



Explore
France





EDITORIAL

2024 will go down in history as an outstanding year for France. The commemoration of the 80th anniversary of the D-Day landings, the Olympic and Paralympic Games, and the reopening of Notre Dame Cathedral in Paris were all events that brought our country unprecedented international recognition.

The Paris 2024 Games broke attendance and engagement records and will leave a lasting legacy for our tourism industry. They have demonstrated France's ability to organise major innovative, community-oriented, accessible and secure events that also promote our regions. The whole world was captivated by the images of France, its landscapes, historic monuments and iconic sites.

This legacy means we must pursue our ambition to make France the world's leading sustainable, innovative and inclusive tourist destination by 2030. The onus is on us to build on the momentum that has been generated and to fulfil France's ambition by developing an authentic and responsible approach to tourism that showcases our entire country. The rise of sports tourism, the renewed appeal of 'know-how' tourism and wine-related tourism, our central location in the heart of Europe for innovative business tourism, the potential of our overseas territories and the country's immense yet still little-known heritage are all assets we can promote to visitors looking for new experiences.

We will extend this legacy with the 2030 Winter Olympic and Paralympic Games, the Mountain Games, which are a unique opportunity to showcase all of our French mountain ranges.

The State, alongside local authorities and industry stakeholders, is committed to supporting the sector's transition and ensuring that the experience meets visitors' expectations. Together, we must seize this unique opportunity to use the success of the Games as a lever for the sustainable transformation of French tourism.



Nathalie DELATTRE
Minister delegate in charge of Tourism

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1. WHAT IS THE GAMES' LEGACY IN TERMS OF TOURISM?

THE GAMES SET MULTIPLE RECORDS

≈ 5 billion

people watched
the Paris 2024 Olympics

12 million

tickets were sold
for the Olympic and
Paralympic Games

2.6 million

fans attended the road
and triathlon events
free of charge

4 million

spectators attended the
competition venues, and
approximately

≈ 7.9 million

people gathered
at the celebration sites
throughout France

≈ 6 000

journalists/photographers,
80% of them international

Carbon emissions
were reduced by **50%**

16.7 billion

people engaged
with Olympic Games
social media

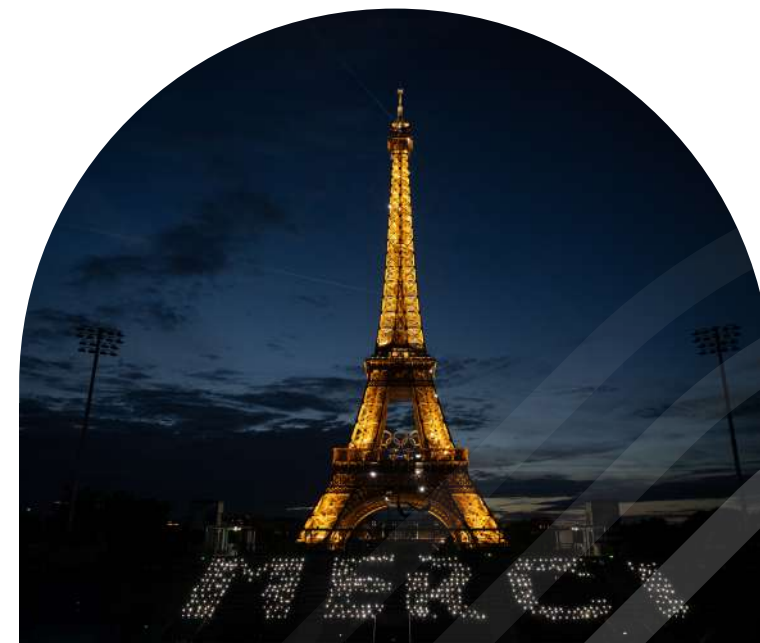
100%

of the energy consumed came
from renewable sources

95%

of the sites already existed

SOURCE: IOC



32 sports **48** disciplines

35 competition sites

4,800 local authorities with the 'Terre de Jeux' label

14,900 athletes from **206** countries

The Paris 2024 Olympic and Paralympic Games forged a significant legacy for French tourism that will last well beyond the event itself.

This legacy is based on:

LEGACY 1

The record attendance figures

LEGACY 2

The lasting positive changes

LEGACY 3

A renewed positive image of France and its regions

LEGACY 4

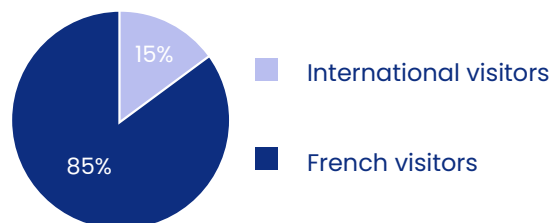
An increased capacity to host major events

VERY HIGH ATTENDANCE DURING THE OLYMPIC GAMES

VISITOR ANALYSIS (TOURISTS, DAY TRIPPERS AND LOCALS) WITH OR WITHOUT TICKETS

11.2 million visitors

(tourists, day trippers and locals)



including 3.1 million tourists*



*day trippers (day visitors, not staying overnight) are not taken into account here

The number of visitors staying at hotels in the Ile-de-France region rose sharply during the games:

- **Up 13.1 points** in Seine-Saint-Denis with an increase of **205%** in foreigners staying overnight
- **Up 10.1 points** in central Paris

SOURCE: PARIS JE T'AIME

Greater number of international tourists (compared with 2023)



13.5%
+21%



7.6%
+42%



6.8%
+21%

A significant increase in international tourist numbers (compared with 2023)



+109.4%



+64.9%



+94%

TICKET HOLDER ANALYSIS

Spectators came from **222** countries

62% were French

38% were international, mainly from the following five countries:



SOURCE: IOC



AN OVERALL INCREASE IN VISITORS IN 2024

Sparked by the Olympic and Paralympic Games, the 80th anniversary of the D-Day Normandy landings and the reopening of Notre Dame de Paris, **tourism in France has experienced strong growth and a vast increase in global visibility.**

France welcomed more than **100 million international tourists** and generated **71 billion euros** in international revenue in 2024, an increase of **2%** and **12%** respectively over the previous year.

Five countries are the main sources of French tourism revenue: Belgium, the United Kingdom, Germany, Switzerland and the United States, up by 5% to 15% compared to 2023. France is still the top destination for Belgians.

The end-of-year holidays saw a significant uptick in tourism, mainly driven by ski resorts and an increase in international visitors. This uptick can be attributed to the heightened focus on France, which has considerably strengthened its appeal on the international front.

The exceptionally high snowfall during this period was also a contributing factor. International visitor numbers rose sharply during the end-of-year holidays, up 10% on last year. European and long-haul traffic was buoyant over the period for all areas studied (rural, coastal, urban and mountain).

British visitor numbers are growing after a slowdown that lasted several months. More Swiss, Spanish, Dutch and German customers (a sharp increase) came to France than last year. France was the number one destination for Italians at the end of the year. Visitor numbers from farther afield, (Japan, Australia and China), are also growing, while the United States is stable.



