

# 2024 Olympic Games Forecast: Impact on Tourism in Paris

The countdown has begun! The spotlight turns to Paris, the city that will host the 2024 Olympic Games from 26 July to 11 August.

With its unparalleled aura of history, culture, and artistic elegance, the City of Light is already prepared to welcome athletes, spectators, and enthusiasts from every corner of the globe.

Beyond the excitement of the sporting competitions, it is certain that the 2024 Olympic Games will have a profound impact on the tourism landscape of Paris, elevating the city's appeal to unprecedented levels.

The Data Appeal Company, along with its partner PredictHQ — the world's leading provider of predictive demand intelligence — is monitoring in real-time what is happening in the French capital from the perspective of presence, estimated spending, air travel, rates and hotel occupancy, sentiment, and more.

# Summary

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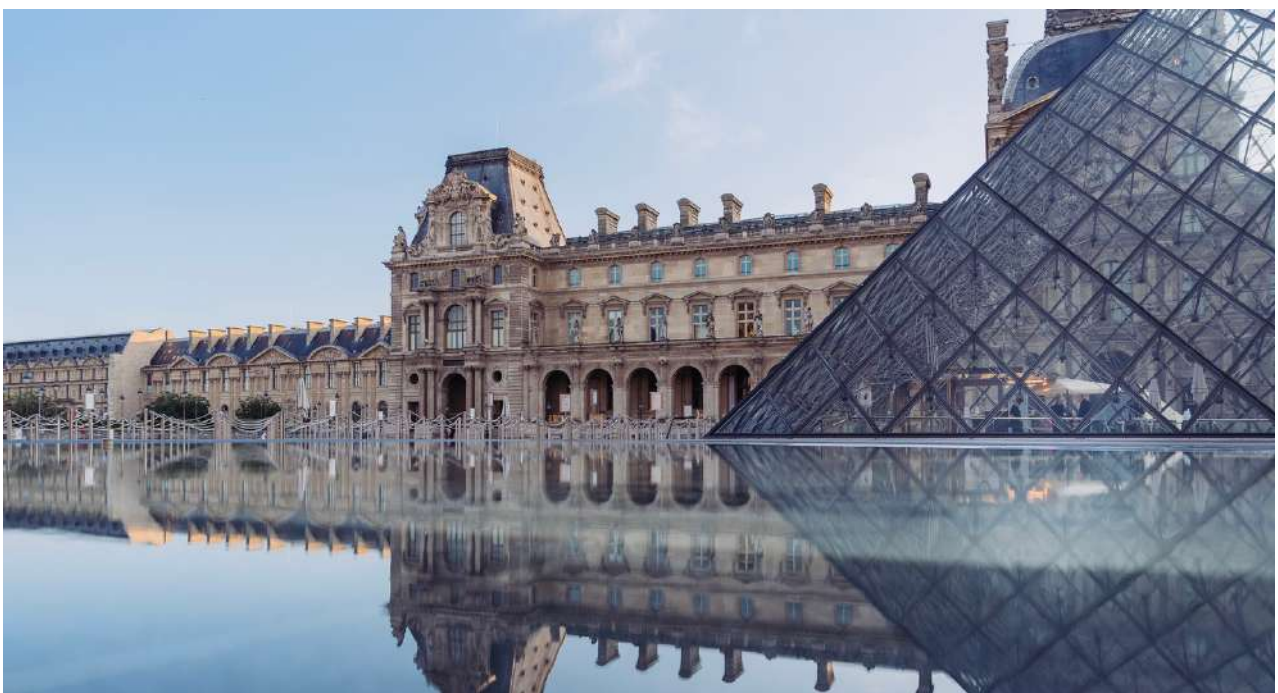
# 01. Paris will capitalise on the Olympics to the fullest

Paris is gearing up for the Olympics with a rich programme of events that go well beyond sport. The city will host the "Olympic Forms" festival until September, dedicated to the relationship between sport and art. More than 50 events are set to take place in Paris this summer, dedicated to adults and children alike.

**The tourist offer is shaping up to be the most expensive ever. Both institutional bodies and individual private operators have already planned or activated substantial price and rate increases to capitalise maximally on this year's Olympics.**

Not only will hotel rates and private home tariffs increase due to high demand, but from 1 January, the tourist tax has more than doubled: those staying in a 5-star hotel this year will pay €10.73 per person per night.

The Louvre has already announced a 29% ticket increase, which will cost 22 euros. Similarly, the price of metro tickets will be doubled.



As reported by [Reuters](#), an analysis by the Paris tourist office predicts that hotel prices next summer will increase by 314% compared to the previous year.

A trend heavily criticised by the government, as stated by Frederic Hocquard, Deputy Mayor of Paris for Tourism and Nightlife in November: "We want popular Games, and it can't be popular Games at 700 euros a night."

Hocquard is concerned that this trend will damage Parisian tourism and the hotel sector:



*"What is going to happen is that 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. At the London Games, the prices were too high and the occupation rate of hotels went 12% down. You can't triple the price of the rooms. Maybe you can allow, a 10, 15% increase, but tripling the prices won't work. The way it is going, we're going to feed the Airbnb beast."*

*Frederic Hocquard, Deputy Mayor of Paris for Tourism and Nightlife*

To fully understand the true impact of the Olympics on tourism, hotel rates, spending, and the number of tourists who will participate in the 17 days of the event, we questioned our real-time data analysis tools:



