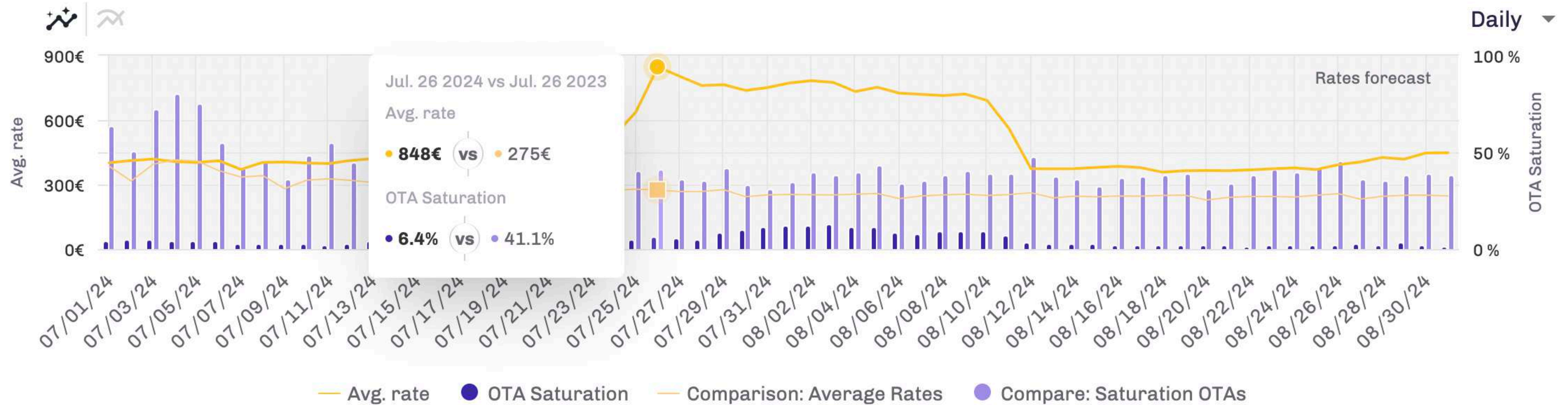
Overview of rates and OTA saturation for the selected period.




Increase in rates beyond 300%

AVERAGE RATES AND OTA SATURATION

Overview of rates and OTA saturation for the selected period.