AN ENCOURAGING OUTLOOK FOR 2025

The initial visitor forecasts indicate a favourable trend for French tourism in the first quarter of 2025.

At a national level, **international air arrivals are up by 10% over the first three months of the year compared to last year**, with strong performances from the Americans (**up 15%**), Brazilians and Indians (**up 7%**) and the Chinese (**up 16%**).

Paris's dynamic remains very strong after the Olympic and Paralympic Games and the reopening of Notre Dame de Paris, with a 7-point increase in hotel occupancy expected in January 2025 and a 4-point improvement in booking rates for February 2025.

This initial and significant uptick indicates a growth trajectory for tourism in the country by 2025, driven by the international events that France so successfully hosted in 2024.

This is evidenced by our 'Open Doors Open Games' campaign post-test results:

31% of respondents to the campaign's post-test are considering a trip to France between now and 2026.

This percentage rises to **50%** for people exposed to the publicity campaign.

France's most popular visitor destinations are the Paris Region (**58%**), Auvergne Rhône-Alpes (**19%**) and Normandy (**19%**).

*based on 4,124 valid surveys (800 per country) conducted among a population aged 18 to 64 in Belgium, Germany, the Netherlands, the UK and the US between 7 and 16 October 2024.

LASTING CHANGES

The 2024 Paris Olympic and Paralympic Games have created tangible and significant benefits not only for Parisians but for all French people. These reach far beyond the world-famous sporting event that they represent. The projects planned as part of these Games, whether they concerned mobility, urban development or the environment had a lasting impact. This regeneration now benefits both local residents and international visitors.



PARIS AND ITS REGION

Grand Paris Express: Improving access to tourist sites

The [Grand Paris Express](#) project, led by the Société du Grand Paris, is the biggest infrastructure project in Europe. It will involve the construction of over 200 km of driverless metro lines and 68 new stations by 2030. In the run-up to the Paris 2024 Games, the Metro line 14 extension was the first of the network's lines to be opened, allowing visitors from all over the world to reach the main competition sites from Paris Orly airport. Now the Games are over, the Grand Paris Express means people can travel through the capital's centre.



Greener transport and more environmentally friendly mobility

Cycling featured prominently during the Paris 2024 Olympic and Paralympic Games. Bicycle tourism is one of the new growth sectors of the French tourism market, particularly in the Paris Region. By making the Games' competition sites bike-friendly, Parisians now benefit from a network of cycle paths covering over 1,000 km.

Other France-wide cycle routes link some of the country's most beautiful regions all year round: the [Scandibérique](#) (EuroVélo 3) is the longest French cycle route and links Paris to Bordeaux, the [Seine à Vélo](#) runs through Normandy to link Paris to the coast, and the [Véloscénie](#) serves the West ending in style at the foot of Mont Saint-Michel, one of France's most stunning sites.



More eco-friendly tourist transport

Tourist transport is following the eco trend and going green! Tourism professionals in Paris are aware of the importance of timely action, and are committed to offering visitors more sustainable transport options. E-mobility is firmly in the spotlight whether for an eco-friendly outing or dinner on the Seine with [Vedettes de Paris](#), [Vedettes du Pont Neuf](#), [Yachts de Paris](#) and the [Green River Cruise](#). [Marin d'eau douce](#) organises outings on the Ourq canal, [Tootbus](#) runs sightseeing tours that use 100% clean energy, and visitors can also hire a [Turtle](#) bicycle-taxi or an electric scooter.. Parisian tour operators are introducing a host of innovations to bring their offerings more in line with current environmental issues.

LEGACY 2

Cleaning up the Seine for open-water swimming

The triathlon, para-triathlon and open water swimming events took place in the Seine, between the Eiffel Tower and Les Invalides. This marks a turning point in the long process of making the Île-de-France region's rivers swimmer-friendly.

[Open-water swimming](#) is an important legacy of the 2024 Games and means habitants can fully enjoy their rivers and streams. It will encourage people to learn to swim and provide a welcome respite from increasingly hot summers in town and cities. As a result, the State and the Ile-de-France region are working together to improve water quality with a view to opening 23 swimming sites in 16 Greater Paris Metropolis municipalities, including five in the capital.



Regeneration of the La Chapelle district with the Adidas Arena

The [Adidas Arena](#) was opened to the general public on 11 February 2024 at the Porte de la Chapelle. This was one of the major constructions carried out for the Paris Games. It has transformed this neighbourhood, leaving a positive permanent legacy for local residents. After hosting four Olympic events, the Adidas Arena is now a venue for concerts, sporting and cultural events and exhibitions and offers various communal areas and activities for local residents.

AN ADDED PLUS: the esplanade in front of the Adidas Arena has been named after Alice Milliat, the sportswoman who organised the first Women's Olympic Games in Paris in 1924.

LEGACY 2



📍 SAINT-DENIS

The Olympic Aquatic Centre: a model of environmental excellence

The Olympic Aquatic Centre showcases French expertise in sustainable innovation and technical and energy performance on an international level. Designed primarily with bio-sourced materials, featuring recycled and reused products internally and with a fully-solar panelled roof, it now hosts training sessions for local sports clubs and associations and for the French diving team of the Fédération Française de Natation, the French swimming federation.



Renovation of Saint-Denis Pleyel, creating a brand-new living and tourist space

The Athletes' Village in the Saint-Denis Pleyel district has been completely refurbished to provide Saint-Denis residents with 2,220 additional housing units and attractive business premises. The Ministry of the Interior will also take up residence there during 2026.



📍 COLOMBES

Step back in time at the Stade Yves-du-Manoir

A century after the Paris 1924 Olympics, the Yves-du-Manoir stadium hosted the second Olympic Games in its history. The Hauts-de-Seine Department has now launched a modernisation and development project to ensure this facility can continue to hold all kinds of sporting activities and keep the spirit of the Games alive.



📍 BOBIGNY

PRISME: The largest European hub for disabled sports

The Pôle de Référence Inclusif Sportif Métropolitain (PRISME) has arrived in Bobigny at the La Motte Stadium. First used as a training ground for Paralympic athletes, this new sports hub for disabled users is the only one of its kind in Europe and opened its doors to the public on 1 February 2025.

LEGACY 2

Regional services

Calls for expression of interest in the 'Customer Journey' project, led by Atout France, **aimed to enhance the quality of the experience and satisfaction** of French and international travellers during the Paris 2024 Games by offering them a maximum of digital services and innovative solutions.

The **12 winning projects**, selected from the 100 applications received, **aimed to optimise and streamline the visitor experience**. They had to be operational by June 2024 and were eligible for grants of up to €200,000.

The development of these solutions will leave a lasting legacy for the destination.



NANNYBAG

Luggage storage facilities near transport links and tourist sites combined with a luggage delivery service throughout France.

- Development of the left luggage network (SNCF railway stations and links)
- App translated into three new languages
 - Improved SEO
 - Online luggage transfer service launched in Paris
 - Development of luggage transport network in partnership with Chronopost

JOOKS

MILE POSITIONING SOLUTIONS

A mobile app designed around major events for exploring cities and regions. It caters to walkers, runners, cyclists and people with reduced mobility.

