

ETOA WEBINAR

October 10, 2023



COUNTDOWN HAS STARTED !



**JEUX
OLYMPIQUES**

J-290

26 juillet 2024 - 11 août 2024



**JEUX
PARALYMPIQUES**

J-323

28 août 2024 - 8 septembre 2024





WHAT IS AT STAKE FOR THE DESTINATION ?

- **Attractiveness** of the destination, by presenting a sustainable, innovative and creative city
- **Hospitality** : warm welcome, high quality services, seamless visitors journey
- **Economic benefits** for all stakeholders and the entire territory
- **Legacy**



MARKET INSIGHTS



A MAJOR IMPACT

4 Mds

TV VIEWERS WORLDWIDE

13.1 million

SPECTATORS

206

NATIONS

9,000

ACCREDITED JOURNALISTS

+350,000

HOURS OF TV BROADCAST

15 millions

SPECTATORS
FOR THE TORCH RELAY

32

SPORTS

14,900

ATHLETES

31,500

VOLUNTEERS

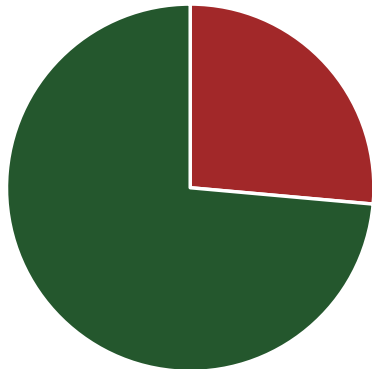
EXPECTED ATTENDANCE

16,1 million visitors expected in France
15,3 million in Paris Ile-de-France region

In Paris Ile-de-France region :

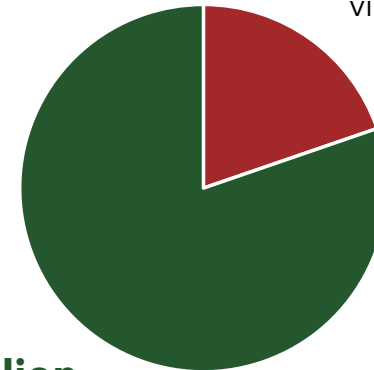


3,9 millions visitors
25,9 %



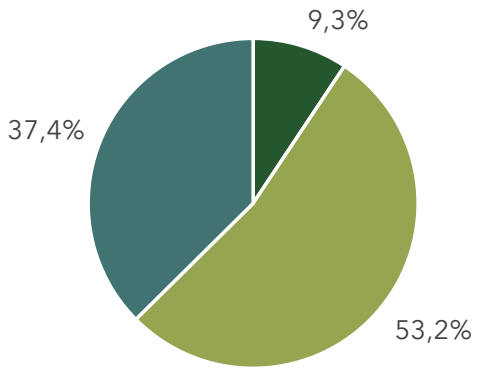
11,3 million visitors
74,1%

3,3 million
visitors with tickets

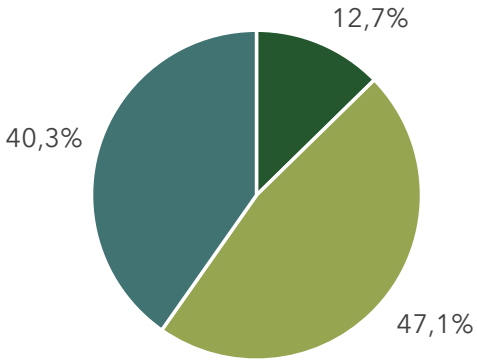


12 million
visitors without tickets

EXPECTED VISITORS' ORIGIN



■ International ■ Paris region ■ French outside of Paris region



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EXPECTED VISITORS INTERNATIONAL