**D / AI Destinations, the all-in-one platform for tourism destination analysis**

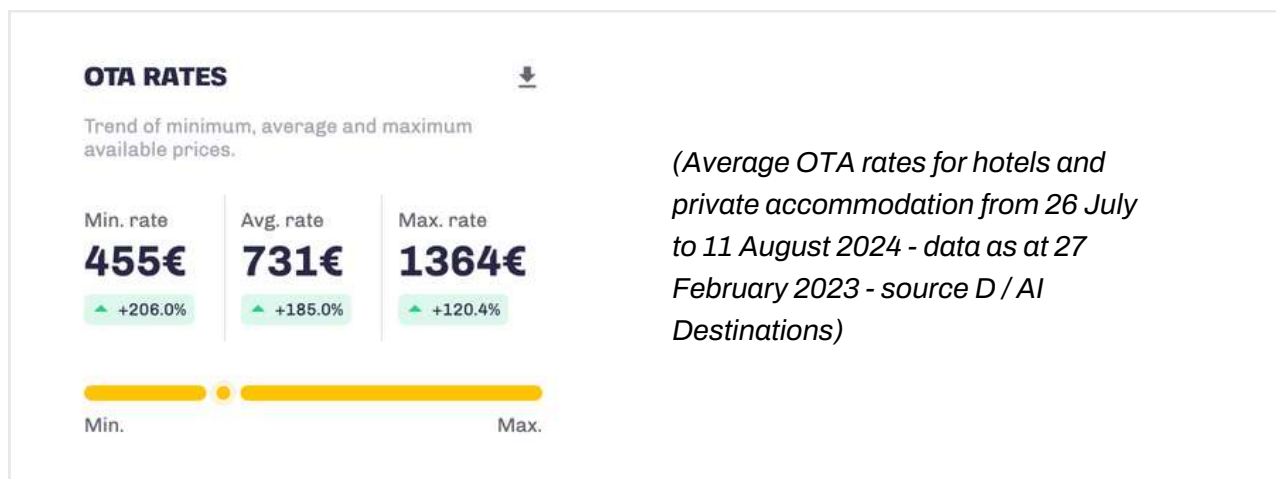


**PredictHQ, the AI-powered predictive demand intelligence platform**

# 02. Increase in rates beyond 200%

At the beginning of February, hotel and short-term rental rates were more than double those recorded in 2023.

However, we have noticed that at the end of February, rates have contracted slightly, as **bookings may have fallen short of hospitality managers' anticipated levels.**



- OTA hotel rates show an increase of +125% compared to last year, reaching 733 euros
- The largest increase concerns short-term rentals, which register +200% vs 2023 with an average rate of around 697 euros per night

**Mid-February 2024 data tells us that rates register a significant spike for the weeks of the Olympic Games with an extraordinary peak expected for the day of the opening ceremony.**

On 26 July, a double room on online portals costs almost 1,000 euros per night on average.

For comparison, OTA rates recorded for the February - April period in Paris are only +10-15% compared to the same period in 2023.

### AVERAGE RATES AND OTA SATURATION

Overview of rates and OTA saturation for the selected period.



(Average OTA rates for hotels and private accommodation from 26 July to 11 August 2024 - data as at 27 February 2023 - source D / AI Destinations)



# 03. 12 million people expected

PredictHQ, the world's most trusted source of intelligent event data, **has calculated that the 2024 Olympic events will attract up to 12 million people.**

The overall economic impact of the Games will be **over 946 million dollars**: people will spend mostly in hotels and short-term rentals - over 496 million dollars; 313 million dollars will be spent on restaurants and venues, and 136 million on transport.

**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 12:00 AM → Sun, 11 Aug 2024 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 |



The event with the most participants is by far the **opening ceremony (about 300,000 people expected)**, followed by the **closing ceremony (+81,000 people)**, **football, rugby, and athletics competitions.**

| Event   | Total attendance | Total attendance |
|---|------------------|------------------|
| Olympics Opening Ceremony   | 300,000          | \$56,832,946     |
| Olympics Closing Ceremony   | 81,338           | \$6,896,897      |
| Football: FBL34 M - A4 vs A1 (France) group stage                   | 67,394           | \$6,340,962      |
| Football: FBL18 M - A4 vs A2 group stage                            | 67,394           | \$6,340,962      |
| Rugby Sevens: RU704 M - Placing matches, semi-finals, bronze, final | 58,619           | \$4,970,483      |
| Athletics: ATH16 M/W - Finals                                       | 40,000           | \$3,391,722      |

The locations that will see the greatest influx of people will naturally be the central area along the Seine that will host the opening ceremony, **Saint-Denis** where the Olympic Village is located, and **Villeneuve-d'Ascq** that hosts the Pierre Mauroy Stadium, a spectacularly designed modular sports facility and home to LOSC, one of the main French football teams. This is where the handball and basketball tournaments will be held.

# 04. Peak in flights bookings for the opening ceremony

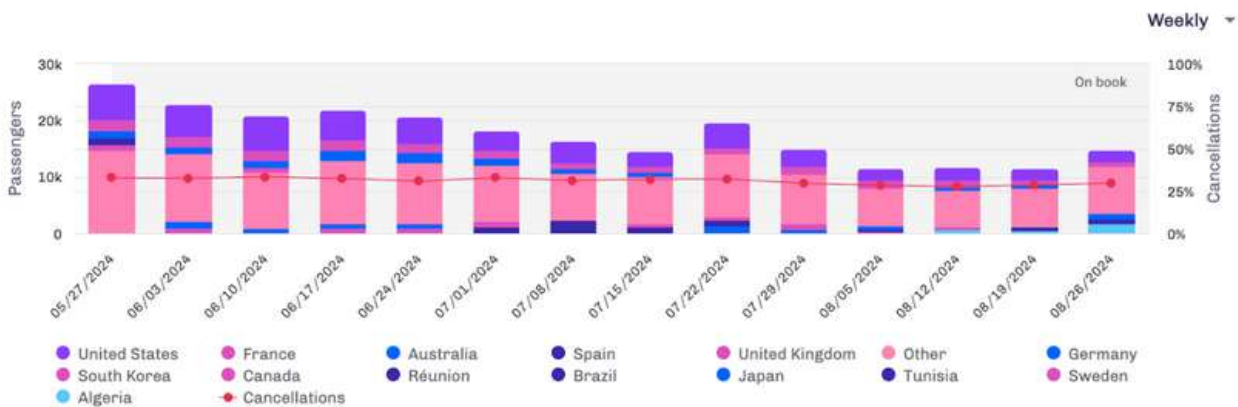
International arrivals also mark a strong increase for the opening week of the Olympics.