- Development of tourist and sports tours dedicated to people with reduced mobility and the visually impaired in the 40 principal cities in France
- PRM route for the 2024 Olympic Games
- Marketing the solution to local authorities
 - Promoting the solution



OORION

An app in the form of an intelligent locator that enables visually impaired people to identify, find and locate elements in their environment (objects, texts, etc.).

- Development of an OOrion hotel solution
- Partnership with the Molitor Hotel in Paris and Marseille

LEGACY 3

A RENEWED POSITIVE IMAGE OF FRANCE AND ITS REGIONS

The 2024 Paris Olympic and Paralympic Games have greatly enhanced France's image as a tourist destination. **They showed it to be a modern, dynamic nation that is in tune with the times.** The event presented France in a new light, emphasising its cultural and natural assets and quality of life.

Highlighting French heritage and modernity

Holding ceremonies and competitions in iconic Paris locations resulted in spectacular images that captivated the global audience. The opening ceremony, for example, was held on the Seine, a historic first that showcased Paris from a new perspective. This approach has highlighted France as a country that seamlessly blends its historical heritage and the modern world.

Introduction of new sporting disciplines

The addition of disciplines such as surfing, climbing, skateboarding and break dancing gave the Games a fresh, youthful slant. These sports reflect current trends and attracted a younger and more diverse audience, boosting France's image as an innovative country open to new cultures.

Media impact and the international press

The international press has been full of praise for the organisation and atmosphere of the Paris 2024 Games. Media outlets like the Los Angeles Times and the New York Times emphasised the exceptional planning and meticulous execution of the event. The Economist praised the efficient use of existing and temporary infrastructure, as well as the enthusiasm of the spectators, and Le Monde headlined the 2024 Games as: *"The breathtaking view of Paris takes the gold medal"...* *The foreign press praised the "remarkable" Games.*



The Games projected a positive image of France as an **innovative, inclusive and sustainable country**, potentially attracting a **new generation of visitors**.



Transforming the host regions' image

The Marseille arrival of the Belem with the Olympic flame on board made a lasting impression. This moving arrival, which forged a link with the city's ancient history, was the starting point for the torch relay. **The torch travelled for 68 days through 450 towns and villages in 65 departments, including five overseas territories.** A unique opportunity to celebrate the diversity and abundance of France's cultural and natural heritage.

In short, the Paris 2024 Games provided an exceptional opportunity that redefined and enriched France's image on the world stage, highlighting a nation that is both proud of its heritage and resolutely forward-looking.

"We have succeeded in capitalising on the most stunning locations – the Place de la Concorde, the Eiffel Tower, Les Invalides, the Palace of Versailles, and so on – to make these Games the unforgettable Games."

Tony Estanguet

President of the Paris 2024 Organising Committee

AN INCREASED CAPACITY TO HOST MAJOR EVENTS

The organisational success of the Games has sealed France's reputation as a reliable and competent destination for the hosting of major events and conferences.

In the same way that the reopening of Notre Dame de Paris presented an opportunity to highlight the French trades and expertise involved in its reconstruction, the Olympic Games was a time to showcase the people and professions that contributed to the success of the event.

(Sources enquête UNIMEV, emploi2024, Paris je t'aime)

- **Expertise and leaders in creation and event design.**
- **An existing park** with infrastructure and centres suitable for organising events.
- **The technical and operational expertise** to develop and reconfigure these sites, as well as creating temporary sites.
- **Technical services expertise:** lighting, air conditioning, electrical distribution, cabling, data transfer.
- **Digital expertise and integration of cutting-edge solutions:** completely paperless ticketing systems, digital control devices, experimental use of algorithmic processing on video protection images, immersive experiences using augmented and virtual reality, and apps facilitating the customer journey.
- **Optimal spectator management:** welcoming participants, real-time monitoring of spectator flows, safety and security, accreditation checks, counting flows, cleanliness, coordination of medical services, etc.
- **The capacity to provide catering for events.**
- **Expertise in research, engineering and support:** CSR support and ISO 20121 certification, PR consultancy, logistics management, etc. Examples: logistical management of the boats during the Olympic Games opening ceremony.
- **Hospitality expertise:** Paris Je t'aime hospitality manifesto and hotel programme.

LEGACY 4



CONSEILS GAGNANTS
POUR ACCUEILLIR LE MONDE!



In terms of tourism, these major sporting events have provided an opportunity for working closely with the Organising Committees and the host regions to improve the quality of the welcome France offers as a destination.

The “**Bienvenue en France**” programme is a series of short videos and a comms toolkit that provided French tourism professionals with free information to help them better understand the profile, expectations and interests of travellers from 17 countries (10 during the Rugby World Cup and 17 for the Games). This meant they were given the best possible welcome to France during these events.





2. IDEAS FOR STAYS TO EXTEND THE OLYMPIC EXPERIENCE

ON THE TRAIL OF THE GAMES

📍 PARIS AND ITS REGION

DAY 1: Paris, the historic heart of the Games



MORNING

TUILERIES GARDENS & PLACE DE LA CONCORDE

- **Departure: Jardin des Tuileries**

Visit the site where the Olympic cauldron will once again grace the city from 21 June to 14 September 2025 and then every summer until 2028. Enjoy a stroll through the Tuileries garden, an iconic example of French classical design with magnificent ponds and statues lining the paths. The cauldron was designed by Mathieu Lehanneur, and rises to a height of 60 metres every evening, lighting up the sky over Paris between sunset and two o'clock in the morning.

- **Place de la Concorde**

Transformed into a sports arena for urban sports (BMX freestyle, skateboarding, 3x3 basketball), this historic square is a strong symbol linking heritage and modernity.

MIDDAY

GRAND PALAIS

- **Lunch in the area around the Champs-Élysées.**

- **Visit to the Grand Palais**

This fine example of Beaux-Arts architecture hosted the fencing and taekwondo events. Its impressive glass roof makes it a must-see.

AFTERNOON

LES INVALIDES & THE EIFFEL TOWER

- **Les Invalides**

This history-packed landmark hosted the archery competitions. The perfect opportunity to visit the Army Museum and admire Napoleon's tomb.

- **The Eiffel Tower & Champ-de-Mars**

This is one of the most iconic Games locations, with the pop-up volleyball stadium at the foot of the Eiffel Tower.

EVENING

DINNER ON THE BANKS OF THE SEINE

- **A dinner cruise on the Seine or dinner in a restaurant with a view of the Paris skyline and the Olympic cauldron.**



DAY 2: Versailles, the Games' equestrian centrepiece

MORNING

CHÂTEAU OF VERSAILLES & OLYMPIC SITES

- **Leave early for Versailles (30 minutes by train from Paris)**

- **Visit the Château of Versailles**

This jewel in the French crown hosted the equestrian events. Recapture the magic by visiting the Hall of Mirrors and the royal apartments.

- **Visit the equestrian competition sites**

The château's gardens provided a spectacular setting for the equestrian events, offering a unique fusion of sport and heritage.