1 900 000

international visitors

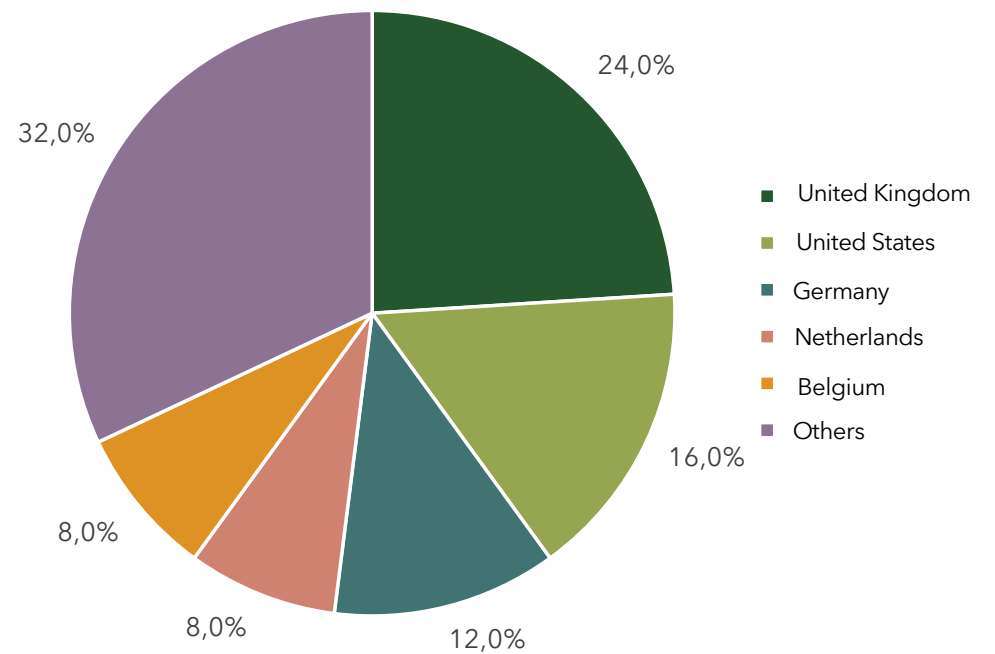
1,5 million OG

400 000 PG

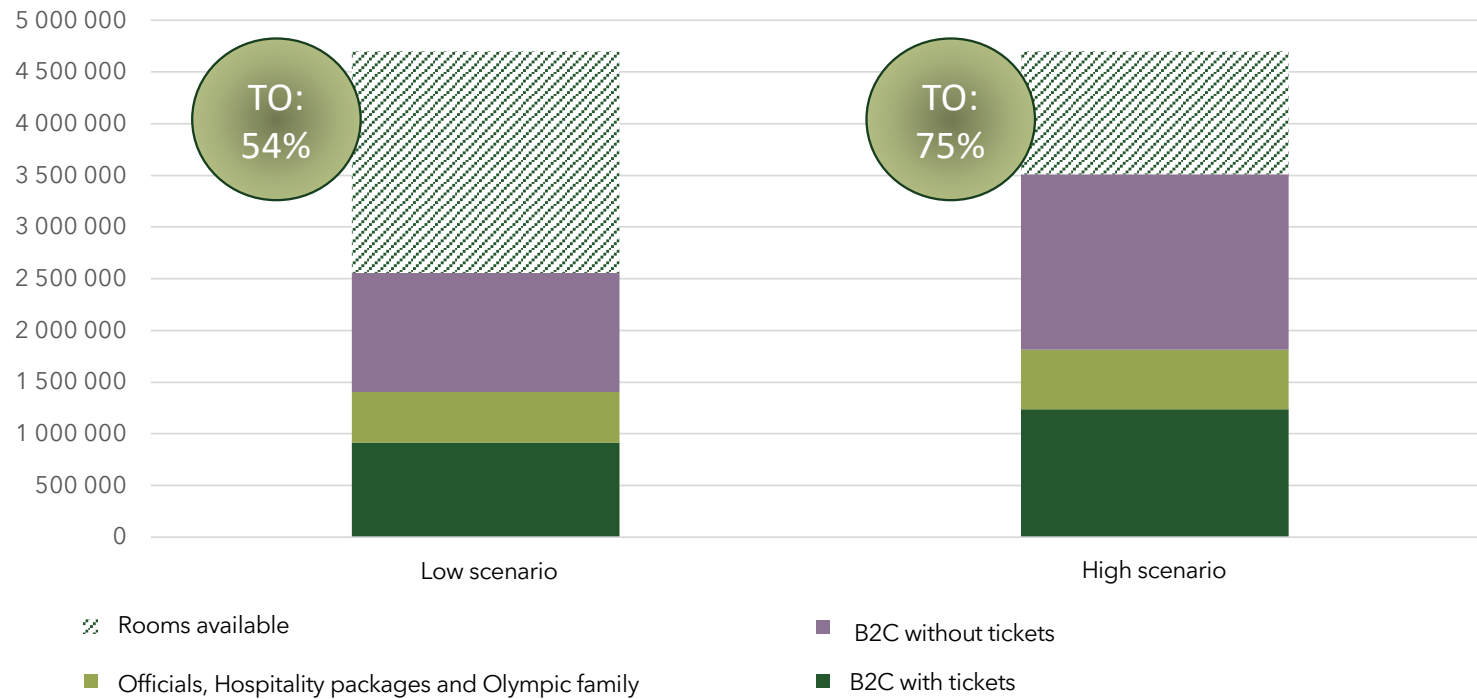
Olympic Games only :

