

ETOA - INDUSTRY DAY, BRUSSELS

February 28, 2024



« Ces JO feront un carton » (Tony Estanguet, président du Comité d'organisation de Paris 2024)

COUNTDOWN HAS STARTED !



**JEUX
OLYMPIQUES**

J-149

26 juillet 2024 - 11 août 2024



**JEUX
PARALYMPIQUES**

J-182

28 août 2024 - 8 septembre 2024





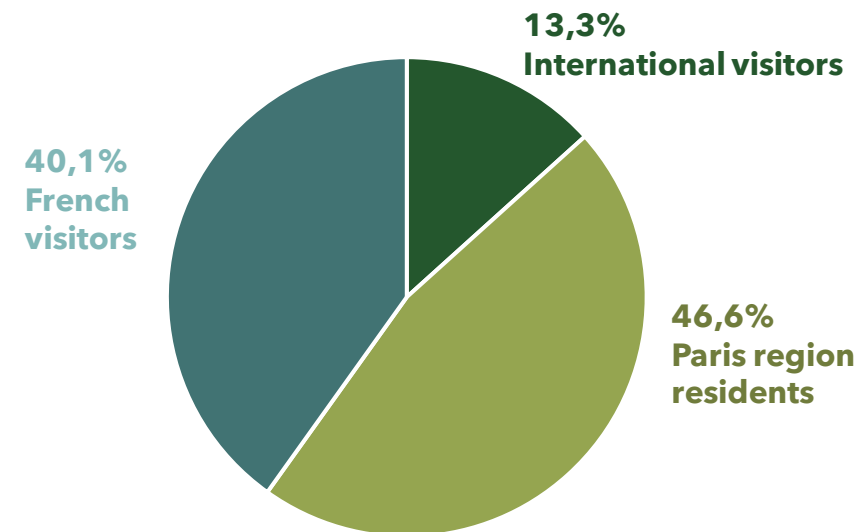
MARKET INSIGHTS



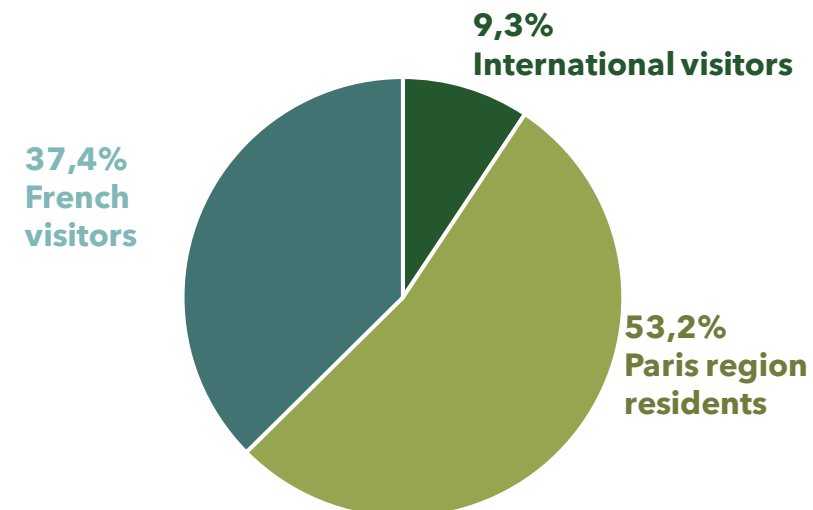
Expected attendance in Paris Ile-de-France region