MIDDAY

LUNCH AT VERSAILLES

- **Have lunch in a restaurant near the château or enjoy a picnic in the gardens after stocking up on supplies from the Notre Dame market.**

AFTERNOON

WALK IN THE GARDENS AND RETURN TO PARIS

- **Stroll around Versailles' gardens**

Explore the groves and admire the fountains that provided the backdrop to the competitions.

- **Return to Paris in the late afternoon.**



ON THE TRAIL OF THE GAMES

📍 MARSEILLE

DAY 1: The Vieux-Port and the Olympic Sailing Venue



MORNING

- Explore the **Vieux-Port**, the old port in Marseille's historic centre which hosted the start and finish of the Olympic regattas.
- Breakfast with a view at the **Rowing Club**, an ideal spot for watching the sailing boats and yachts while sipping a coffee and admiring the sea view.
- Take a stroll to the iconic **Mucem** and **Fort Saint-Jean** where history and the modern world come together, and take in a breathtaking view of the Mediterranean and the competition zone.

MIDDAY

- Enjoy a waterside lunch at **Chez Fonfon**, famous for its bouillabaisse, in the picturesque **Vallon des Auffes** district.

AFTERNOON

- Hop on a boat and relive the Games experience by touring the Olympic competition zone. You can follow the coastline, take in the view of the **Frioul Islands** or why not try hoisting a sail yourself?

EVENING

- Relax with an aperitif on the **Sofitel Marseille Vieux-Port's** rooftop terrace, with its panoramic view of the port and the city's lights.
- Round off your day with dinner at the **Les Trois Forts**, a chic restaurant with a menu inspired by the sea.



DAY 2: Beaches, Stade Vélodrome and Celebration of Sport

MORNING

- Have breakfast and relax on **Prado beach**, where Olympic Games festivities took place and sailing events captivated spectators.
- Go for a bike ride along the **Corniche Kennedy**, with its gorgeous view of the Mediterranean.

MIDDAY

- Have lunch at **Le Peron**, a restaurant that overlooks sea and the perfect place to savour Mediterranean dishes as you gaze out over the waves.

AFTERNOON

- Tour of the **Stade Vélodrome**, which hosted Olympic football games. Go behind the scenes at this legendary venue and immerse yourself in the atmosphere of Marseille sport.

EVENING

- Watch the sunset from **Notre Dame de la Garde**, AKA the 'Bonne Mère', which offers a majestic view of Marseille and its Olympic sites.
- Have dinner at **CNTL's O'2 Pointus** restaurant, and make the most of the terrace of the **Vieux-Port**, for a waterside setting with superb views of 'Bonne Mère'.



Bonus Option: A day in the Calanques

If you have an extra day, explore **the Calanques** de Marseille by boat or on foot. This natural wonder fits in perfectly with this sporting and maritime-themed trip.



ON THE TRAIL OF THE GAMES

LILLE

DAY 1: Exploring Lille and the Pierre-Mauroy Stadium



MORNING

- Stroll through Vieux-Lille, the city's historic heart with its cobbled streets, Flemish facades and Grand Place.
- Dig into a hearty breakfast at Méert, a Lille institution famous for its waffles.
- Visit the Palais des Beaux-Arts, one of the largest museums in France after the Louvre.

MIDDAY

- Have lunch at Atelier Iodé, a must for seafood lovers, right in the city centre.

AFTERNOON

- Visit the Stade Pierre-Mauroy, which hosted the 2024 Olympic basketball and handball events. Take a look behind the scenes at this ultra-modern stadium and feel the thrill of sporting excellence.
- Cycle to the Parc du Héron, a large green space where you can soak up the Olympic atmosphere and enjoy the leafy surroundings.

EVENING

- Settle down with an aperitif on Mama Shelter's rooftop terrace and take in the panoramic view of Lille.
- Enjoy a Michelin star dinner at Bloempot, where Flemish cuisine is enhanced by local products.



DAY 2: Sport, Culture and Paralympic Atmosphere

MORNING

- Breakfast at the Wazemmes market, a mecca for local foodies where you can sample specialities from the Nord department.
- Discover the world of breakdancing and check out the skatepark at the Halle de Glisse, in honour of breakdancing's inclusion in the Paris 2024 Olympic Games.

MIDDAY

- Enjoy lunch in the traditional ambiance of Estaminet Au Vieux de la Vieille, where you can savour a Welsh rarebit or the famous Flemish carbonade casserole.

AFTERNOON

- An inclusive activity at Plaine Canteleu, a sports area dedicated to disabled sports, ideal for trying out wheelchair basketball or other Paralympic disciplines.
- Discover Gare Saint-Sauveur, a cultural and festive venue that hosted Olympic related events, exhibitions and sports events.

EVENING

- Spend a festive evening at L'Aéronef, a live music venue that hosts artists from all over the world.
- Sample local beers at La Capsule, an iconic craft beer cellar in Lille.

Bonus Option: Day trip to Roubaix

If you have an extra day, head to **Roubaix** to visit the Roubaix Velodrome, a legendary cycling venue, and explore La Piscine - Museum of Art and Industry, an architectural treasure housed in a former Art Deco swimming pool.



DISCOVER THE LANDMARKS AND HISTORICAL TREASURES HIGHLIGHTED BY THE TORCH RELAY

The **68-day** Olympic Torch Relay celebrated some of France's greatest historical landmarks and traditions.

- **Places steeped in history** (the D-Day landing beaches, Mont Saint-Michel, the Palace of Versailles, the medieval city of Carcassonne, Joan of Arc's house in Orléans, etc.).
- Shining examples of French **'savoir-faire'** and culture (the Millau Viaduct, the Saint-Émilion vineyard, the Angoulême Comics Museum, the Palais where the Cannes Film Festival is held, etc.).
- And **superb countryside** (the Mont Blanc valley, Mount Canigou, Île-aux-Moines, Aiguilles de Bavella, etc.).

(Re)discover these memorable sites or set off to see them for the first time!

📍 **ALPS – MONT BLANC**

With your head in the clouds at the summit of the Aiguille du Midi or your toes in the lake, this relaxing interlude in the Alps, in the shadow of Mont Blanc is sure to lift your spirits. In winter, the ski resorts invite you to hit the slopes and recharge your batteries at mountain spas, high-altitude restaurants and other luxurious establishments. In summer, the pure Alpine air is even more conducive to switching off: hikes between mountain refuges, white water rafting or immersing yourself in local craftsmanship, all roads lead to the mountain pastures!