Looking at global arrivals at all Parisian airports between 24 July and 13 August via GDS, we see a strong predominance of international travellers: **Americans (21%) doubling compared to the week before, Japanese (6%) not present in the top 5 of the previous week, Canadians (4%), Brazilians (3%).**

These travellers booked **on average 250 days in advance**, that is more than eight months before. Clearly, these are not only fans and tourists but also athletes and all the professionals moving to participate in the event.

## 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.

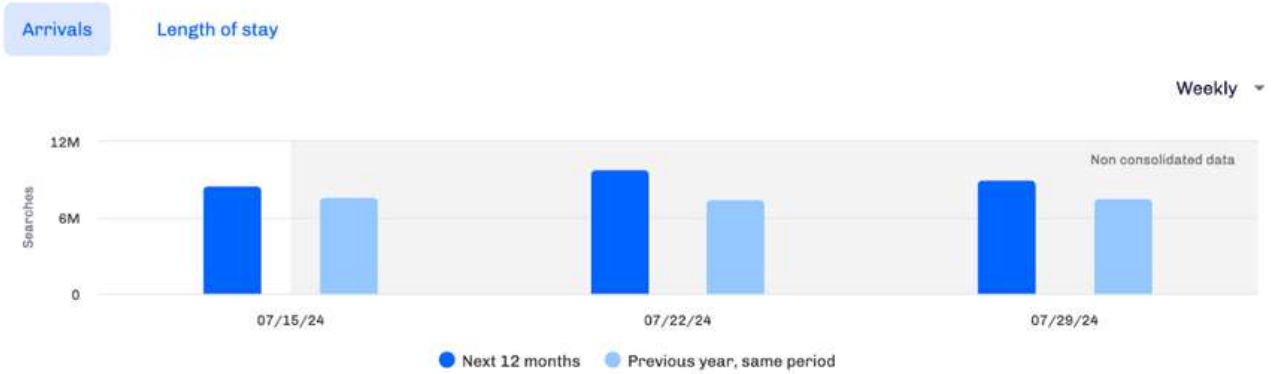


(Arrivals at Paris airports - data as at 15 February 2024 - source: D / AI Destinations)

## ARRIVAL FORECAST BASED ON SEARCHED



Analysis of trends in arrivals and length of stay for the next 12 months from the selected period.

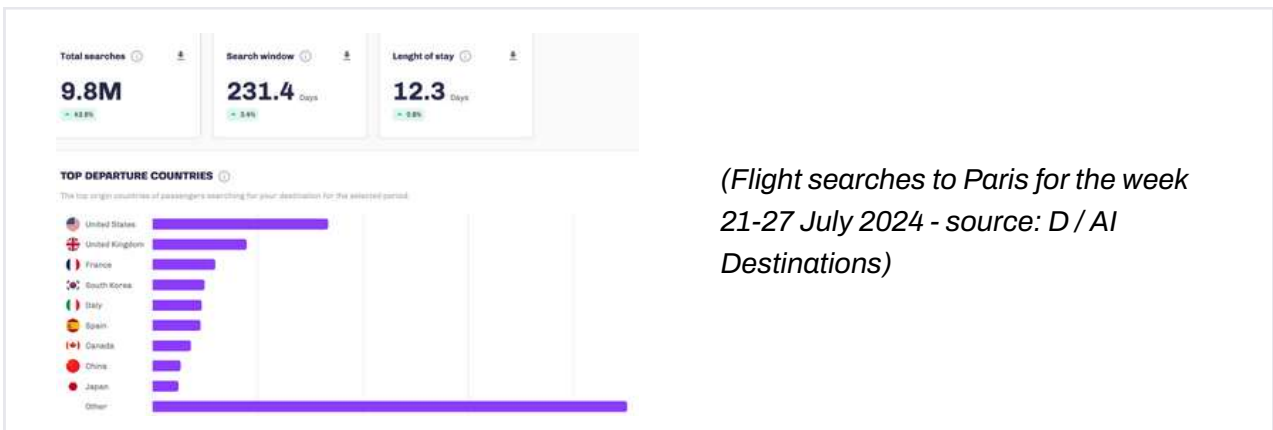


(Expected arrivals for the last weeks of July vs. 2023 via GDS - source: D / AI Destinations)

The new analysis module in D/AI Destinations "**Flight Search - by arrival date**" shows that searches for reaching Paris in the days before and the first days of the Olympics (21-27 July 2024) via GDS are 9.8 million, up 43% from the previous year.

- Searches are made on average 230 days before and this demonstrates they are mostly motivated by the Olympics.
- 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.

**17% of searches are made from the United States.** Following are mainly European countries: UK, France, Italy, and Spain. South Korea is the fourth country for flight searches in the analysed week.



(Flight searches to Paris for the week 21-27 July 2024 - source: D / AI Destinations)

# 05. Sentiment Score is on the rise

Paris is always a good idea, as style icon Audrey Hepburn said. So it seems.

Despite the sky-high rates of 2024, the Sentiment Score, which measures the overall level of appreciation expressed online for all of Paris's activities - hotels, short-term rentals, attractions, etc. - is clearly on the rise compared to last year (+1.5).

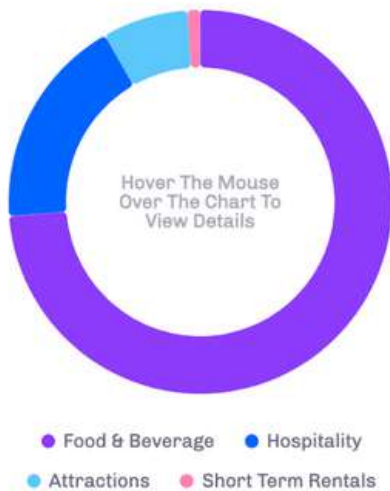
**The greatest deviation occurred in December 2023 where the city's sentiment, despite the high season, marked a +3 compared to 2022.**



**Attractions such as museums and parks are characterised by the highest Sentiment Score overall (91/100).**

## DISTRIBUTION OF POI VOLUME FROM SELECTED INDUSTRIES

Percentage split and overall POI volume based on selected industries.