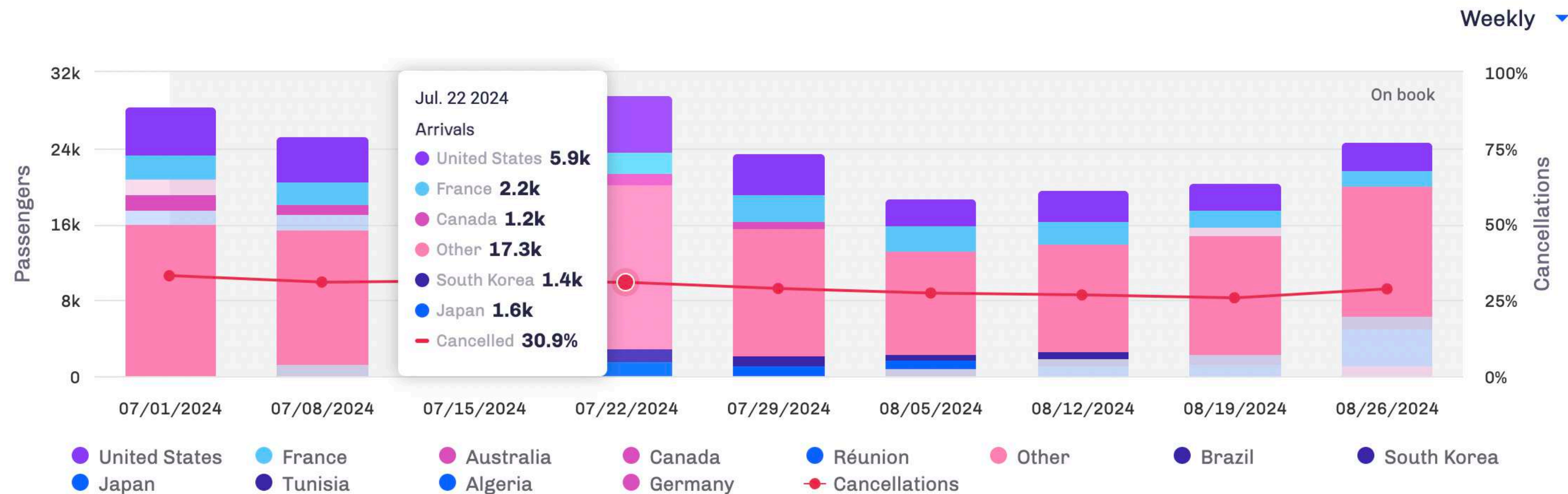


Who's Who

Peak in flight bookings for the Opening Ceremony

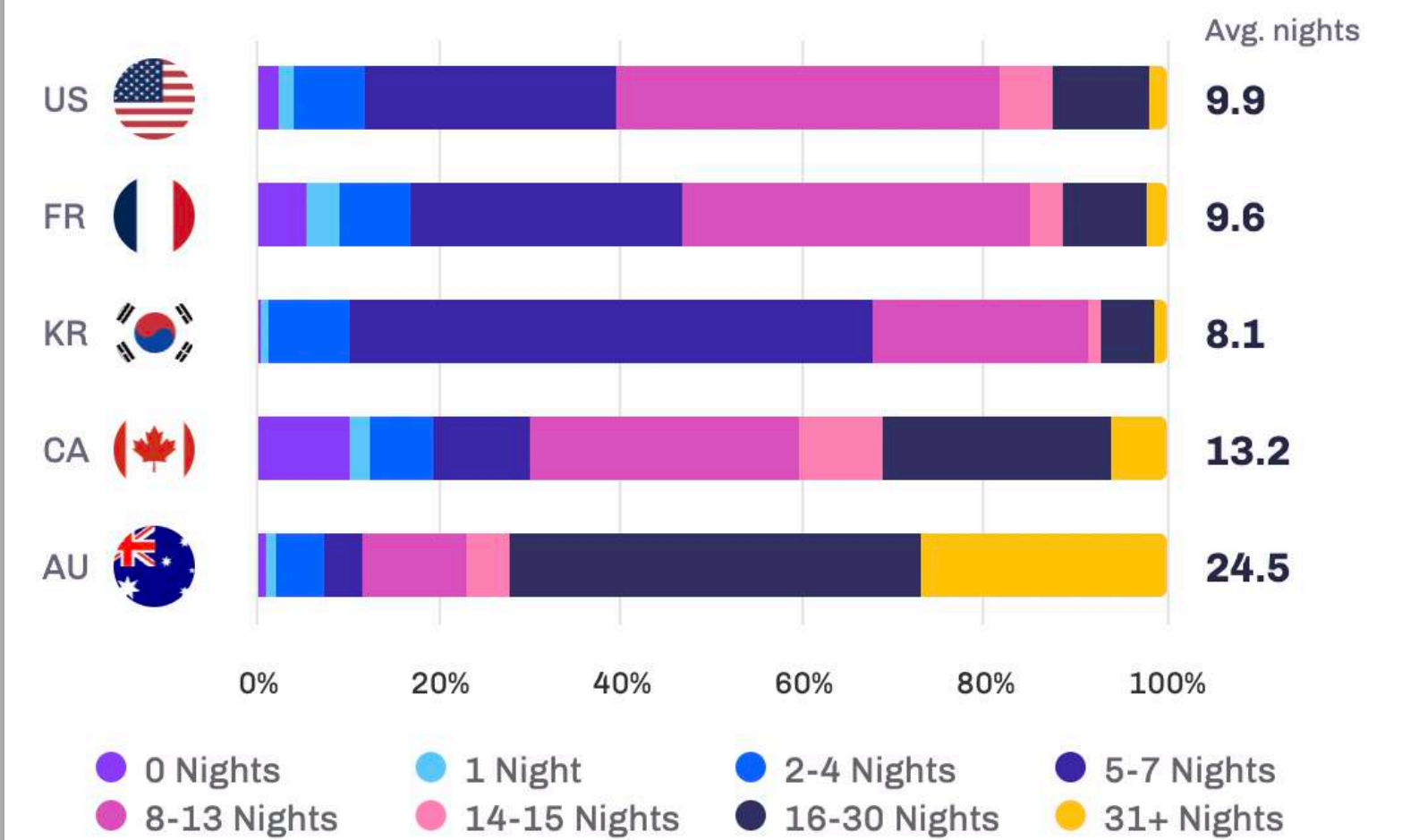
SELECTED PASSENGER ARRIVALS

Get insight, for the chosen time period, on the numbers, country of origin, percentage of cancelled reservations and average booking window for selected passenger arrivals.



LENGTH OF STAY

Length of stay, related to round trips, sorted by departure country.



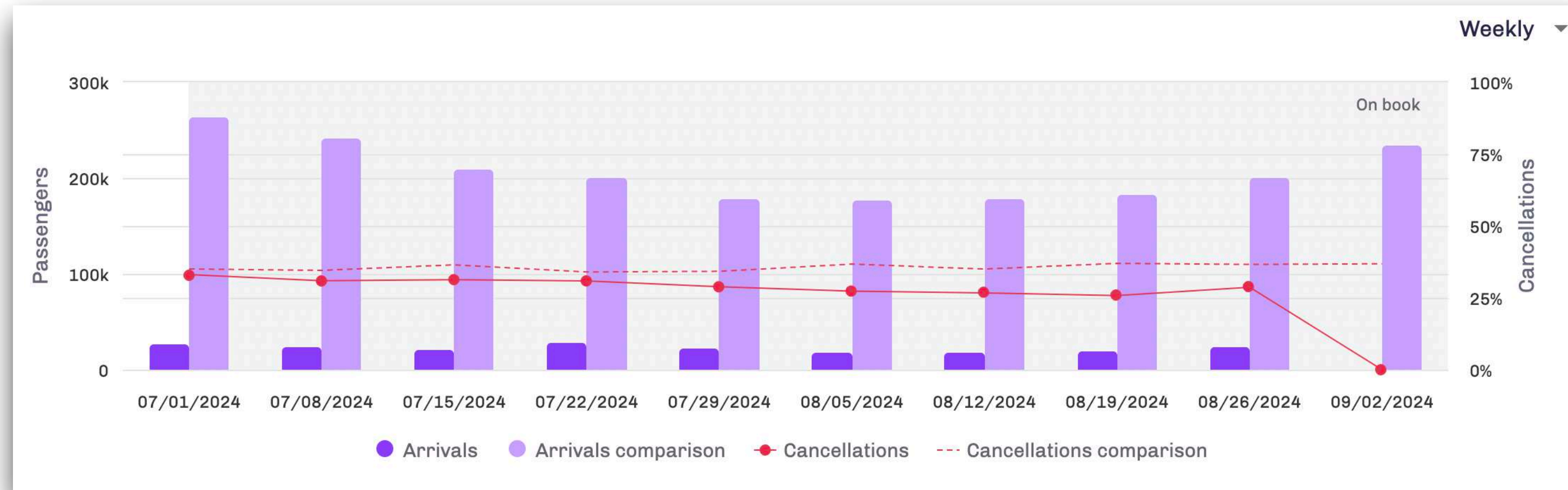
MARKET INSIGHTS



Analyse selected passengers behaviour and preferences based on the country of origin.

	Passengers distribution ↓	Cancellations	Booking window in days	Top booking period	Top arrival period	
 United States	16.8%	23.0%	227	29 Jan - 5 Feb	22 Jul - 29 Jul	
 France	9.5%	18.5%	201	5 Feb - 12 Feb	29 Jul - 5 Aug	
 Canada	4.0%	24.1%	207	5 Feb - 12 Feb	1 Jul - 8 Jul	
 South Korea	3.8%	21.6%	231	29 Jan - 5 Feb	22 Jul - 29 Jul	
 Australia	3.8%	40.9%	233	15 Jan - 22 Jan	1 Jul - 8 Jul	
 Algeria	3.5%	27.9%	215	5 Feb - 12 Feb	26 Aug - 2 Sep	
 Brazil	3.3%	33.9%	227	5 Feb - 12 Feb	15 Jul - 22 Jul	
 Italy	3.0%	24.6%	213	29 Jan - 5 Feb	22 Jul - 29 Jul	
 Japan	2.9%	22.4%	238	12 Feb - 19 Feb	22 Jul - 29 Jul	
 Réunion	2.7%	40.9%	224	5 Feb - 12 Feb	8 Jul - 15 Jul	