11,3 million visitors in Paris region

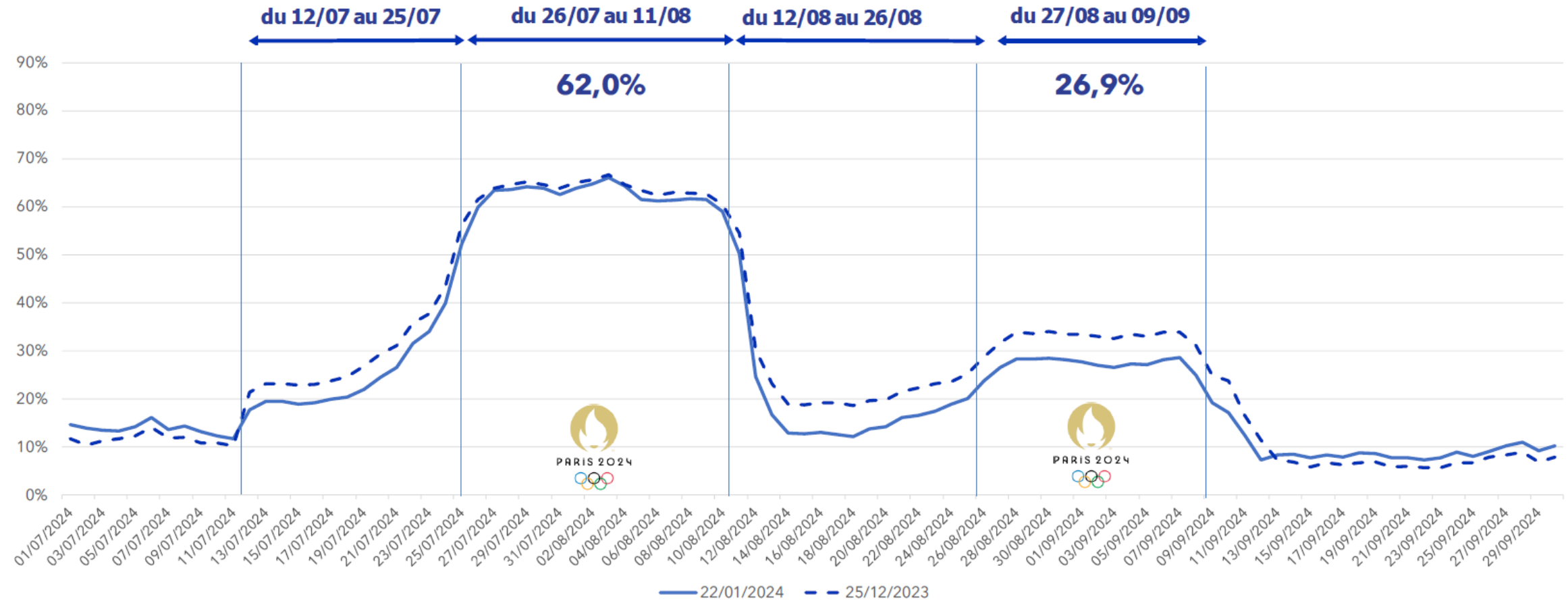


3,9 million visitors in Paris region



Market trends : hotel bookings July to September 2024 Paris

(% rooms booked - on 22/01/24 compared to 25/12/23)



Note: Panel composé de 273 établissements représentant 25170 chambres



Market trends : room pricing during OG and PG

Price observed on February 20, 2024 :

Olympic Games : July 26 - August 11

481,2 € (Great Paris)

-4,4% vs Jan 2, 2024

595,7€ (Paris IM)

-8% vs Jan 2, 2024

Average price Great Paris :

202€ July 2023

161€ August 2023

231,7€ September 2023

Source : MKG

Paralympic Games : August 28 - Septembre 8

227€ (métropole)

-6,9% vs Jan 2, 2024

The Games, an accelerator to renew the sight on Paris

OUR PRIORITIES :

- => Showcase local activities
- => Improve visitor experience
- => Act consciously : for an ecological transition and meaningful tourism



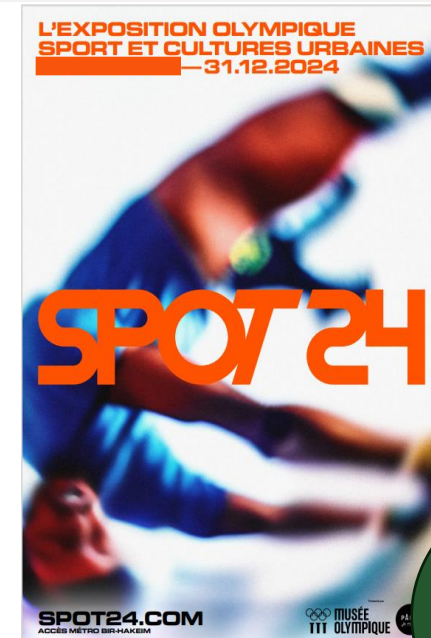
Manifeste de l'hospitalité
L'ENGAGEMENT DE TOUS À BIEN VIVRE ENSEMBLE