|                    | POI distribution | Sentiment       |
|--------------------|------------------|-----------------|
| Food & Beverage    | <b>73.8%</b>     | <b>86.7/100</b> |
| Hospitality        | <b>17.9%</b>     | <b>81.1/100</b> |
| Attractions        | <b>7.2%</b>      | <b>91.3/100</b> |
| Short Term Rentals | <b>1.1%</b>      | <b>75.6/100</b> |

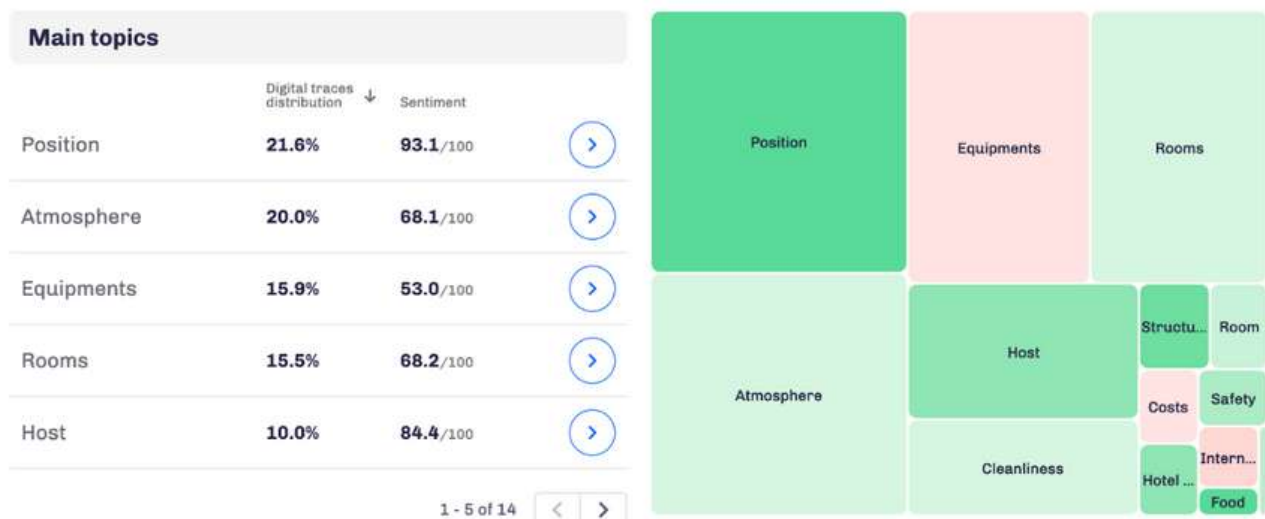
(Sentiment analysis of the city of Paris by sector over the last 6 months - source: D/AI Destinations)

**Short-term rentals, on the other hand, register a disappointing Sentiment Score (75/100). The most common complaints about this type of accommodation concern especially internet facilities and high costs.**

This is not surprising since houses and rooms for rent have reached prices even higher than those of hotels without, however, offering an equal level of services.

## MOST DISCUSSED TOPICS

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



(Semantic analysis of digital traces published in the last 6 months on short-term rentals - source: D / AI Destinations)

# 06. The most appreciated districts

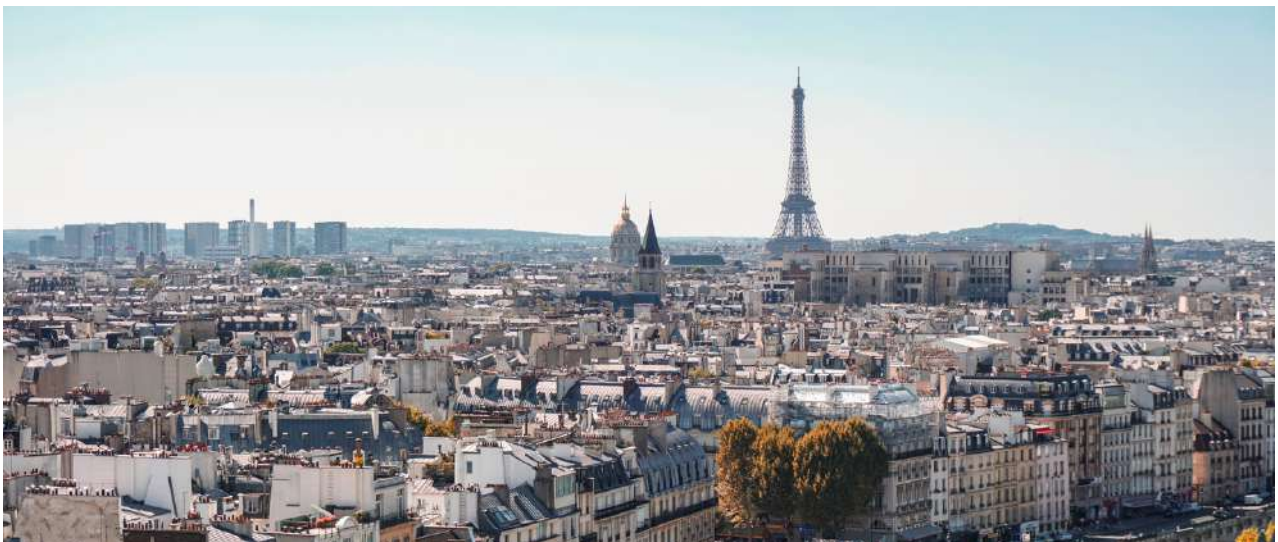
The municipal districts (arrondissements) most appreciated by tourists, i.e., those with the highest Sentiment Score according to reviews and content published online in the last year, are mainly those of the historic centre. These are areas with the most tourist attractions and museums. However, some residential areas like the 17th Arrondissement are not missing.

**Topping the list is the 7th Arrondissement with a Sentiment Score of 88/100, and this is not surprising. Indeed, it is one of Paris's most important areas because it hosts significant monuments such as the Eiffel Tower, Invalides, and the Musée d'Orsay.**

For each district, we have also indicated the average rates on online portals during the Olympic days for hotels and short-term rentals.