55,9 % Europeans

44,1 % long haul



EXPECTED HOTELS OCCUPATION RATE (Paris region and neighboring hotel park)



Source : Paris je t'aime

What impact can we expect on 'usual' visitor's demand ?

BEFORE THE GAMES :

=> Crowding out effect ?

DURING THE GAMES :

- Visitors' demand during OG => more competition, festivities and less cultural activities (museum, theatre...)
- Visitors' behavior during OG => an Olympic tourist spends twice as much as a normal tourist. Non-ticket holders: average budget considered equivalent to budget of normal visitor.





LEGACY OF THE GAMES - DESTINATION POINT OF VIEW



Development of Pedestrian Paris

- **Limited Traffic Zone (ZTL)** in the center of Paris

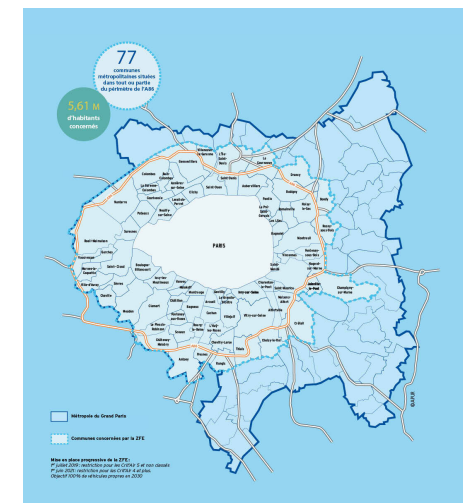
Postponed after the 2024 Games

- ✓ Coaches (except school buses) will no longer be able to circulate in the area
- ✓ Access to the Louvre car park possible via the west platforms
- ✓ Non-definitive scope . Ongoing consultation with transporters and tourism stakeholders

- **ZFE (Paris Low Emission Zone):**

Postponed after the 2024 Games

- ✓ Metropolitan project aimed at reserving space for the least polluting vehicles
- ✓ Vote on June 30 at the Metropolitan Council concerning the postponement of the ban on Crit'Air 3 vehicles



JOP 2024 : NEW MODEL



An ambition of offering the most sustainable event

- 93% of Olympic venues already exists
- Paris 2024 aims for a 55% reduction in carbon footprint compared to the 2012 London Games



NEW INFRASTRUCTURE



ADIDAS ARENA, Porte de la Chapelle (North of Paris).

- 8 000 seats
- 26 000 sqm²

=> will become **a new urban area**, 2 sporting complex, 2 000 sqm² dedicated to leisure offer, shops...

AQUATICS OLYMPIQUE CENTER, in Saint-Denis opposite the Stade de France, linked by a new bridge. Built in a sustainable manner for the Games.

=> will become **a sports facility** for residents and the venue for international competitions.

OLYMPIC VILLAGE, in Saint-Denis, Saint-Ouen-sur-Seine and Île-Saint-Denis.

- 6,000 beds
- more than 30,000 sm²

=> will become **the Universeine eco-district**





REFURBISHMENTS

- **Grand Palais**

=> has been closed since March 2021. Palais de la découverte & Cultural center will reopen before the Games

- **Tour Eiffel area**

=> surroundings will be transformed by 2024: priority to greening and soft mobility.

- **Seine river**

=> 23 swimming sites will be created towards 2025

- **Champs-Élysées**

=> From early 24 to Spring 2024 : renewed of the terraces. Objective: "unity, homogeneity and coherence of the 19 terraces. Project part of the "re-enchantment of the Champs-Élysées" carried out by the city of Paris, which has invested 30 M€ to repair roads, street furnitures and gardens.