Benchmarking vs. 2023



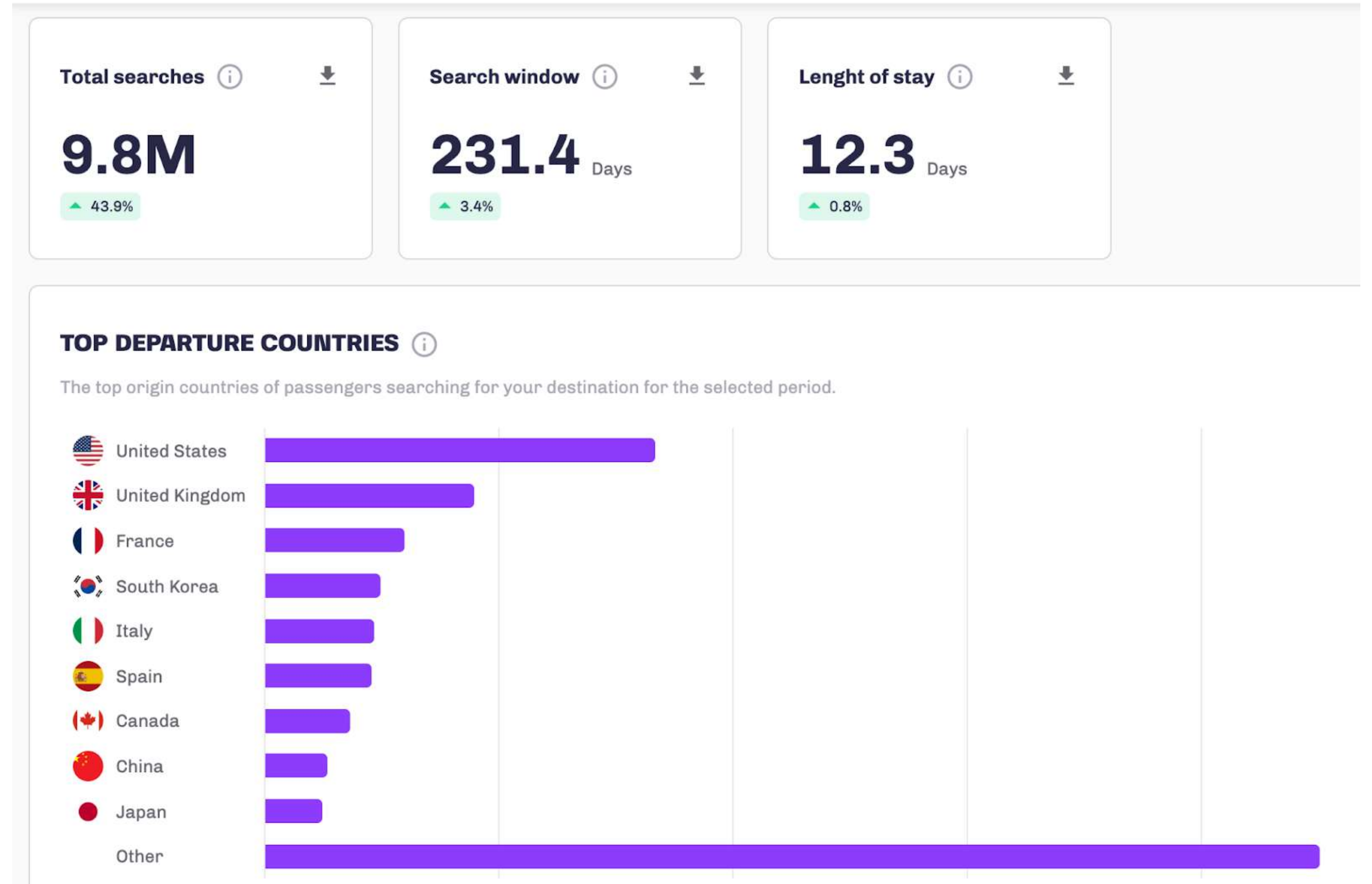
	Passengers distribution ↓	Cancellations	Booking window in days	
United States	16.8% 8.9%	23.0% 27.4%	227 91	
France	9.5% 15.1%	18.5% 16.8%	201 41	
Canada	4.0% 2.8%	24.1% 25.9%	207 81	
South Korea	3.8% 1.5%	21.6% 41.6%	231 83	
Australia	3.8% 1.5%	40.9% 37.9%	233 133	

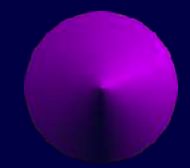
Flight Searches - by arrival date shows that searches for reaching Paris via GDS are **9.8 million, up 43% from the previous year.**

Searches are made on average **230** days in advance.

The average stay duration for these dates is about **13 days.**

30% of people travel as a couple, 24% alone, 15% in groups of 4.

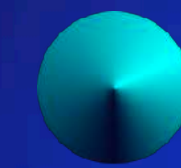




Effectively manage tourist flows, minimizing the pressure over residents and historic center. Optimize operations, staffing, & inventory



Anticipate arrivals to optimize services, facilities and infrastructure



Pinpoint visitors' preferences and behaviors to craft more effective and personalized marketing campaigns and messaging - *at the right time*

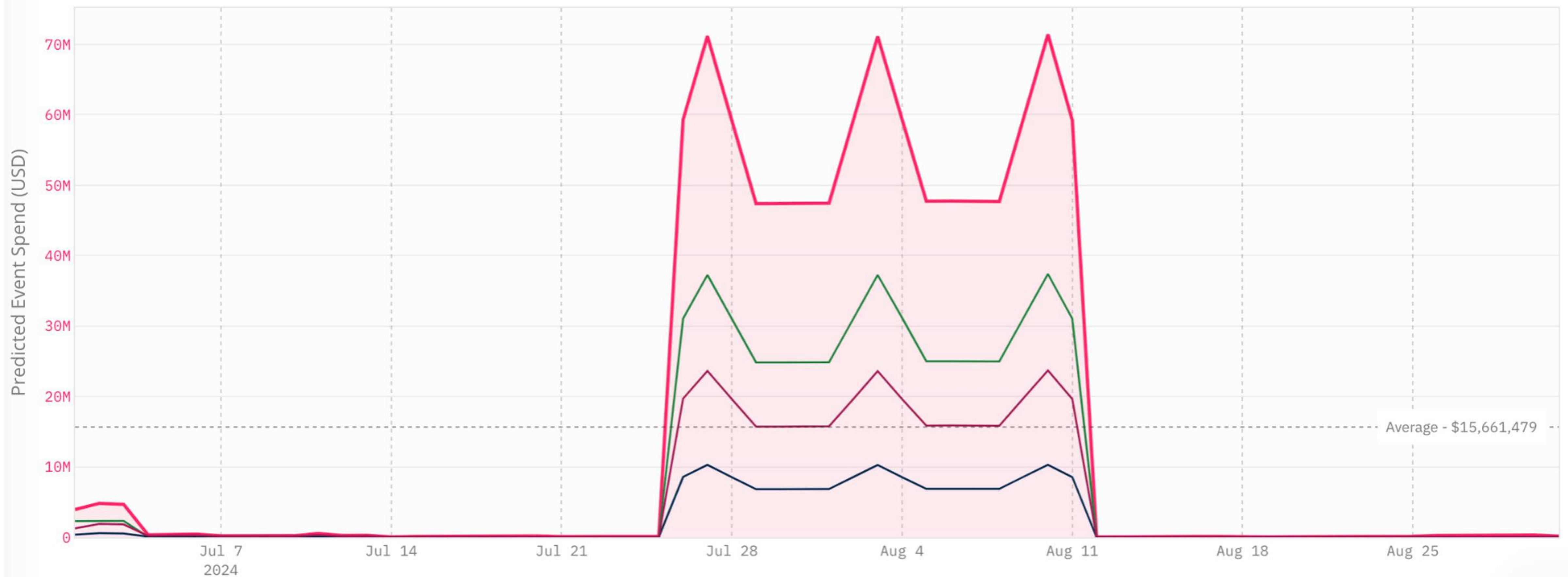
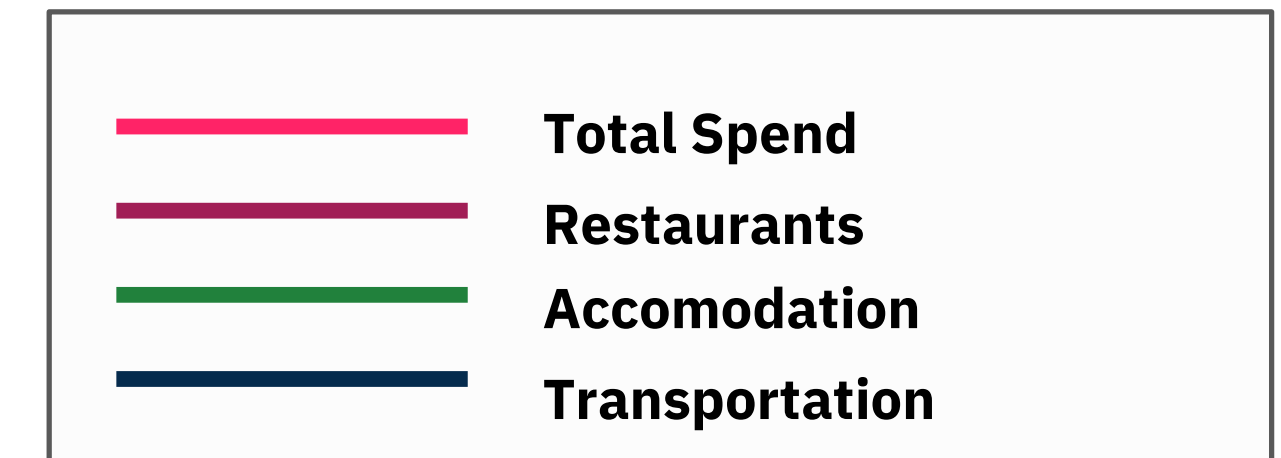
How can you leverage this data?