What have we discovered? That the **7th Arrondissement is not only the district with the highest Sentiment, but also the one with the highest prices.**

Here, the average rates on portals exceed 1000 euros per night, while in the other ranked Arrondissements, the rate is on average around 850 euros.



## THE MOST APPRECIATED DISTRICTS IN PARIS

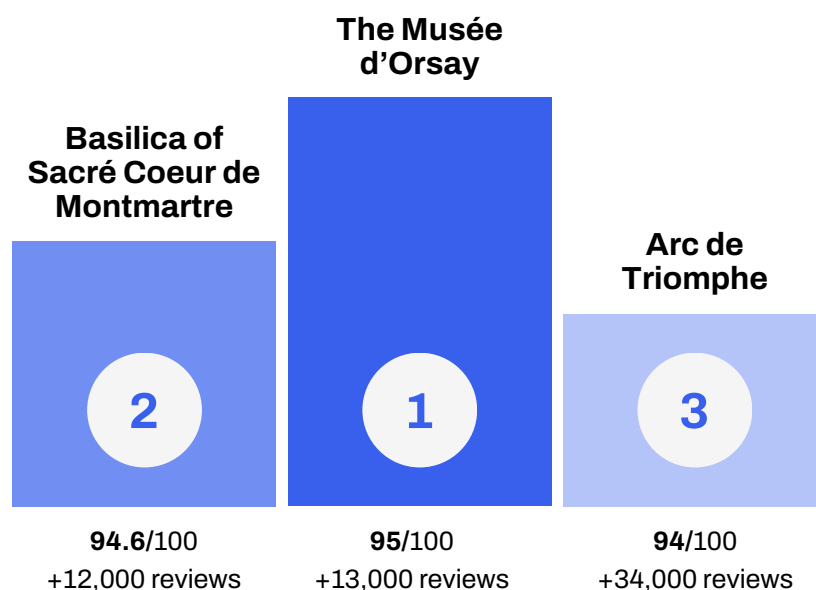
| Arrondissement  | Sentiment       | OTA avg. rate |
|---|-----------------|---------------|
| <b>7th Arrondissement</b><br>The 7th Arrondissement is a significant hub of Parisian cultural heritage, boasting iconic landmarks and museums such as the Eiffel Tower, Invalides, and Musée d'Orsay. | <b>88/100</b>   | <b>1056 €</b> |
| <b>3rd Arrondissement - tied with the 5th</b><br>Famous for the Picasso Museum and the Museum of Arts and Crafts.   | <b>87/100</b>   | <b>715 €</b>  |
| <b>5th Arrondissement</b><br>One of Paris's oldest districts, home to the Sorbonne and the famous church of St Etienne  | <b>87/100</b>   | <b>845 €</b>  |
| <b>2nd Arrondissement - tied with the 17th</b><br>The district of the stock exchange.   | <b>86.9/100</b> | <b>852 €</b>  |
| <b>17th Arrondissement</b><br>A very elegant residential neighbourhood, home to many Impressionist painters.  | <b>86.9/100</b> | <b>827 €</b>  |

# 07. The most appreciated attractions in Paris

What are the attractions most visited and appreciated by people visiting the French capital?

We analysed all the attractions in Paris — such as museums, parks, and monuments — that in the last 12 months have received the highest number of reviews and a higher Sentiment Score.

## THE MOST APPRECIATED ATTRACTIONS IN PARIS





# 08. Analysis of the best hotels in Paris

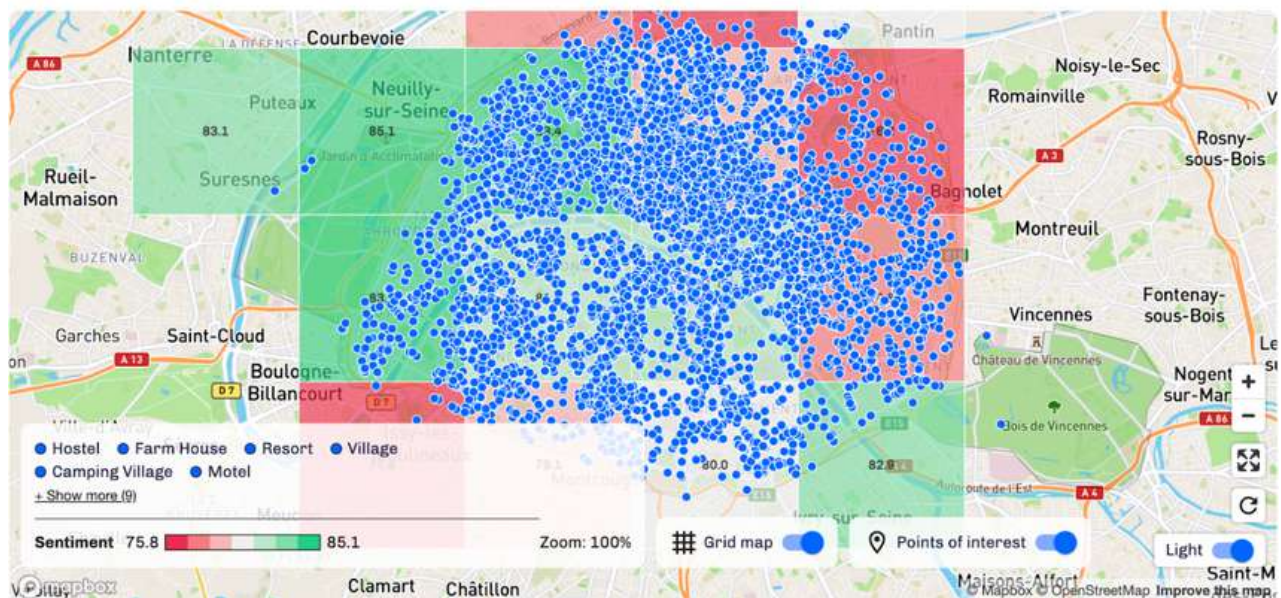
We used an interactive map to identify the most appreciated area of Paris in relation to the hospitality sector.