TRANSPORTATION

- **Cycling**

=> 60 km of new cycling path, new cycle floats and new parking

- **Public transportation**

Extension Line 14 (Orly Airport towards Saint-Denis Pleyel station)

Extension RER E towards La Défense and Nanterre

Refurbishments: Saint-Denis-Pleyel station and Gare du Nord

- **Public transportation : new services**

Rolling title: 1, 2, 3, 4, 5, 7, 14 days

Available in stations + dematerialization on Android and iPhone. Available in English

Accessibility : 21 new stations, 200 more escalators, 100% of bus lines accessible to UFR

What impact for DMO in terms of role in product development, dispersal, distribution ?

OUR PRIORITIES :

- => Promote Paris differently, showcase Paris local activities
- => Improve visitor experience
- => Act consciously : for an ecological transition and meaningful tourism

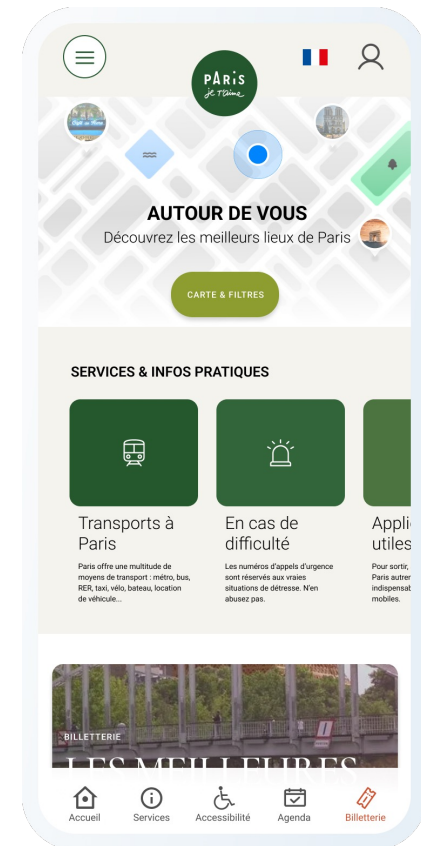
OUR DELIVERIES :

- => **Hospitality manifesto**
- => Digital tools : **MyParisjet'aimé** and **MyParisjet'aimé Handicap**
- => **B2B services** : booking Platform & Catalogue of 400 activities in Greater Paris. Dedicated Sales Team and Customer Service.



myPARIS
JETAIME

myPARIS
JETAIME HANDICAP



NEW ATTRACTION FROM FALL 2023 ! SPOT 24, *Riding the Olympic wave*

SPOT 24 : 1000 sqm2 at the foot of the Eiffel Tower

- Tourist information
- Olympic exhibition, *Riding the Olympic Wave*, co-production with the Olympic Museum of Lausanne
- Spot 24 Café
- Wide range of events all year long

Opening :