An aerial view of Paris, France, at sunset. The Eiffel Tower is visible in the distance, and the city is bathed in the warm glow of the setting sun. In the foreground, a large stone lion statue is partially visible on the left. The text "The Sentiment & Spending Podium" is overlaid in the center of the image.

The Sentiment & Spending Podium

Event Trends - Predicted Event Spend for Paris during Olympics

Detailed view

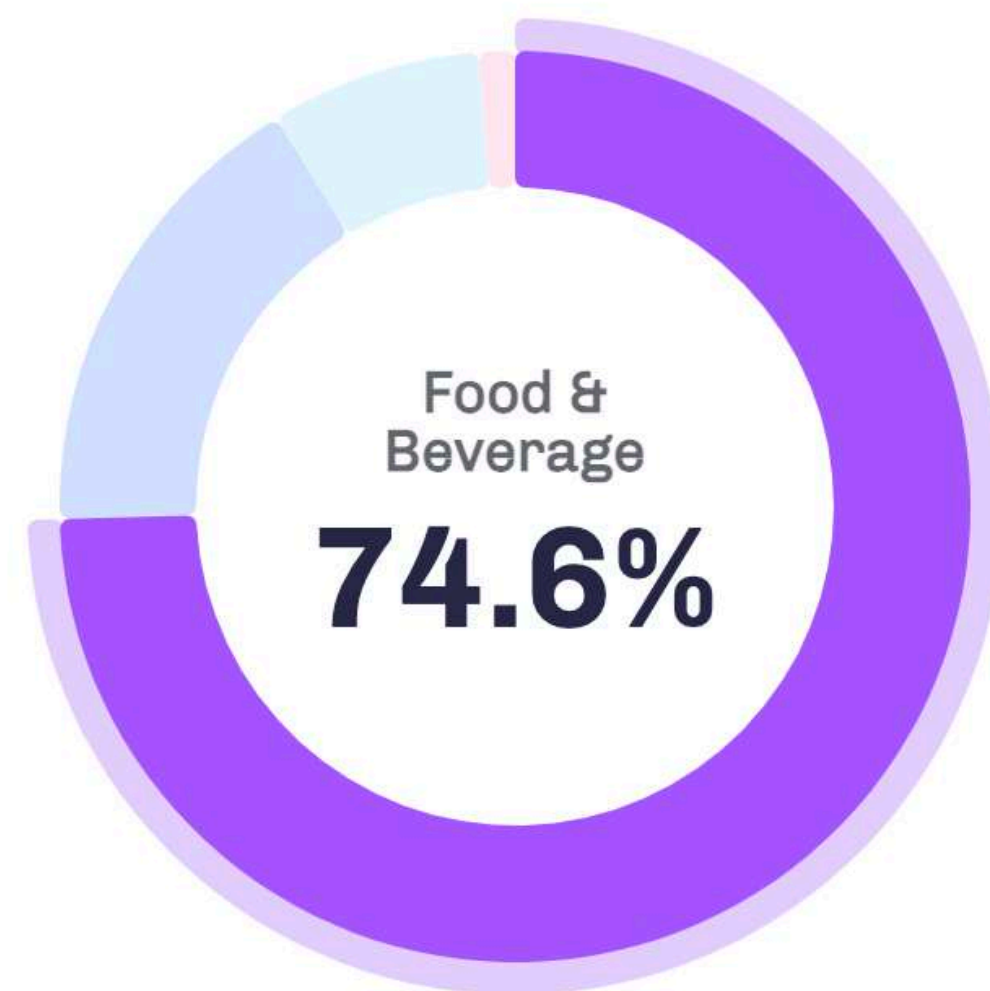


Sentiment Score is on the rise

DISTRIBUTION OF POI VOLUME FROM SELECTED INDUSTRIES



Percentage split and overall POI volume based on selected industries.



● Food & Beverage ● Hospitality
● Attractions ● Short Term Rentals

	POI distribution	Sentiment	
Food & Beverage	74.6%	87.0 /100	
Hospitality	16.7%	81.3 /100	
Attractions	7.5%	91.4 /100	
Short Term Rentals	1.3%	76.0 /100	