Through it, we immediately notice that the area with the highest concentration of Hospitality Points of Interest (POIs), namely hotels and accommodation facilities, and with the highest Sentiment is the one to the northwest of Paris above Place de la Concorde where the Champs Elysees are also located (Sentiment 83/100).

Also, the area to the east between the V and VI Arrondissement has a very high concentration of hotels and a Sentiment of almost 83/100.

## AREA DISTRIBUTION

The colors dynamically show the difference of the Sentiment index values based on the ones indicated in the legend.

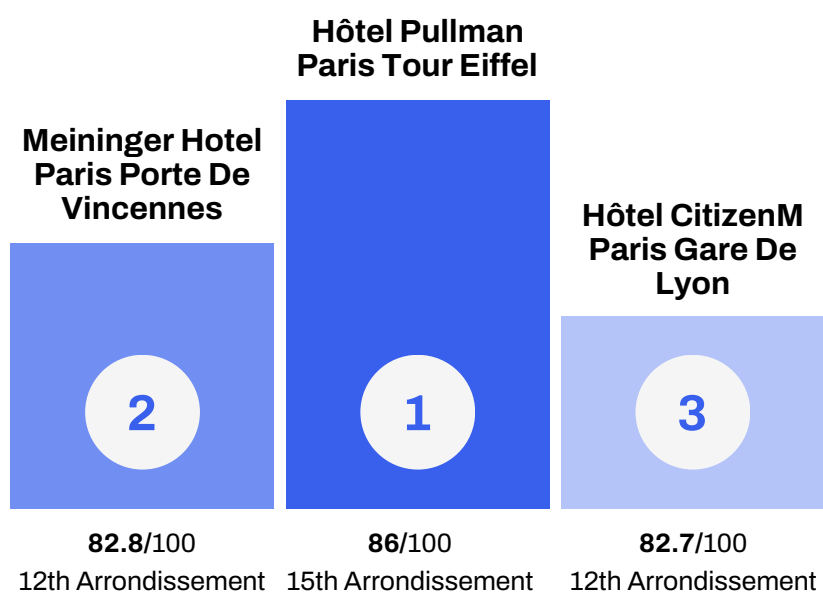


(Interactive map with Sentiment Score analysis by area and distribution of hospitality POIs - source: D/AI Destinations)

## Where do visitors prefer to stay in Paris?

Topping the list of the most reviewed hotels with the highest sentiment is the Hôtel Pullman Paris Tour Eiffel, a famous 4-star with a spectacular view of the Tour Eiffel. In second place is the modern and more casual Meininger Hotel Paris Porte De Vincennes. Following is the trendy Hotel CitizenM at Gare de Lyon with its famous rooftop bar.

## TOP HOTELS IN PARIS

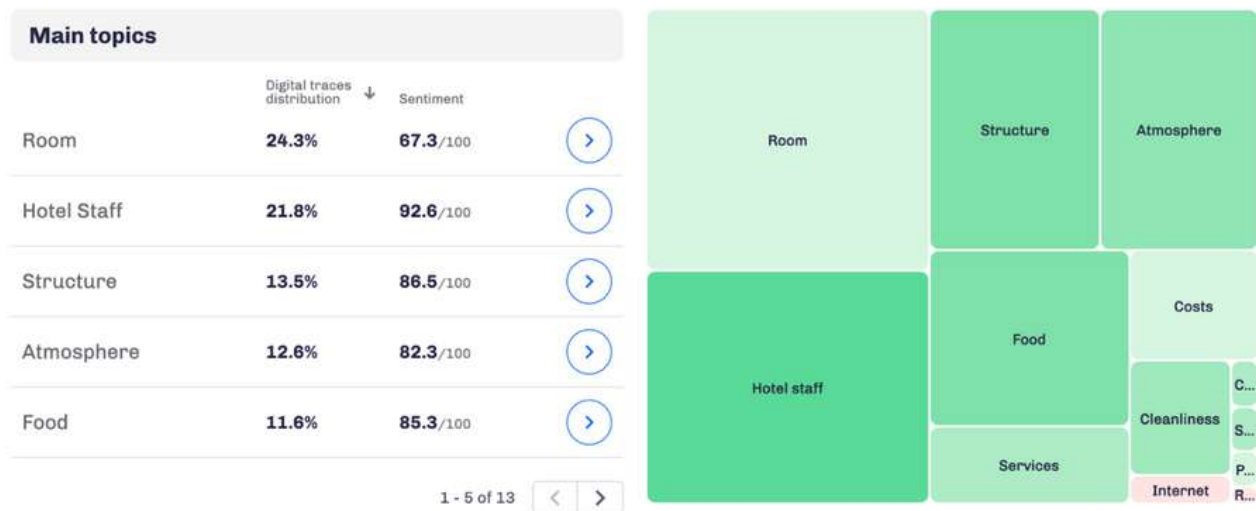


Semantic analysis of the reviews covering the last 12 months reveals that the most discussed and appreciated topic is always the **staff**: this means that hospitality and human relationships profoundly affect people's opinions.

The most criticised topics are those related to technology: internet connection and bookings.