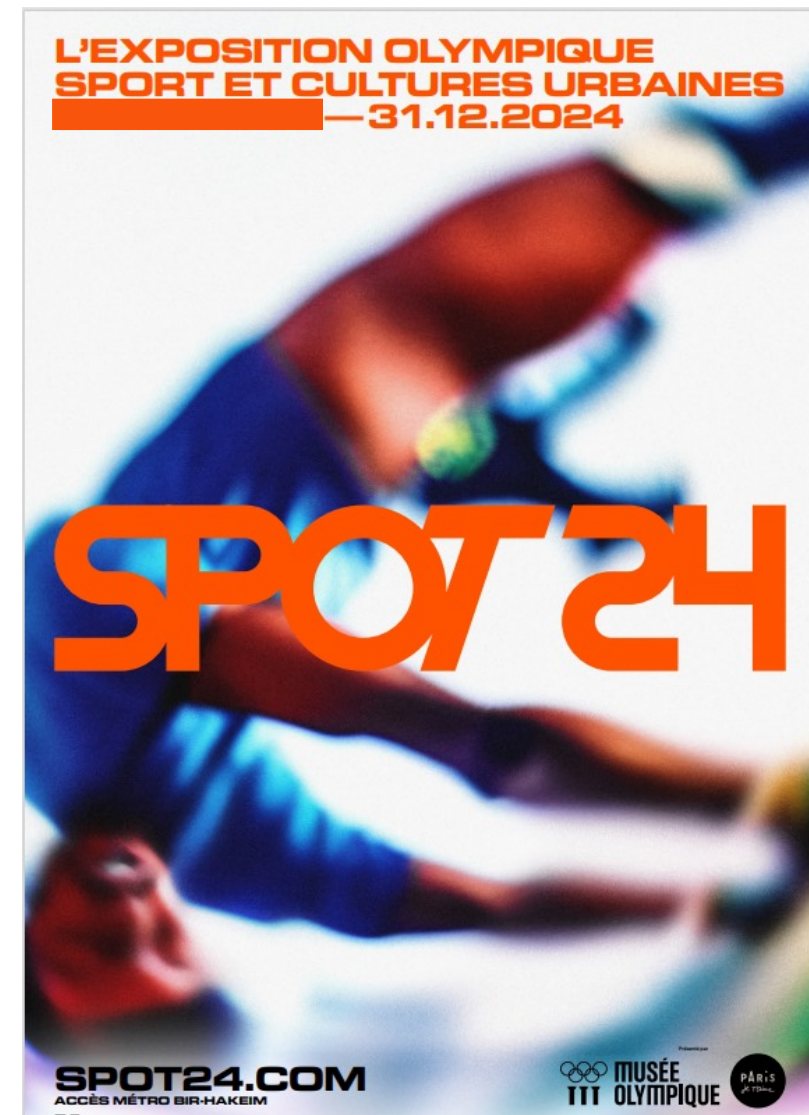
Fall 2023 - December 31, 2024 - open 7 days a week

+ 200,000 visitors expected

Tickets : 14€; reduced:10€

Institutional supports : City of Paris; Paris 2024; IOC; French Ministry of Sports; French Ministry of Culture

More info on www.spot24.com





ORGANIZATION OF THE COMPETITION LET'S GET PREPARED TOGETHER!



Hotel inventory

- Paris 2024 has pre-empted **50 000 rooms**.
- **Dec 2023** : return to the market of rooms not pre-empted.
- After this date, Paris 2024 will pay fees to the hotels pre-empted to release more rooms.



Focus on road circulation

- **Olympic routes:** 185 kilometers with limited access
From July 1 - September 15, 2024
Perimeter is defined (road blocks, streets, périphérique...)
=> details on traffic conditions to come
- **Olympic venues :** 2 kind of perimeters :
1/ Security perimeters => restricted and access control, immediate proximity with the site
2/ Circulation perimeters => around the sites : diversion to avoid transit flows and ban on circulation on roads except for **rights holders**.
=> pedestrians & bicycles are circulating in this area.
=> list of rights holders not yet final.
- **Road events** (marathon, cycling...): same perimeter system as for an Olympic site with timelines to be defined (i.e. day before the competition, there are familiarization times).
- **Timeline given by the Préfecture of Paris :**
Mid-Oct - end of December 23 : consultation with partners, associations, elected officials, administrations, etc.
Early 2024: general public communications