Hospitality
Manifesto



Digital
tool

PARIS
je t'aime



Opening
flagship :
SPOT 24



HOSTING THE GAMES



Paris welcomes visitors before the Games

Even if Paris is preparing to receive the Games, travel experiences will still be enjoyable before the Games.

=> From Spring : setting up of temporary competition sites will have a limited impact on circulation within Paris.

Mid-May : Pont Alexandre III will be closed as well as a part of Trocadéro

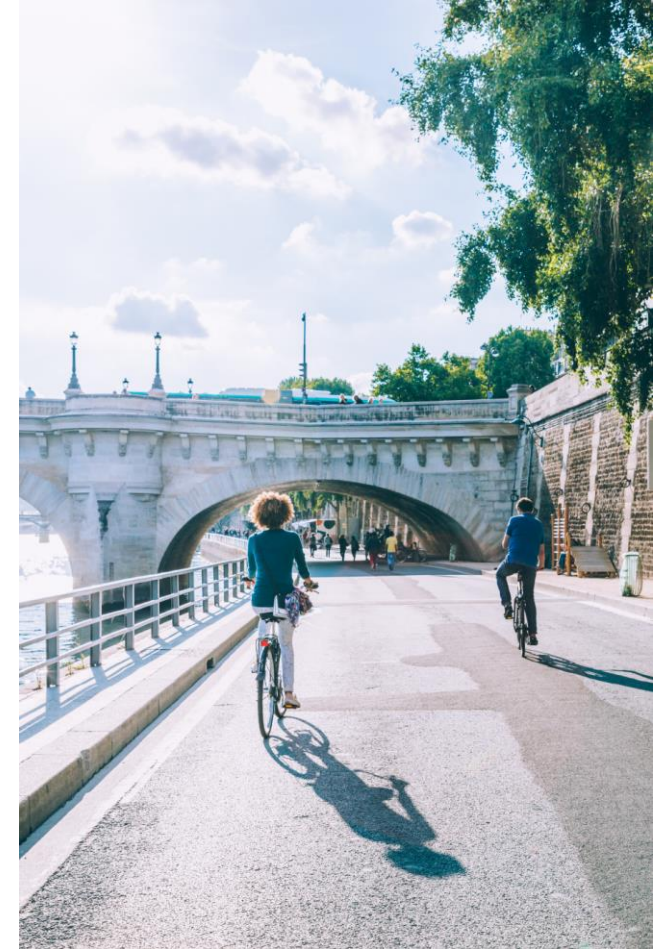
June 1 : Place de la Concorde will be closed to vehicles

What tourists can expect at this period ?

- Public transportation works normally.
- Sites, museums and monuments accessible as usual.
- River cruises continue until 7 days before the opening ceremony (July 26).
- From mid-May, motorized activities will marginally revise their itineraries, mainly in the Invalides and Concorde sectors.

What tourists can experience at this period ?

- Taking part of the City entering into the celebrations, in particular the 'Look of the Games' in urban spaces.
- Enriching cultural program through the Cultural Olympiad focusing on art and sports



Paris welcomes visitors during the Olympic Games, July 26 - August 11

Once in a lifetime event to be lived !

- For security reason, dedicated measures will take place
- => On July 14 and 15 : Paris will welcome the flame relay
 - => On July 26 : opening ceremony
 - => During OG : road competitions

Specific measures for security and circulation include :

- Olympic lanes
- Opening ceremony, July 26
- Activation of perimeters

What visitors can expect at this period ?