### MOST DISCUSSED TOPICS

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



(Most discussed topics in hospitality - source: D / AI Destinations)



# 09. Analysis of the best restaurants in Paris

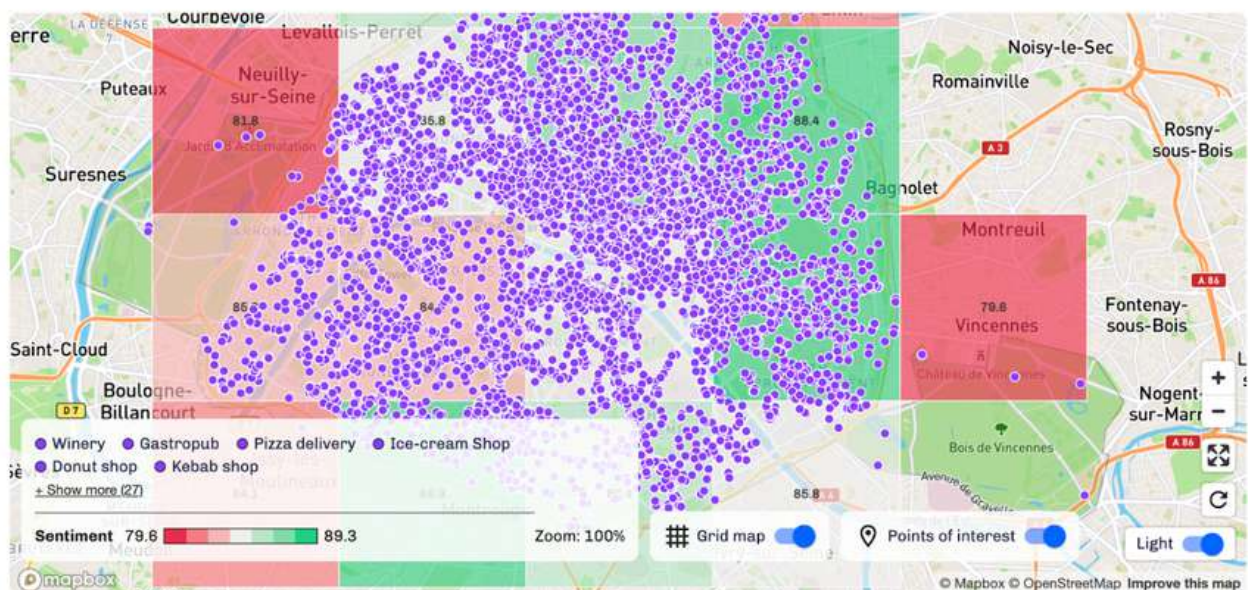
When it comes to dining, we analysed the areas of Paris with the highest Sentiment Score and the highest concentration of restaurants and venues.

**The area to the north with Montmartre, Pigalle, République, and Opera records an excellent Sentiment Score of 88/100.**

The Sentiment of the areas to the east with Belleville and Bagnole is even higher, together with the adjacent area with the monumental cemetery Père Lachaise and the historic district of Faubourg Saint-Antoine, scoring 89/100.

## AREA DISTRIBUTION

The colors dynamically show the difference of the Sentiment index values based on the ones indicated in the legend.

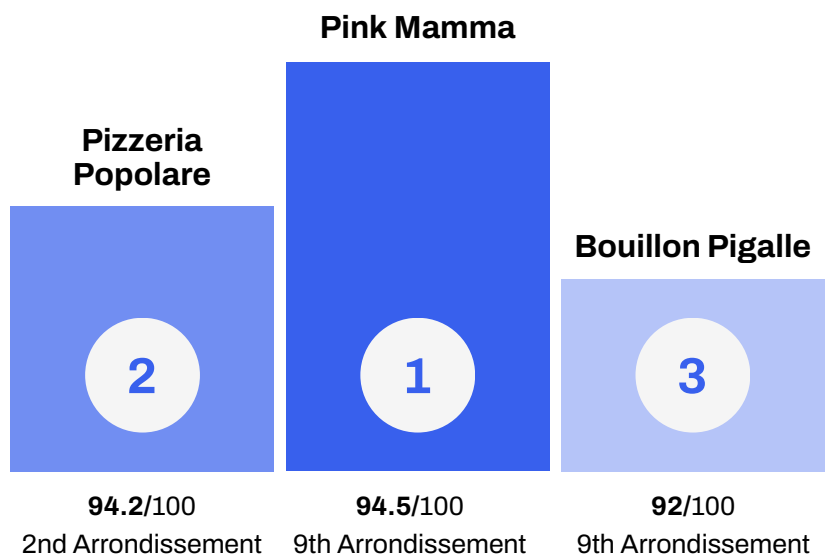


What are the most beloved restaurants in Paris - i.e. those with the highest number of reviews and Sentiment Score?

**In first and second place, we find two trendy venues from the F&B Big Mamma Group.** On the podium of the most appreciated restaurant, we find Pink Mamma, an elegant trattoria serving pizzas and quality meat and fish dishes, and in second place Pizzeria Popolare.

Bouillon Pigalle, in third place, is a popular bistro serving traditional French mains and desserts.

## TOP RESTAURANTS IN PARIS



**Semantic analysis of digital traces in the dining sector shows that people appreciate and mainly talk about hospitality, therefore the welcome and treatment they receive from employees.**