Transports

185 km de voies olympiques pour Paris 2024

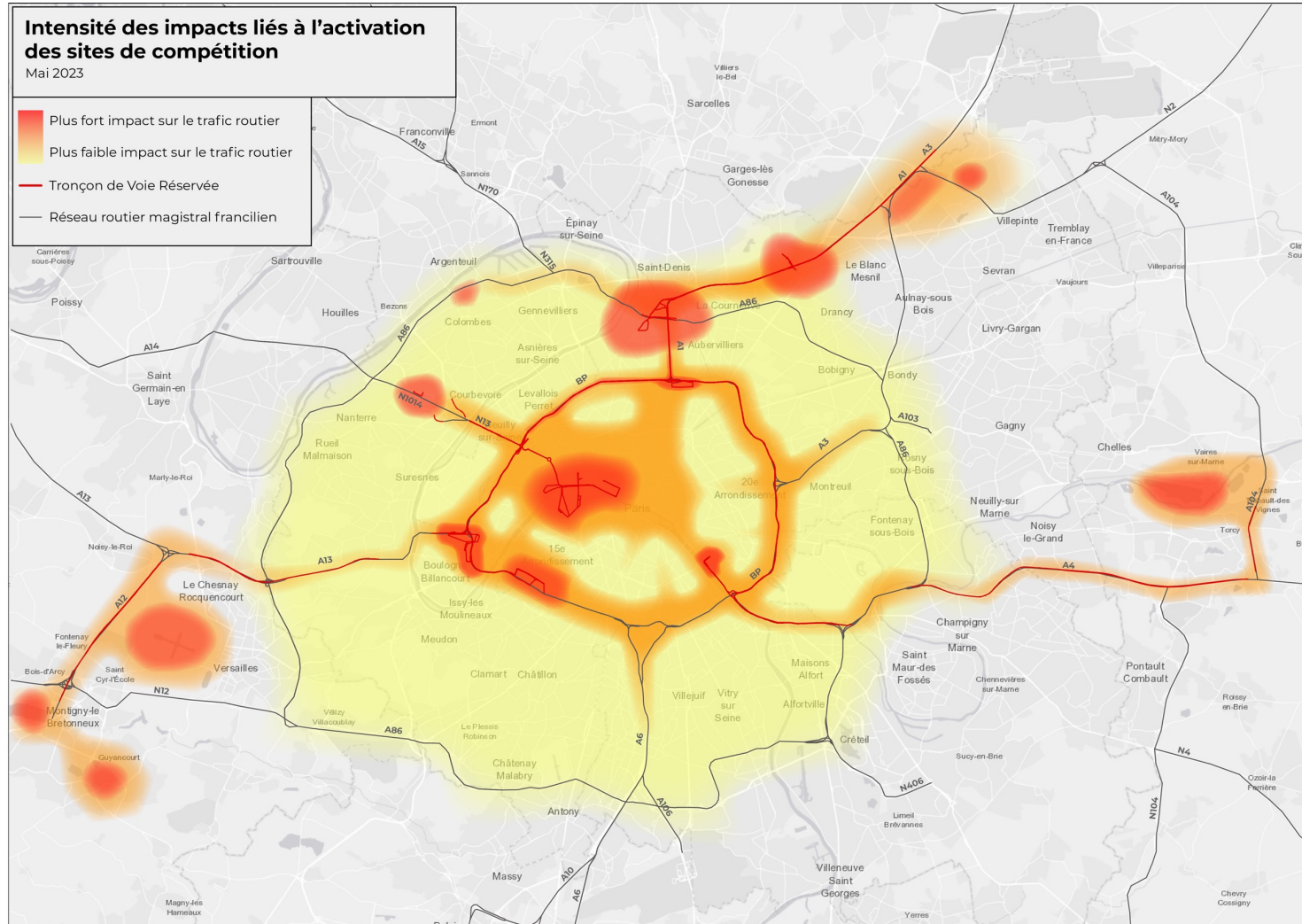
Axes routiers réservés aux personnes accréditées



15 février 2023.

Le Parisien

Road circulation anticipations



Activities on and around the Seine River

- **Opening ceremony :**

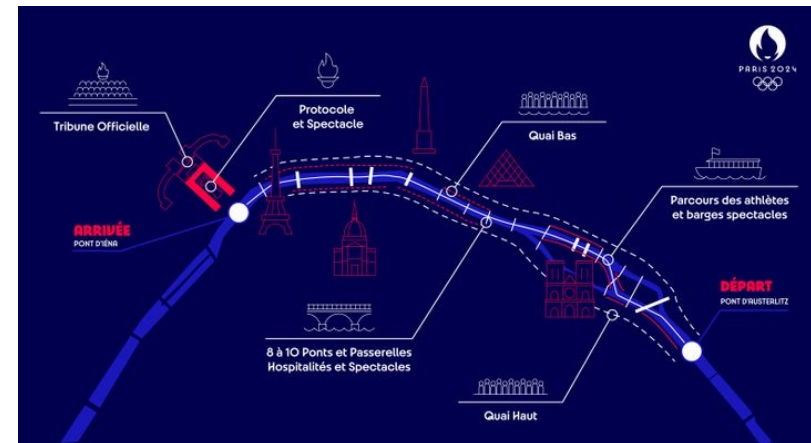
Security perimeter taking into account buildings that encompass life Seine

Assembly and dismantling period to be taken into account (several days before and after).

Restaurants and businesses will not be closed but security measures will involve collaboration with businesses.

Seine: mine clearance on boats, linear and water...