Paris 2024 / Étienne Grillot / SIPA PRESS



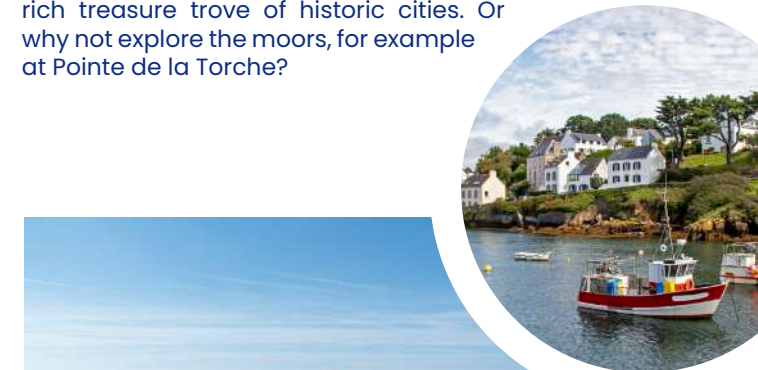
Paris 2024 / Cédric Bufkens / SIPA PRESS

📍 **BURGUNDY**

The climate in Burgundy is as much about its sky as it is its soil! Burgundy's 'climats', or parcels of land, are perfect for the 1,247 wine terroirs that give the destination its unique charm. In the autumn, their fiery russet colours echo the shimmering hues of the landmarks' rooftops, a reminder of the flamboyant Gothic period. What better time for a trip along Burgundy's waterways, with its stunning canals and rivers weaving through medieval villages, past Romanesque churches and magnificent vineyards?

📍 **BRITTANY**

Welcome to the invigorating world of Brittany! Brittany's coast is famous for its impressive spring tides. But it is also perfect for some health-boosting downtime. With 2,700 kilometres of coastline bordered by sandy beaches, rugged rocks and hidden-away islands, the ocean is the perfect backdrop any trip to Brittany. It is worth saying a while and poking around its rich treasure trove of historic cities. Or why not explore the moors, for example at Pointe de la Torche?



Paris 2024 / Lewis Joly / SIPA PRESS



Paris 2024 / Alexandra Padovani / SIPA PRESS

📍 **CORSICA**

Corsica is known as the Isle of Beauty thanks to an incredible landscape of red cliffs that tower over turquoise waters, stone villages that cling to the mountainside, and gorges lined with chestnut trees. Small coves, fine sandy beaches, peninsulas and headlands... Corsica has over 1,000 kilometres of coastline and is perfect for nature walks in the countryside or by the sea, such as in the iconic Scandola nature reserve, a popular scuba diving spot. But Napoleon's homeland is also a land of tradition and history, waiting to be discovered as you stroll through fortifications nestled in the shelter of their citadels, on the edge of the Mediterranean!



📍 **HAUTS-DE-FRANCE**

You can certainly climb high in Hauts-de-France, but not as you might think! Instead of mountains, you will find dazzling monuments here in the north: the Gothic cathedral of Amiens, the Flemish Baroque-influenced Place d'Arras and the Renaissance-inspired Château de Chantilly. Not forgetting the largest military cemetery in France! But if you head a little higher, you will also find some surprising discoveries, including the Louvre-Lens, the Art Deco swimming pool-turned-museum in Roubaix and the giant aquarium in Boulogne-sur-Mer.



Paris 2024 / Cédric Bufkens / SIPA PRESS



📍 **CHAMPAGNE**

A name that fizzes with joy: with its Coteaux appellation, houses and cellars listed as UNESCO World Heritage Sites, the Champagne region is first and foremost the setting for the king of wines, and its great houses embody a festive lifestyle best savoured in the heart of their vineyards. But the Champagne region is also a distillation of history. Reims Cathedral was where the kings of France were crowned, and Troyes' old town is a marvel of medieval architecture. As for its chalky limestone soil, this was the site of one of the biggest battles during the Great War of 1914-18.

Paris 2024 / Cédric Michel / SIPA PRESS



Paris 2024 / Sylvain Zeques

📍 **THE ISLANDS OF GUADELOUPE**

Seen from the sky, the islands of Guadeloupe resemble a butterfly. But the best way to approach them is by sailing boat, in the wake of the sailors on the Rum Route, and then hop from one to another. While Grande-Terre encourages you to languish on the shores of turquoise lagoons, Basse-Terre is perfect for hikes. At 1,467 metres above the rainforest, the Soufrière volcano is the archipelago's natural highlight with a panoramic swathe of green and blue!

📍 NORMANDY

The Deauville boardwalk may attract jet-setters during their shopping trips, but Normandy's top attraction has to be Mont-Saint-Michel! But as extraordinary as it is, this monastic art gem does not totally outshine other Norman treasures. Visiting Normandy also means enjoying stunning countryside: from cheese production to incredible cliffs steeped in legends, small seaside towns immortalised by the Impressionists, and vast beaches, including Omaha beach, just one of a few that witnessed the D-day landings.



Paris 2024 / Germain Hazard / SIPA PRESS



Paris 2024 / Maxime Le Pihif / SIPA PRESS

📍 OCCITANIE

This is a different south of France. A southern rural region both grandiose and serene, between the Pyrenees and the Cévennes, that provides an incredible backdrop for extraordinary experiences. And where the copper-coloured stone bears the imprint of centuries of history, from Roman Nîmes to the Cathar castles, via the medieval cities of Carcassonne and Rocamadour. Starting, of course, with the pinkest city of them all: Toulouse! The festive, welcoming regional capital, where every nook and cranny embodies the slower way of life in Occitanie. Which extends to the terraces of bars with unrivalled views of the Garonne!



📍 PARIS

Paris? It's a world in itself! Each district is like a different country, from the village-like Montmartre to the Latin Quarter and the birthplace of the Île de la Cité. And every stone breathes art, from the centuries-old Louvre museum, home to Eugène Delacroix's famous painting 'Liberty Leading the People', to the ultra-modern Louis Vuitton Foundation. Because Paris represents an ongoing celebration of culture, including, of course, fine wines and fine dining. Alain Ducasse and Pierre Hermé would certainly agree!



Paris 2024 / Guillaume Ruchaud / SIPA PRESS

📍 LOIRE REGION

The Loire is an eclectic region with green and blue landscapes, ranging from the Atlantic Coast beaches to the châteaux and vineyards of the Loire Valley. Buzzing cities like Nantes, Angers and Le Mans offer an escape from the daily grind as you enjoy a bike ride with family, friends or your special someone.

Want to explore a former submarine base, sleep in a troglodyte dwelling, ride a mechanical elephant, take a bike ride with a view of the Loire islands or relive 700 years of history at the Grand Parc du Puy du Fou? Then head west to the Loire region!

Paris 2024 / Lewis Joly / SIPA PRESS



Paris 2024 / Germain Hazard / SIPA PRESS

📍 PROVENCE

Just utter the word Provence and you'll feel the sun caressing your skin, combined with the scent of lavender and the sound of singing cicadas. Add to that the smell of freshly pressed olive oil. Or visit in winter, and enjoy the snowy wonderland that is Mount Sainte Victoire. Because coming to Provence means settling into a unique, easy-going lifestyle all year round, reflected in every nook and cranny of its landscapes, from historic villages and towns to fragrant mountains and unspoiled countryside! Exploring the Ocres de Rustrel is a superb off-season activity.

📍 TAHITI – FRENCH POLYNESIA

Spread over five archipelagos, French Polynesia's 118 islands have picture-postcard landscapes and spectacular natural scenery enveloped by the scent of Tahitian gardenias. A flagship feature? The famous bungalows on stilts. Not to mention the lagoons with their plethora of blues perfect for a romantic holiday on, for example, the iconic Bora Bora atoll. With manta rays and dolphins swimming just beneath the surface, the Islands of Polynesia are a paradise begging to be explored!