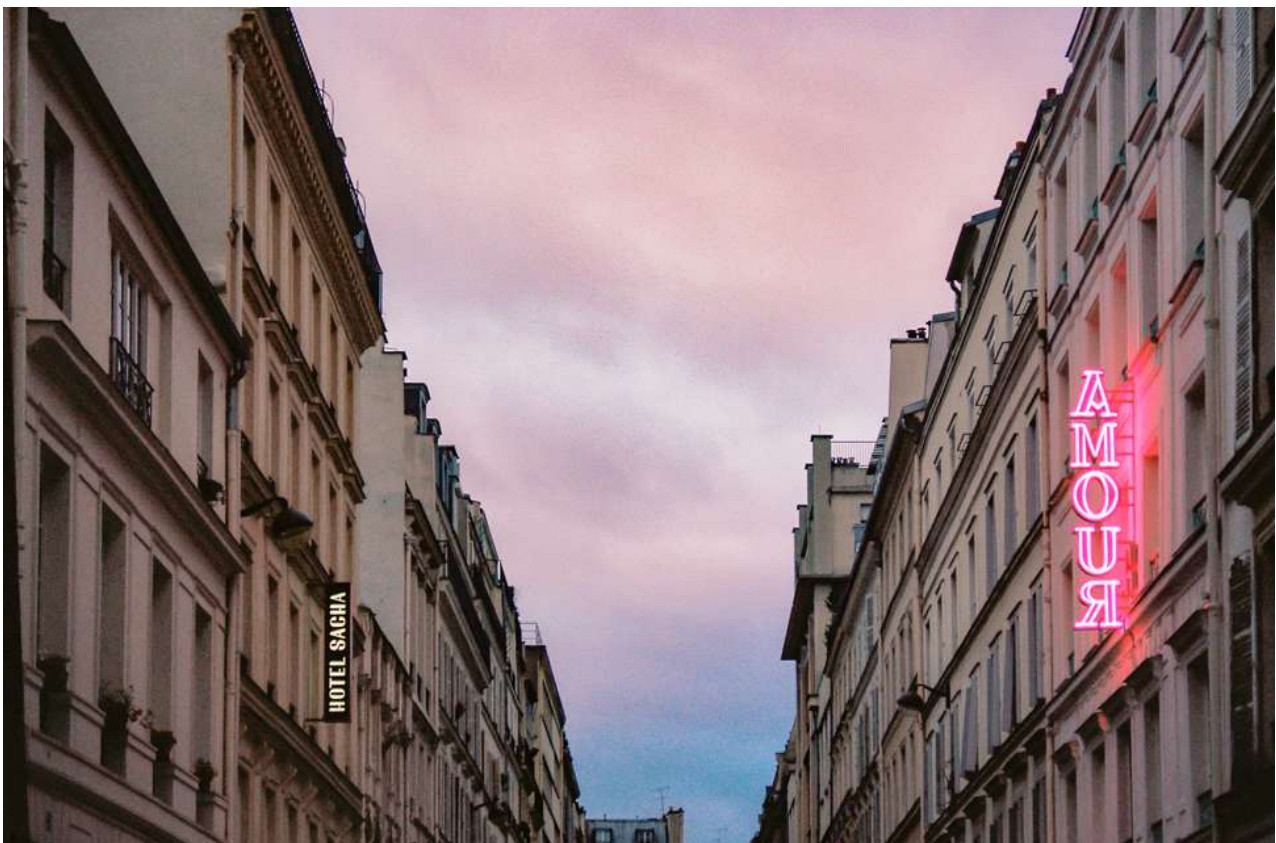
The aspects most criticised in reviews are costs, cleanliness, and safety, two indispensable aspects for enjoying a good meal at a restaurant.

### MOST DISCUSSED TOPICS

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

| Main topics  |                               |           |   |
|--------------|-------------------------------|-----------|---|
|              | Digital traces distribution ↓ | Sentiment |   |
| Atmosphere   | 33.2%                         | 88.2/100  | > |
| Hospitality  | 28.3%                         | 89.3/100  | > |
| Food Quality | 18.2%                         | 82.5/100  | > |
| Appearance   | 10.0%                         | 87.5/100  | > |
| Position     | 7.6%                          | 87.4/100  | > |

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# 10. Transforming data into actionable strategies for tourist destinations

Collecting data with a unique destination marketing and management platform is crucial for organisations dealing with tourism destinations.

**Fundamental data to grounding concrete and effective destination development, improvement and management strategies.**

How can data on hotels, flights and visitor behaviour in relation to events such as the Olympics be used to gain a competitive advantage?

-  **Resource optimisation:** Event analysis allows DMOs to allocate financial and human resources more efficiently by focusing efforts on events that generate a higher Return on Investment (ROI).
-  **Detect rising trends:** Monitoring tourists' behaviours before, during, and after events allows DMOs to quickly adapt their strategy to emerging trends and visitor preferences, keeping the destination in line with market changes.
-  **Enhance the tourist experience:** Understanding what tourists appreciate during their visit helps destination managers improve the overall visitor experience, increasing satisfaction and, consequently, online reputation.
-  **Create more effective marketing campaigns:** Better understanding visitors' preferences and behaviours during events can help create targeted campaigns aimed at specific audiences, contributing to reaching key market segments.

- ✦ **Assess economic impact:** Measuring the economic impact of events on the destination allows DMOs to demonstrate the value that each event brings in terms of revenue, employment, and economic growth.
- ✦ **Crisis management:** Real-time data collection on events helps DMOs quickly identify any issues or emergency situations, enabling a timely response and effective crisis management. Similarly, collecting post-event data helps optimise future experiences to prevent the same issues from recurring.
- ✦ **Active engagement of stakeholders:** Sharing event data with hoteliers, restaurateurs, local businesses, and authorities fosters closer collaboration and resource optimisation.
- ✦ **Long-term planning:** The data obtained is crucial for long-term planning, allowing for the establishment of sustainable development goals and ensuring the continuous growth of the destination.
- ✦ **Boost competitiveness:** A well-informed destination can maintain or improve its global competitiveness by adapting its tourism offerings to international market demands.
- ✦ **Consider Sustainability:** Events that attract hundreds of thousands of people pose a real challenge for DMOs, which must find a balance between visitor satisfaction and residents' quality of life. Real-time data and historical data analysis will help the destination make better decisions for both tourists and locals.



## The Data Appeal Company

The Data Appeal Company, through a proprietary algorithm based on artificial intelligence, machine learning and semantic analysis collects, measures and analyses all feedback posted online, combining it with geographic and contextual data, offering the regions and enterprises the opportunity to optimise the business's potential, gain in-depth market knowledge and establish a competitive advantage. The Data Appeal Company SpA (formerly Travel Appeal) has belonged to the Almaxwave Group since 2022.

In 2023 the company acquired 70% of the share capital of Mabrian Technologies S.L., a Spanish company specialising in Travel and Destination Intelligence solutions, to consolidate its international positioning.

The company 's mission is to simplify the use and understanding of data to help companies and tourist destinations make effective and informed decisions.

[Explore our Destination Management solutions](#)

## About PredictHQ

PredictHQ is the pioneer in predictive demand intelligence, strengthening AI-powered demand planning by eliminating business blind spots caused by demand volatility related to external events.

PredictHQ empowers businesses to master predictability so they can optimize inventory, staffing, pricing, and marketing to capitalize on real-time local events.

PredictHQ's unique combination of forecast-grade event data, superior AI models, and agile infrastructure fuels smarter business decisions by going beyond WHAT local events are happening to help business leaders predict the unpredictable: WHY each event matters to them.

[Learn more](#)