- Celebrations all around the city
- Main museums and monuments open
- Need to anticipate perimeters rules & travel time



4 types of security perimeters

Pedestrians and cyclists will be authorized to circulate within the red and blue perimeters, without proof.

1. ORGANIZER PERIMETER

Olympic venue enclosures.

Regulated access, totally prohibited, except vehicles accredited by P24.

Pedestrian access reserved for ticket holders during events.

Limited impact (but parking restrictions) except for temporary sites.

2. SILT PERIMETER :

Protection perimeter

Set up for large events

Immediate proximity to the sites

Access: spectators with tickets and accredited by the organizer.

3. RED PERIMETER :

Prohibition of motorized traffic unless exempted

Authorization for pedestrians & cyclists Special access for certain vehicles, under time conditions, with access control by law enforcement (users, traders, businesses, etc.) => prior registration on the digital platform

4. BLUE PERIMETER :

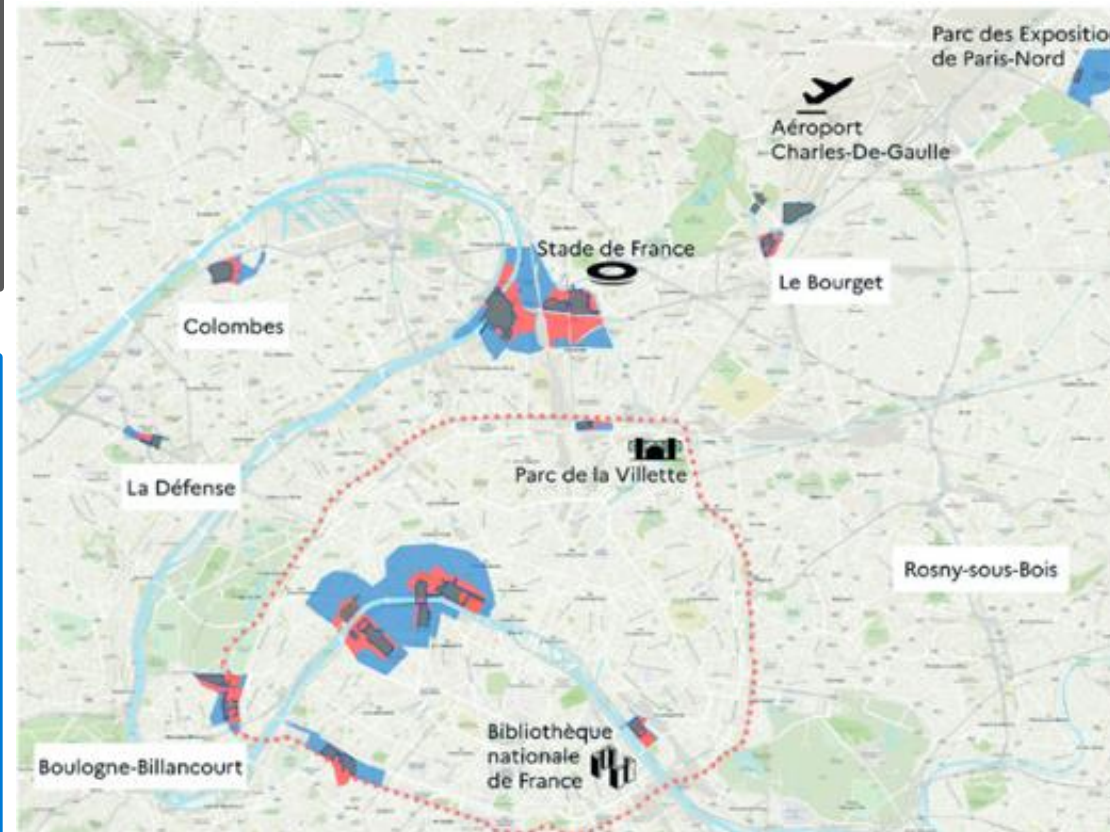
Traffic regulations

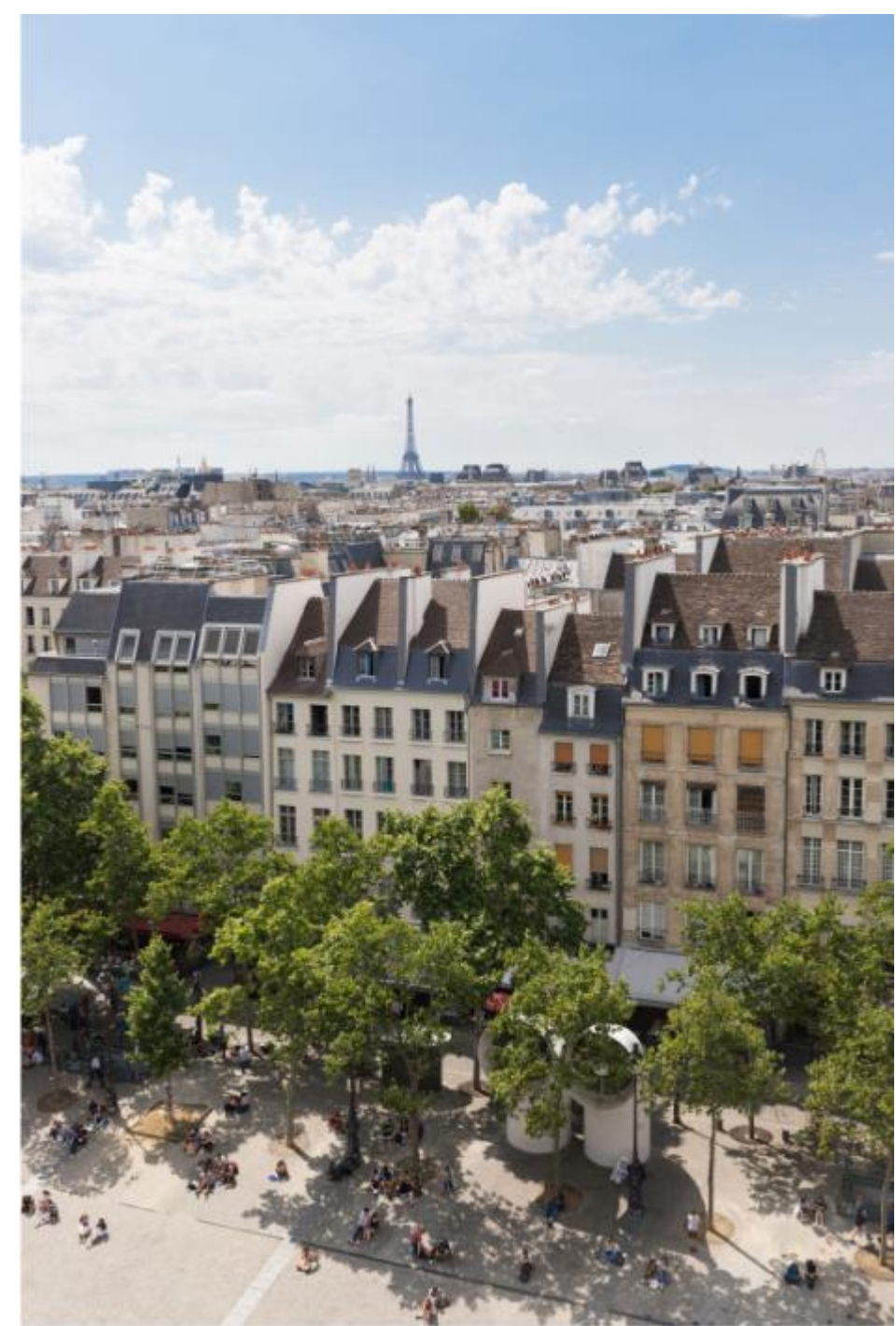
Authorization for pedestrians & cyclists

Transit prohibited (diversions), local service possible for rights holders (residents, economic, social, cultural activities)

Driver access able to justify a need for access, random checks.