Paris 2024 / Massimo Colombini

📍 LOIRE VALLEY

The Loire Valley is a region that does things in style, with a wealth of natural wonders and UNESCO's World Heritage Sites that line this 280 km valley. Head along the banks of the Loire, France's longest river and tour twenty must-see châteaux, with their fascinating history, fragrant gardens, verdant forests and famous wines. Set off to explore the Loire Valley and its treasures, including the Château de Chambord, a superb French Renaissance castle and a UNESCO World Heritage Site.



Paris 2024 / Nathan Lainé / SIPA PRESS

📍 DORDOGNE VALLEY

The pale-coloured stone of the Dordogne valley is more than just an eye-catcher. It is also steeped in history. From cave art (here we have the Lascaux cave), to châteaux and villages packed with character, you can follow the epic adventures of prehistoric people, the legendary tales of medieval knights and the blossoming of Renaissance art. And all along the banks of the Dordogne, you can savour the delicious flavours of an outstanding region. Périgord Noir showcases the French art of living well, with foie gras, duck breast, and truffles among its delicacies.



Paris 2024 / Cedric Bufkens / SIPA PRESS

FOLLOWING ZEUS, THE MARVELLOUS METAL STALLION OF THE GAMES

After galloping along the Seine, Zeus, the metal horse that wowed the Olympic Games, has continued his epic journey.

First presented to the public at the Hôtel de Ville in Paris during the Paris 2024 Paralympic Games, then exhibited at the Palace of Versailles in the autumn, Zeus will tour France before stopping in Germany in the spring and summer of 2025. The metal horse will be on show in cities near to sites owned by Sanofi, this masterpiece's owner, and at iconic French heritage sites, including Mont-Saint-Michel.

Zeus is a powerful symbol and highlights the skill and scientific and artistic prowess of Atelier blam, a French company from the Nantes region. It is an extraordinary feat of engineering that merges art and technology.

ITINERARY

Paris, Porte Maillot – 3 March

Montpellier, Promenade du Peyrou – from 5 to 14 March

Lyon, City Hall – from 17 March to 2 April

Marseille – from 16 to 26 April

Bordeaux – from 3 to 9 May

Rouen – from 12 to 23 May

Frankfurt – from 17 to 27 June

Mont-Saint-Michel – from 27 July to 7 September

Nantes – from 19 to 29 September

Return to Paris



OUTDOOR BREAKS & SPORTS TOURISM TO KEEP UP THE MOMENTUM



Fun on the water

Just a few minutes from the heart of Paris, the waterways beckon, offering a whole range of [water-borne activities](#). Take to the water in a canoe, kayak or stand-up paddleboard and combine sport with exploring the region. Get up close to nature as you admire the architecture that lines the banks. On fine days, [local clubs offer introductory sessions](#), boat hire and guided trips.



Hikes through Greater Paris

Take in the natural and the urban landscape with a hike through Greater Paris for a unique outing along picturesque trails or beside winding rivers, in lush green forests or around majestic parks. Hikers will love the diversity of the walks, from meadows to historic monuments and lively neighbourhoods, all just a stone's throw from the buzzing capital. These tours are available on various mobile apps. Seine-Saint-Denis, with the [Parc Georges-Valbon](#) and the [Grand Chemin](#), Hauts-de-Seine and Val de Marne are particularly well served.

📍 PARIS AND ITS REGION Cruises with multiple themes



Discover Greater Paris from the water all year round, courtesy of the [numerous cruises on offer](#). Cruising is an eco-friendly tourist travel option, providing visitors with a new way to discover the wealth of unspoiled areas and appreciate another side to Paris. The joys of cruising Greater Paris's waterways has become a must-do tourist activity, as you meander through [Seine-Saint-Denis](#) and along the banks of the Marne.



The forest of Fontainebleau, a mecca for sports climbing

It is no coincidence that sports climbing was one of the new disciplines for the Paris 2024 Games: The Paris Region stands out for its abundance of outstanding climbing centres and [natural sites that are ideal](#) for sports climbing, particularly the [forest of Fontainebleau](#), which is just an hour from Paris. This 22,000-hectare forest is the birthplace of the discipline and offers numerous climbing routes on its famous sandstone rocks surrounded by stunning unspoiled scenery.





Le Grand Parquet in Fontainebleau, an equestrian mecca

Le [Grand Parquet in Fontainebleau](#) is a legendary equestrian competition venue in the heart of the national forest. Famous for hosting the equestrian events of the modern pentathlon, it has become the go-to venue for all kinds of equestrian events, including training for the 2024 Games. As the largest open-air stadium in Europe, it has a solid reputation in the horse-riding world.



Practice your swing

Home to over 90 courses, [Paris and the surrounding region](#) will tick golf lovers' boxes. With top-quality fairways and greens, famous driving ranges and training centres, there is everything you need to improve your swing and putt. Among the most prestigious links is the Golf National in Saint-Quentin-en-Yvelines, which welcomed the 120 Olympic golfers to a setting and a course that put all their skills to the test. The Val-de-Marne also has several famous golf courses, including those at Parc du Tremblay and Marolles.

DID YOU KNOW?

The banks of the Marne, a place for gatherings

During the Belle Époque, the banks of the Marne became a favourite haunt of Parisians, who came to have fun and enjoy Sundays by the river. They also loved canoeing, making this river a historic location for rowing and canoeing fans. The architecture still bears witness to this prosperous period with boathouses, sailing and nautical clubs, holiday villas, and so on.



The Paris High Line

New York in Paris? The [Coulée Verte René Dumont](#) is an extraordinary 4.5 km route, running from Bastille to Varenne-Saint-Maure, along a former railway line repurposed as a green space ideal for leisurely strolls. It apparently inspired the Big Apple's famous High Line thanks to the impression it made on the city's mayor when he visited this elevated park!

The record-breaking pool

The [Parmain swimming pool in L'Isle Adam](#) was inaugurated in 1949 by Johnny Weissmuller, a gold medallist at the 1924 Olympic Games in Paris and legendary star of Tarzan in the 1930s. The pool was used for diving training.



📍 HAUTS-DE-FRANCE

Enjoy some sporting thrills on the vast beaches

Experience [the thrill of sand yachting along the immense fine sandy beaches](#) of northern France. Lots of clubs in the region offer this sport. A similar sport very much in vogue is coasteering. This type of foreshore hiking started in Dunkerque in 2007, and involves hiking in and beside the waves on the North Sea coast and is an extraordinary sport - a cross between a walk and a sporting activity.



Cycle through the region's natural wide open spaces on the Vélomaritime

The [Vélomaritime](#) (EuroVelo 4) cycle route links Kyiv to Roscoff and includes a 200 km coastal stretch through the immense and varied landscapes of the Hauts-de-France region with its fine sandy beaches, endless dunes and steep cliffs.. From the Belgian border to Mers-les-Bains, you will travel through a succession of varied environments: French Flanders, the Opal Coast, windy capes facing the English coast, the Baie de Somme, and the seaside resorts of the Belle Époque.