Most-discussed topics for short-term rentals

MOST DISCUSSED TOPICS

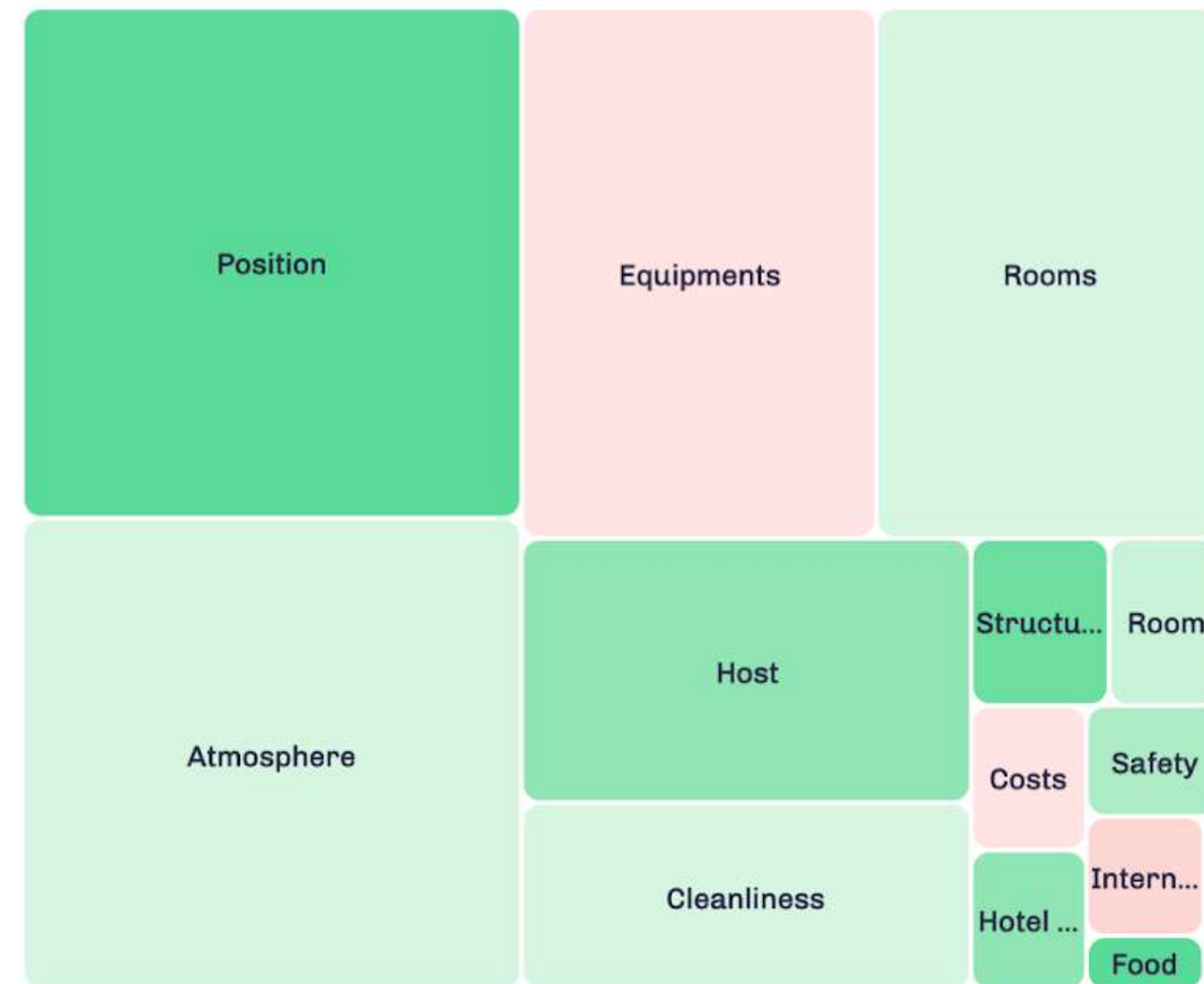


Representation of the relative importance of the most discussed topics online.

Main topics

	Digital traces distribution ↓	Sentiment	
Position	21.6%	93.1/100	>
Atmosphere	20.0%	68.1/100	>
Equipments	15.9%	53.0/100	>
Rooms	15.5%	68.2/100	>
Host	10.0%	84.4/100	>

1 - 5 of 14




























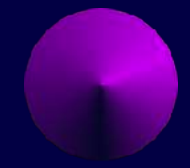
Paris' most-appreciated arrondissements

BENCHMARK ANALYSIS

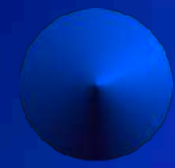


Analyse which areas visitors appreciate the most and which ones have lost popularity.

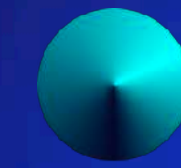
	Digital traces variation	Sentiment ↓	Area Popularity	
 Location 7th Arrondissement	 -30.2%	 88.6/100	 64.4	
 Location 3rd Arrondissement	 2.9%	 87.6/100	 61.1	
 Location 5th Arrondissement	 -4.7%	 87.5/100	 64.0	
 Location 2nd Arrondissement	 -10.8%	 87.2/100	 62.1	
 Location 17th Arrondissement	 -20.6%	 86.8/100	 65.2	



Pinpoint top customer complaints to improve with targeted action and enhance the guest experience