Olympic sites - Great Paris :





LEGACY OF THE GAMES



Revitalized neighborhoods will expand the attractiveness of Great Paris

Seine Saint-Denis (North of Paris)

AQUATICS OLYMPIQUE CENTER,

opposite the Stade de France, linked by a new bridge

OLYMPIC VILLAGE, will become **the Universeine eco-district**



Pleyel district of Saint-Denis :

SAINT-DENIS PLEYEL STATION, the largest and most interconnected of the Grand Paris Express stations. Refurbishment of the Tower includes hotel H4, cultural center, shops...



Porte de la Chapelle (North of Paris)

ADIDAS ARENA : 8 000 seats, 26 000 sqm²
New urban area; 8.5 hectares of green spaces, renovation of public facilities...



Renewed tourist experiences

- **Grand Palais** and Palais de la découverte
- **Tour Eiffel** surroundings : priority to greening and soft mobility.
- **Seine river** : depollution & 23 swimming sites will be created towards 2025
- **Champs-Élysées** : “re-enchantment of the Champs-Élysées” plan to repair roads, street furnitures and gardens.

NOT TO FORGET :

- **Reopening of Notre-Dame de Paris, Dec 8, 2024**



Paris greener and easier for all

Cycling path in Paris (+400km),
new cycle floats and parking



Public transportation

Extension Line 14 (Orly Airport), RER E
Refurbishments Gare du Nord

New services : Rolling titles available;
dematerialization of ticketing



Accessibility

100% Bus lines accessible to UFR
Nearly 200 km, 100% accessible towards
2025 and 2030 - Grand Paris Express
64% of UFR hotel rooms audited in Great
Paris



Development of Pedestrian Paris

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

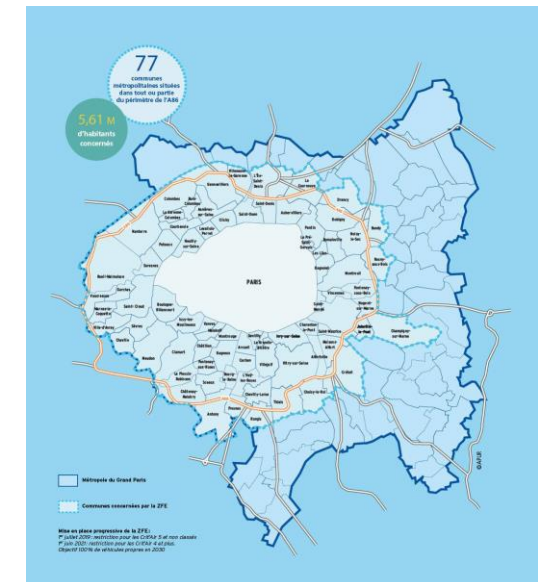
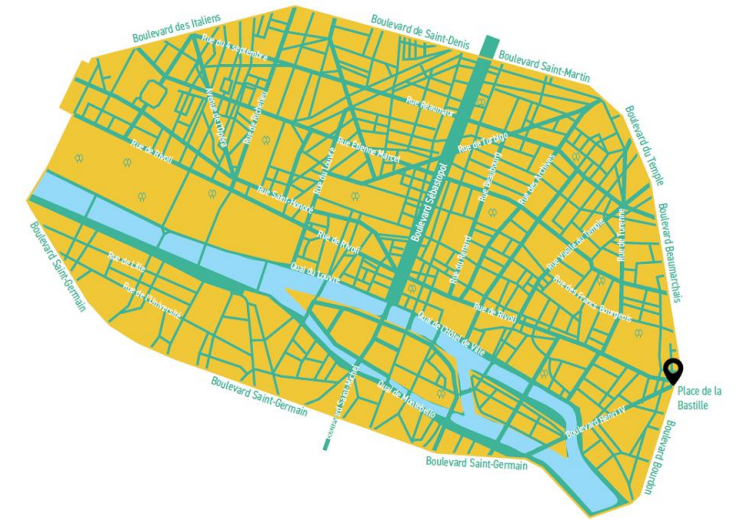
Postponed after the 2024 Games

- ✓ 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



THANKS FOR YOUR ATTENTION



PARIS
Office du Tourisme
et des Congrès