DID YOU KNOW?

View of England from the 2 Caps cliffs

Cap Gris Nez is near Calais and the closest point on the continent to England, a mere 30 km away. On a clear day, if you head along the coastal path that links the 2 Caps cliffs (Cap Gris-Nez and Cap Blanc-Nez), you will spot their twin White Cliffs of Dover across the English Channel. This 3-hour (12 km) walk in the heart of a 'Grand Site de France' is as spectacular as it is invigorating, and perfect for admiring breathtaking scenery.

📍 LOIRE REGION

The Loire à Vélo, pedalling towards the Atlantic Ocean!



A pioneering cycle route following the course of the Loire, the [Loire à Vélo](#) passes through spectacular unspoiled countryside, remarkable cultural and heritage sites, bustling towns and authentic villages. Tackle the 65 km from Nantes to the Atlantic beaches. The brand new 'Passport Loire à Vélo' (Loire by Bike Passport) is set to become cyclists' favourite travel companion. It is a great way to record your tales and tips and you can get it stamped at tourist offices along the way.

📍 CENTRE-VAL DE LOIRE

A Canadian canoe trip in Chenonceau



The view of the Château de Chenonceau from the River Cher at sunrise, midday or dusk is one that will stay with you forever. Canoë Company organises trips of between 4 and 12 km in Canadian canoes. During the summer, canoes can be stocked with breakfasts, picnics or apéritifs, depending on the time of day.

The Vendée Globe, the Everest of the seas

A legendary race held every four years, the [Vendée Globe](#) challenges sailors from all over the world to sail solo non-stop around the world without assistance. Extreme weather conditions, stormy waves and violent winds make the Vendée Globe a true test of endurance and courage. Sailing fans across the globe love this incredible race and can track the solo sailors' adventures throughout their journey. The next Vendée Globe race will take place in 2028.



Pedal to your heart's content along the picturesque Indre à Vélo

Setting off from Bréhémont in Touraine, follow the [Indre à Vélo](#), a little-known 200 km cycle route connected to the Loire à Vélo which winds through the Tours and Berry regions. Alternate between culture and nature as you pass through Azay-le-Rideau and the Royal City of Loches before arriving in Châteauroux, the finishing line for this Olympic adventure.

DID YOU KNOW?

Parc Belle-Isle in Châteauroux, a green oasis

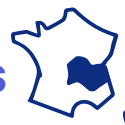
Châteauroux is ranked as the greenest city in the Centre-Val de Loire region thanks to the [Parc de Belle-Isle](#), a city park that covers over 12 hectares. You can enjoy water sports and cultural activities, and nature lovers will find several kilometres of hiking trails to Déols and Saint-Maure, while those who want to stay in the park can head off on a 20-kilometre loop.





📍 AUVERGNE-RHÔNE-ALPES

ViaRhôna, a cycle route to explore Gallo-Roman history



The [ViaRhôna](#) is perfect for cycling enthusiasts, nature lovers and travellers with enquiring minds. It is a remarkable route and passes through a variety of landscapes, historic towns and cultural treasures. From Lake Geneva to the Mediterranean, this cycle route covering more than 800 km along the Rhône allows you to explore a richly diverse region, from the majestic mountains of the Alps to the green plains of the Camargue.

Pilgrim routes to Santiago de Compostela from Le Puy-en-Velay

The ancient [Santiago de Compostela](#) pilgrimage is one of those legendary once-in-a-lifetime journeys. Le Puy-en-Velay is the historic French starting point of this «royal road» for pilgrims and walkers heading to Santiago de Compostela. The scenery, atmosphere and encounters with other walkers and locals make this route, from the cathedral of Notre Dame du [Puy-en-Velay](#) in the [Haute-Loire](#) to Santiago in Spain, a unique experience.



📍 NOUVELLE-AQUITAINE

A centre of excellence for outdoor sports



Come and explore the wide open spaces and unbeatable natural playgrounds of Nouvelle-Aquitaine. It is THE place to go for year-round [100% outdoor activities](#). The cycle paths, footpaths and horse-riding trails criss-cross the countryside, while the long coastline is ideal for water sports such as sailing and surfing. The Pyrenees range, five regional nature parks and numerous lakes and rivers are perfect for canoeing and kayaking.



DID YOU KNOW?

Kévin Mayer, the two-time decathlon champion, began his sporting endeavours in the Drôme region.

And Kévin Mayer's sporting prowess also symbolises the link between the Drôme and Ardèche regions. A decathlete and Olympic silver medallist in 2016 and 2021, he first joined the athletics club in Tain-Tournon, on the border between Drôme and Ardèche, on the edge of the ViaRhôna and the Vallée de la Gastronomie.



100% outdoor experiences in Nouvelle-Aquitaine with Outdoor Active!

Nouvelle-Aquitaine is a multi-faceted region with a long coastline from La Rochelle to Bayonne. Enjoy its pristine shoreline, as well as numerous hiking trails and protected natural areas. The Nouvelle-Aquitaine Regional Tourism Committee has also joined forces with [Outdoor Active](#) to highlight the wealth and diversity of sustainable sports and tourism activities in its region.



📍 PROVENCE-ALPES -CÔTE D'AZUR

**Diving, contemporary art
and biodiversity in Marseille**

Located off the coast, the Musée Subaquatique de Marseille is nothing short of an artistic marvel that pushes the boundaries of art by literally submerging it under the waves of the Mediterranean. The innovative concept behind the museum is based on the installation of submerged sculptures that blend harmoniously into the seascape. The artistic creations subtly evoke the marine environment and the relationship between humans and the sea, while raising awareness of the fragility of marine ecosystems and the importance of preserving them.



The European home of long-distance triathlon

The [Nice Ironman](#) has become an internationally renowned event. This long-distance triathlon competition is one of the most demanding in the world. Participants are immersed in incredible scenery, swimming in the Mediterranean, cycling through the magnificent Niçois countryside and running along the famous Promenade des Anglais.

📍 TAHITI

**Polynesian sailing,
an authentic experience**

After the Phoenicians, the Polynesians are undoubtedly the greatest navigators in history and know the waters of the archipelago like the backs of their hands. Navigation becomes a form of art once you board a sailing boat, a charter boat or a sailing canoe. Originally just a means of subsistence, their va'a has become a sporting discipline in its own right. Polynesians have been competing in the internationally renowned [Hawaiki Nui Va'a](#) race every year for over thirty years.



The peninsula, Tahiti's hidden treasures

[Tahiti](#), the economic capital of French Polynesia, is an island full of surprises. A few kilometres further south, the famous PK0 marker heralds the end of the trail. Everything is done on foot or by boat, and this is where an exploration of Tahiti's unspoiled coast begins, with hiking on the cliffs, brisk walks, and breathtaking views. You'll also see Teahupo'o, with the world-famous wave that thrilled the 2024 Games' surfers.