Surpass competitors by leveraging competitive advantage



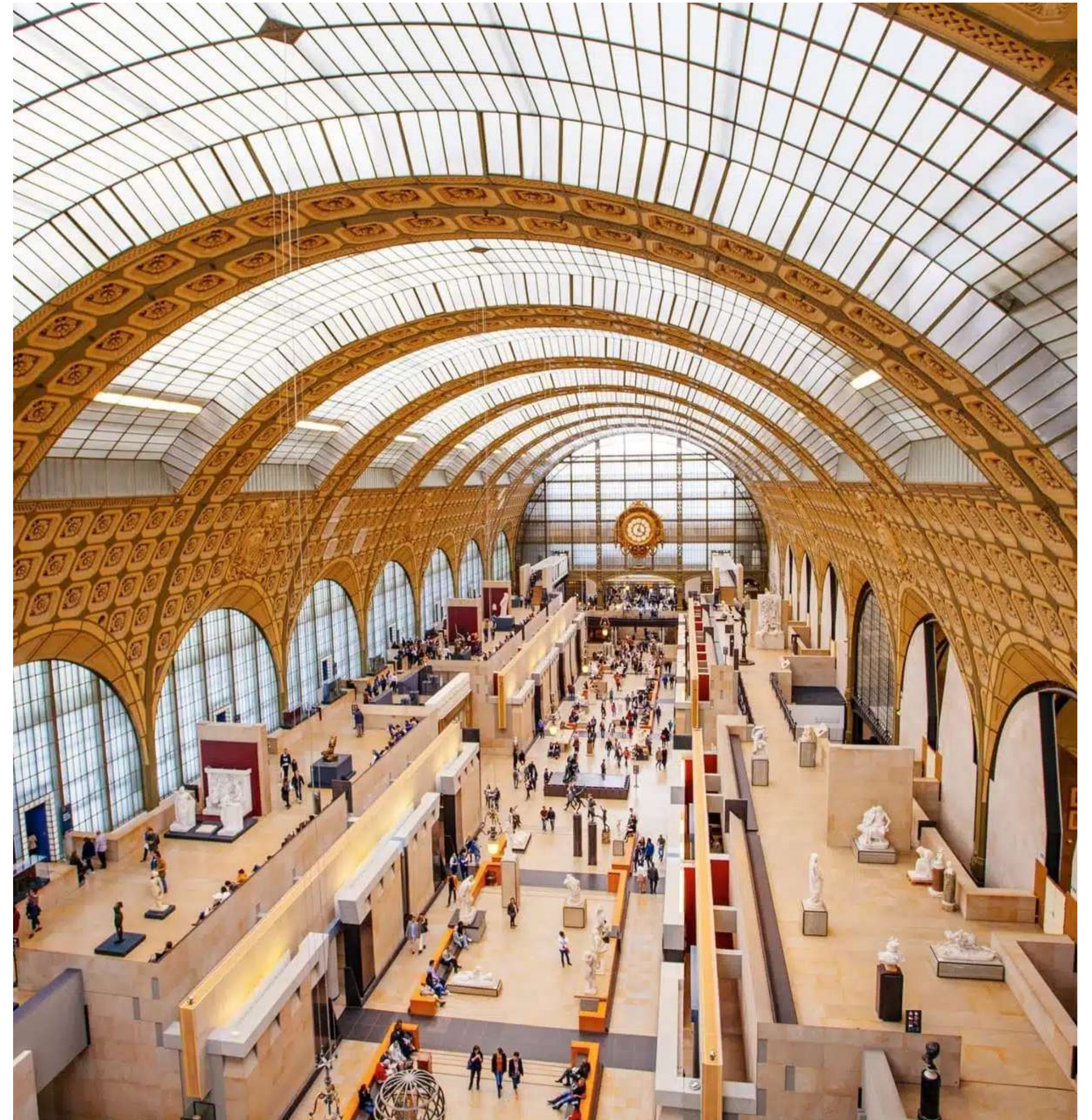
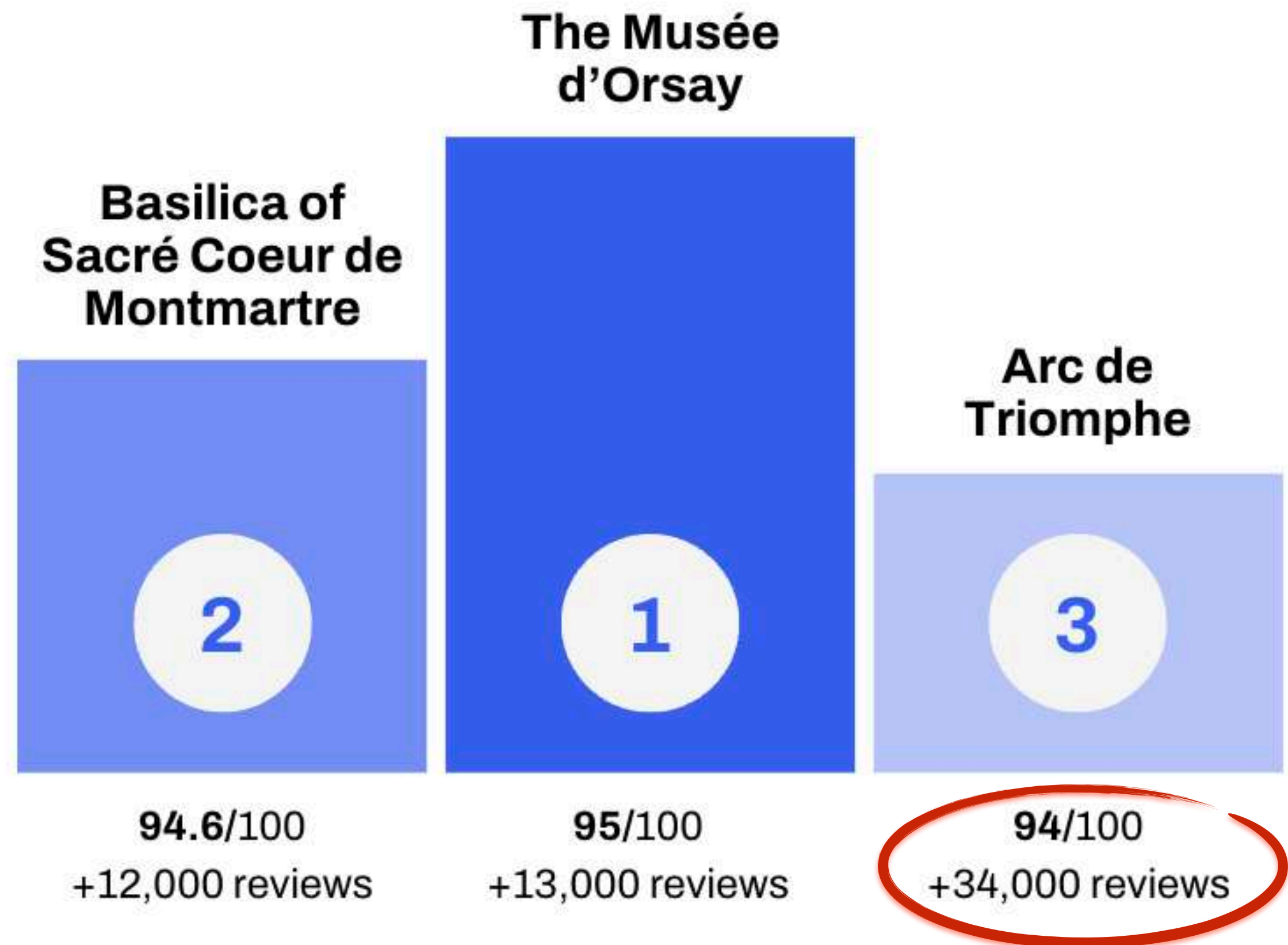
Detect the most valuable/appreciated aspects to leverage for promotional messages

How can you leverage this data?