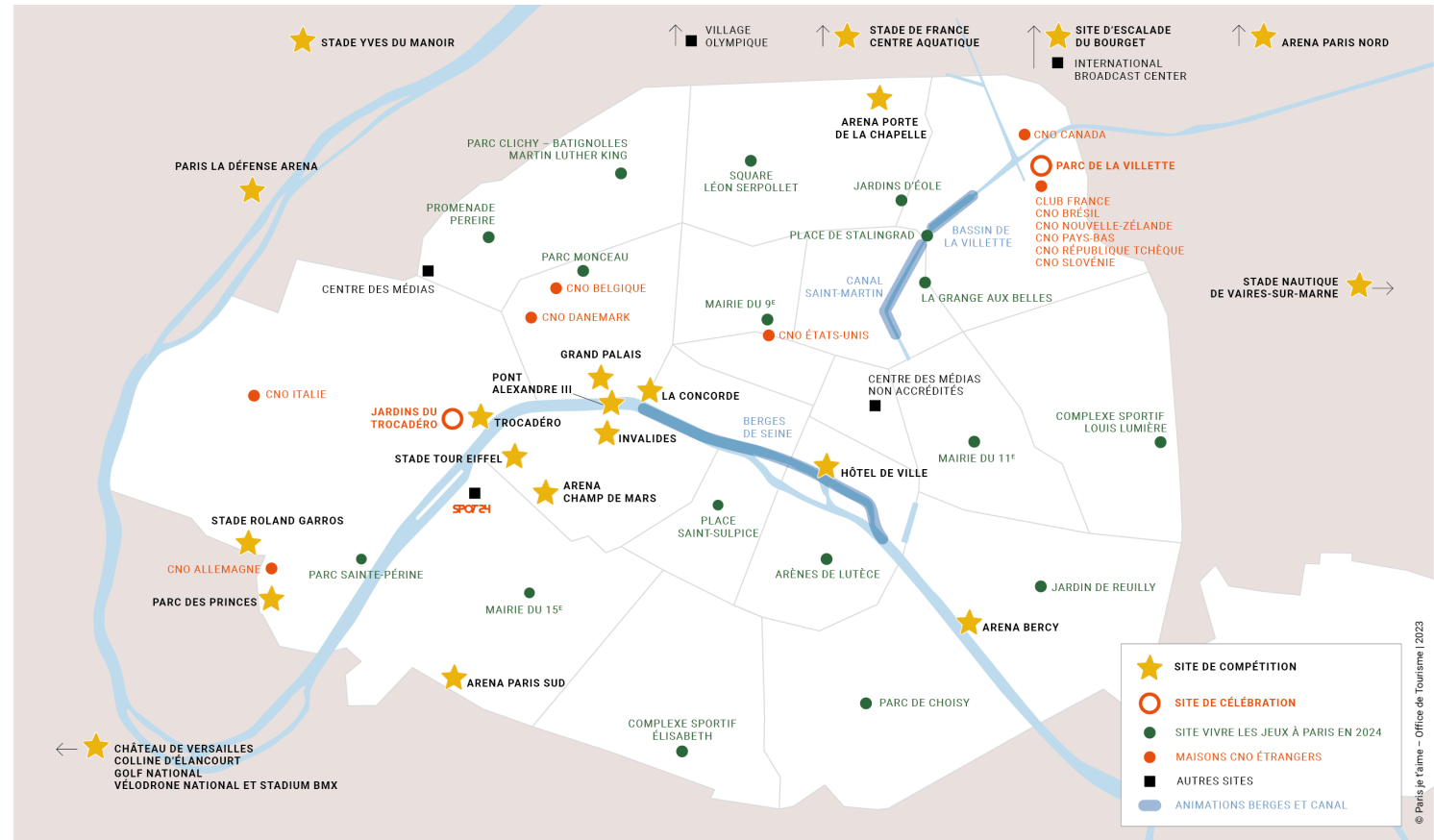
=> Communication on methods and measures **before the end of the year**



OG : celebrations all over Paris

- **La Villette :**
 - Club France
 - Plateau France TV
 - [20 Archi-Folies](#)

- Celebration site **Hotel de Ville**
- And celebration sites *Club 2024* in each quarter of Paris
- CNOs
- Champion's park in **Trocadéro**
- ...



THANKS FOR YOUR ATTENTION



PARIS
Office du Tourisme
et des Congrès