Aquatic trails to discover maritime wonders

Marvel at Polynesia's incredibly rich and diverse underwater world. In 2012, twenty new fish species were discovered, bearing witness to the abundant and constantly evolving life both in the open sea and the lagoons. These remarkable ecosystems are still protected from major climate change thanks to an awareness of their unique value. To preserve them for future generations, [aquatic trails \(Vaiava Beach and Pointe Vénus\)](#), marked by lifebuoys, have been laid out over the past five years across Tahiti's lagoons and islands.



DID YOU KNOW?

The multihull: Polynesian innovation and authenticity

People from Polynesia have been travelling across the world's largest ocean since time immemorial. A feat they owe to their expertise and perfect understanding of their environment, acquired through observation and experience. Their primary means of transport was the [large double-hulled sailing canoe](#), a vessel with two hulls which led to the invention of the multihull, which in turn inspired catamaran design.

3. OUTLOOK & ATOUT FRANCE'S OLYMPIC AND PARALYMPIC PROJECT ROADMAP

OUTLOOK & ATOUT FRANCE'S OLYMPIC AND PARALYMPIC PROJECT ROADMAP

On 19 March 2024, Atout France and the Games Organising Committee (OCOG) signed a partnership agreement to cement their collaboration, which began when France bid to host the Paris 2024 Olympic and Paralympic Games in October 2016. This partnership became even closer with the Destination France plan designed to capitalise on major international sporting events, particularly the Paris 2024 Games, in order to promote France as a destination and enhance its appeal.

Atout France has actioned an ambitious action plan in conjunction with the Paris 2024 Organising Committee and the country's regions to meet this challenge. There are three aims:

1. To improve the quality of the welcome France offers as a destination

A series of short videos and a comms toolkit, the **'Bienvenue en France'** programme, provided professionals with free information to help them better understand the profile, expectations and interests of travellers from **17 countries** and ensure they were given the best possible welcome.

Atout France aimed to create a renewed desire to travel and optimise the economic benefits by encouraging international visitors to extend their stay.

2. To capitalise on media attention

Tourism professionals, agencies and international buyers were invited to find out more about the Paris 2024 Games host regions:

- Upstream during learning expeditions in Paris and Nantes.
- During the Olympic Games and the Paralympic Games as part of 2 MICE events organised in Paris.
- And throughout the period at the international BtoB, MICE and Leisure trade shows in which Atout France participated.

3. To promote France's events expertise

Atout France aimed to create a renewed desire to travel and optimise the economic benefits by encouraging international visitors to extend their stay.



Atout France teams created campaign films to highlight the tourist appeal of the host and non-host regions during the Games.

These campaigns linked to a dedicated [landing page on France.fr](#), providing access to practical information and inspiring holiday ideas for people organising their trip to France.



This content was also sent to ticket holders via e-newsletters distributed by the OCOG.



Atout France also organised **13 international press conferences** with the support of the diplomatic network and in conjunction with the OCOG to inform and answer questions from the international press.



A multi-market press event was organised for **19 international journalists** from the tourism and lifestyle press in Paris, Lille and Marseille in conjunction with the tourist offices and regional tourist committees concerned.



A dedicated press pack was distributed to promote the heritage and tourist aspects of the Games and to put forward ideas for activities or trips to the host destinations.

OUTLOOK & ATOUT FRANCE'S OLYMPIC AND PARALYMPIC PROJECT ROADMAP

Cumulative performances

Welcome training

**99 videos
and 25 country profiles**

17 markets analysed

1.7M
views 100%

Press Relations

1 press kit

8K
contacts made aware

Press reception

**1 multi-market
press reception**

19 journalists
10 markets
3 destinations:
Paris + Lille or Marseille

61
media

125
articles

€4.2M
media coverage valuation

Media campaigns

**6 waves
of media coverage**

*Traffic
and reputation targets*

620M
impressions

1,1M
clicks

8,3M
views 50%

4,6M
views 100%

€452M
invested

Social Media Activations



**433 posts before, during
and after the Games**

+ 247 stories

+2,1M
feed
impressions

362,4K
video views

87,5K
interactions

4,5%
average
engagement
rate

438,8K
stories impressions

Press conferences

13 press conferences
with contributions from the OCOG

756
guests attended

230
articles

+€1M
media coverage valuation

MICE events

11 events

9
speeches

167
buyers
attended

14
markets targeted

Paris 2024 Newsletters

**3 newsletters
sent to ticket
holders**

Link to our Paris 2024 landing
page and campaign assets
promotion

France.fr landing page

**1 Paris Olympics
landing page**

Translated into **13** languages

497K
visitors

541K
sessions

OUTLOOK & ATOUT FRANCE'S OLYMPIC AND PARALYMPIC PROJECT ROADMAP

Impact of the Games on the image of France as a destination

A look back at the 'Open Doors Open Games' campaign post-test, which was conducted among 4,124 respondents aged 18 to 64 from the United States, the United Kingdom, Belgium, Germany and the Netherlands (the five markets that bought the most tickets).



Impact on image

Hosting the Games improved France's image both in terms of its capacity to host events (**45%** of respondents) and as a tourist destination (**34%**). The scores were higher among Americans, British peoples, families and millennials.

Qualitative analysis of the campaign content:

Three-quarters of respondents (75%) and, to a greater extent, families and millennials said that the campaign:

- Encourages them to consider France for a visit in the future.
- Makes them want to book a holiday in France.
- Encourages them to recommend France as a tourist destination.

These high scores show that the campaign has been well received, that it has made people want to find out more and that it may lead to conversions on future trips to France.

Impact on future trips to France

31% of respondents are considering a trip to France between now and 2026, and this figure rises to **50%** for those exposed to the campaign.

The most popular destinations cited are Paris (58%), followed by Rhône-Alpes and Normandy (19% each).

OUTLOOK

As we have seen, the 2024 Paris Olympic and Paralympic Games have left a significant legacy for French tourism, which extends far beyond the event itself. **This legacy is based on the lasting positive changes made, France's renewed image, the spotlight shone on its**

unique event organisation expertise and the quality of its hospitality, which is recognised worldwide. Several areas need addressing in order to cultivate a lasting legacy for France as a destination:

1. The general public

- People should be encouraged to visit or rediscover the places highlighted during the games, including the torch relay and the main competition sites.
- In terms of reputation, we can capitalise on the impressive stories and images created during the Paris Games, with emotion as the common thread.
- Maximise the benefits of the encounters and the quality of the welcome that was praised worldwide during the Games, and is an important area for improvement vis-à-vis our main competitors.
- Promote sports tourism and attract a public that enjoys sports and outdoor activities (with a particular focus on cycle tourism).

Olympic and Paralympic Day on 23 June, when the Olympic flame returns to the Paris sky, and the anniversary of the Games' opening ceremony will be excellent publicity opportunities.

2. The business tourism and professional events sector

- Showcase the unique expertise that was instrumental in making the event (ceremonies, competitions, etc.) possible.
- Encourage the organisation of events, incentives and conferences.
- Create a baseline for a welcome and hospitality manifesto based on the good practice observed during international sporting events.

3. French tourism professionals

- Training professionals to help them better meet the expectations of an international and diverse clientele (accessibility).
- Encourage people to share their experiences of identified good practice, particularly with a view to the 2030 Winter Olympics in the French Alps.



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