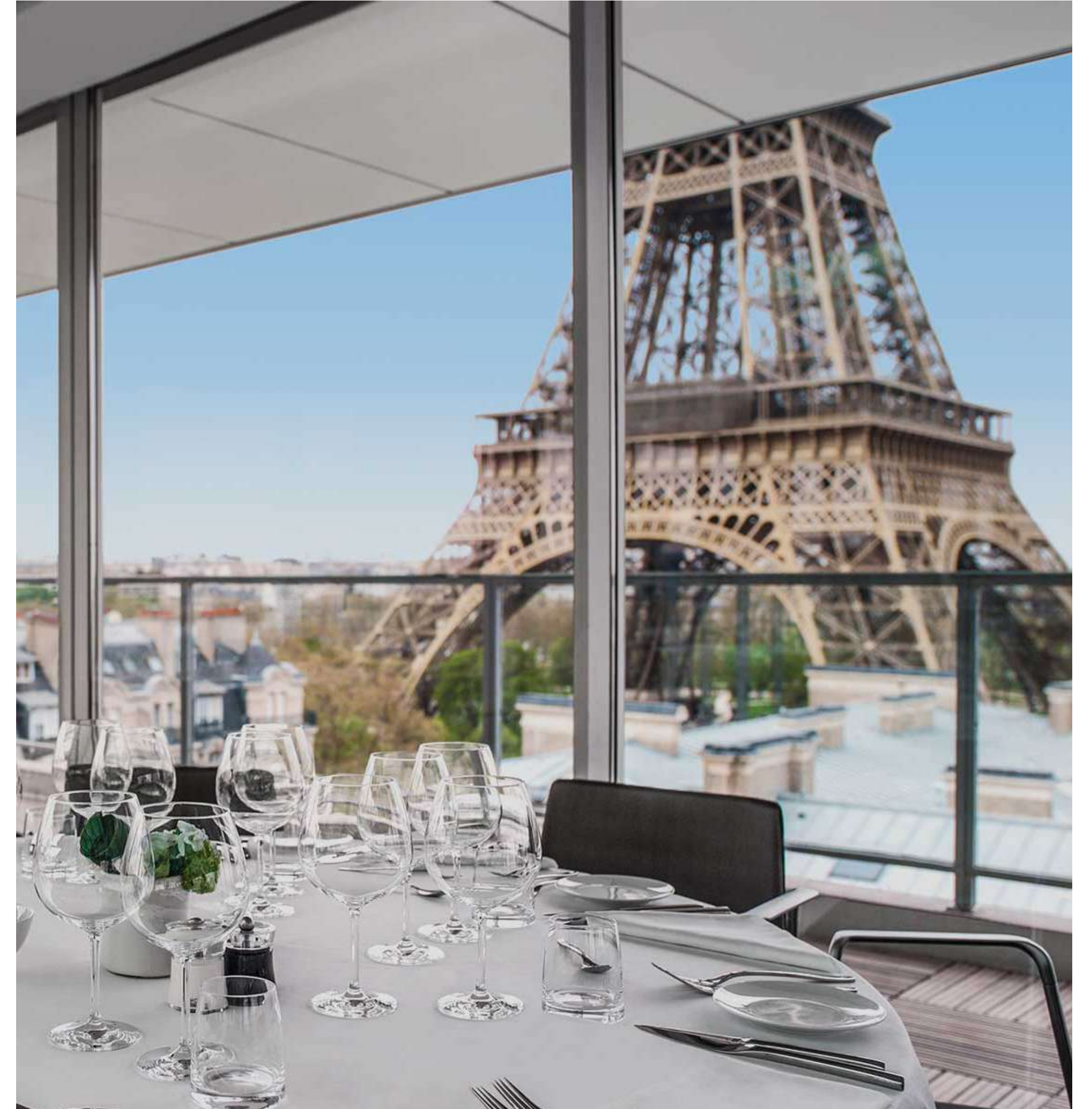
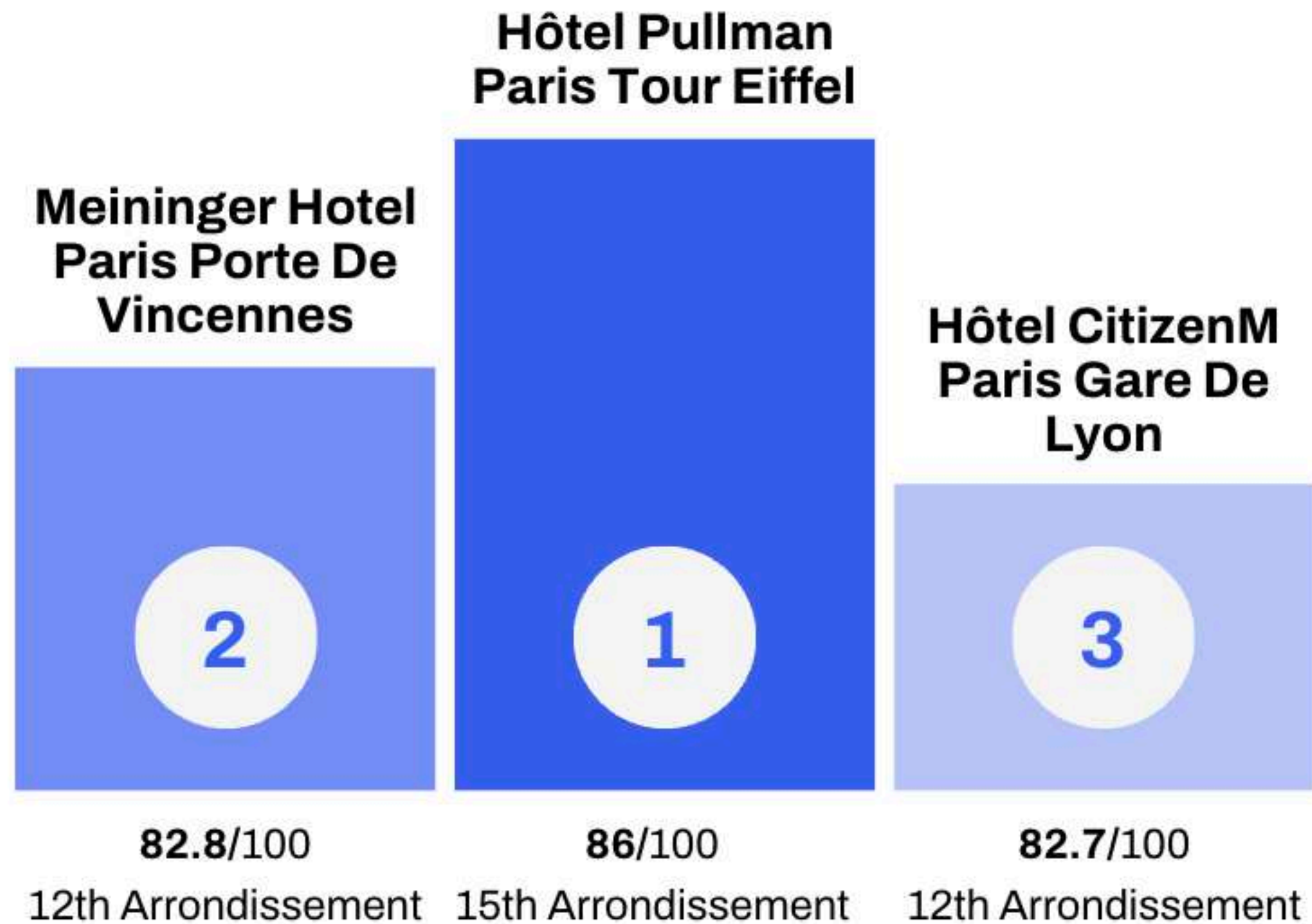
Take a guess!

Which attraction has the highest sentiment score?

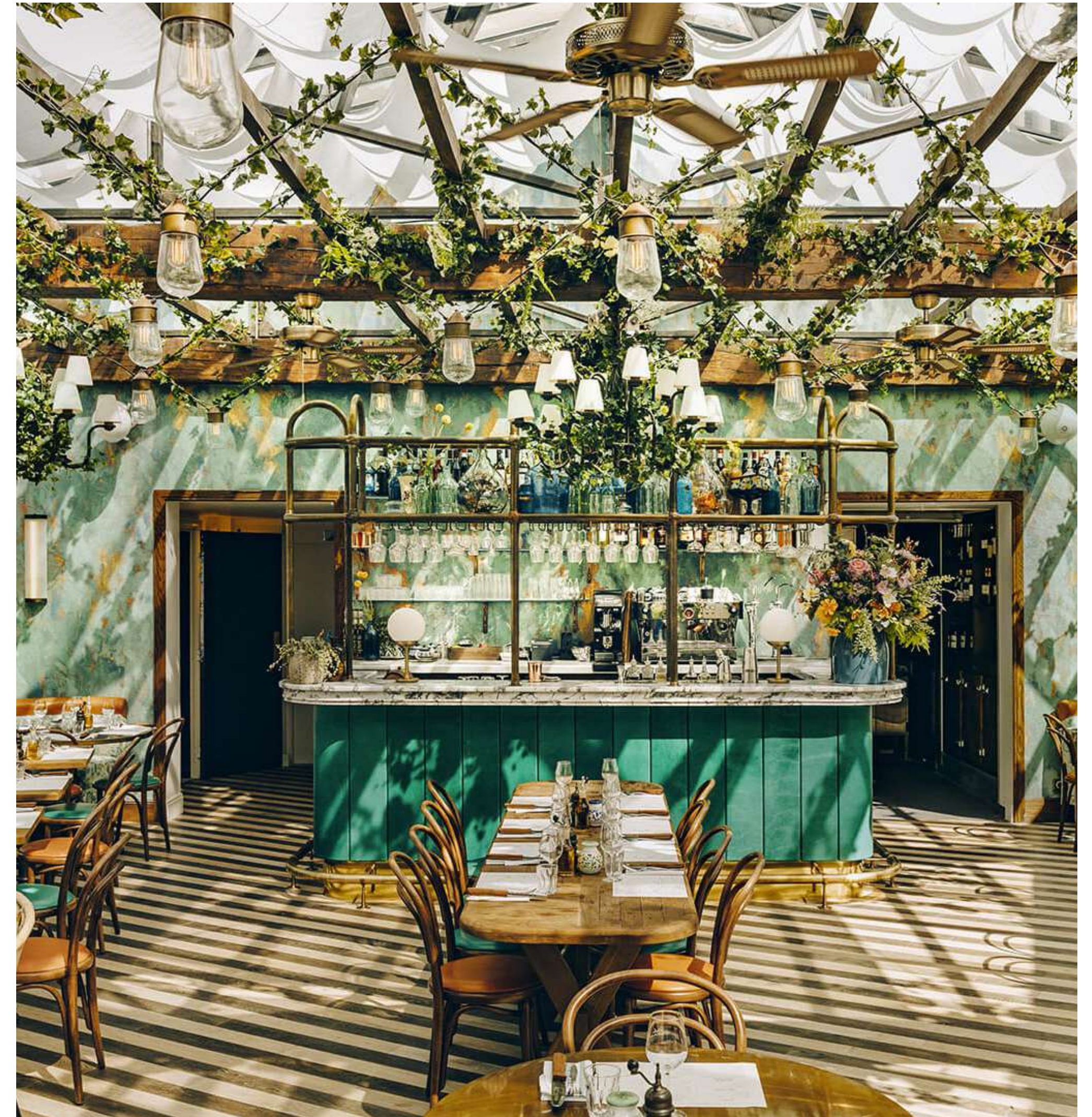
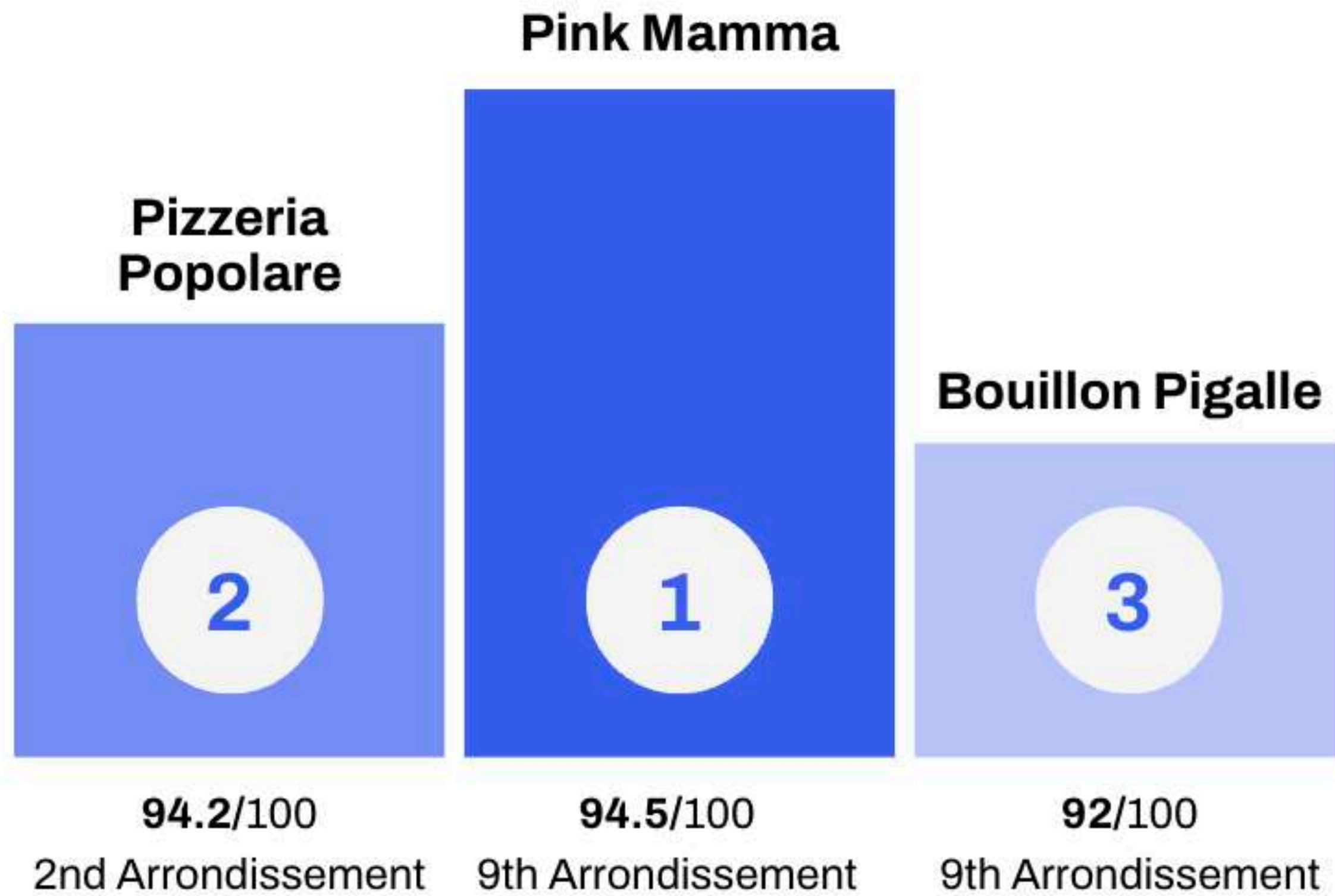
Paris' most beloved attractions

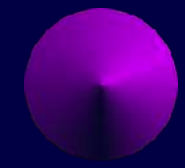


Top Hotels in Paris

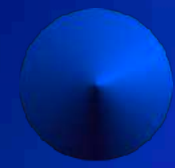


Top Restaurants in Paris

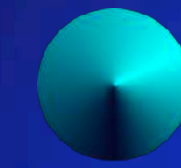




Comprehend visitors' preferences and most frequented areas



Discover the top attractions to underline in marketing messages and social media images



Improve the destination's sustainability

How can you leverage this data?

DOWNLOAD THE FULL REPORT



See it in action!

Introducing Destination 



Q&A



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