

A business traveler's guide to Paris during the 2024 Olympic Games & Paralympic Games

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Paris will welcome an estimated 15.3 million visitors during the 2024 Olympic Games (July 26 – Aug. 11) and Paralympic Games (Aug. 28 – Sept. 8), according to [France Diplomatie](#), the tourism ministry. For comparison, Greater Paris welcomed 6.2 to 6.4 million tourists during the same period in 2023, 6.4 million in 2022, and 6.6 million in 2019. Business travelers planning to visit Paris during the Games should expect steeper prices, high demand, and potential travel delays.

Preparation is key. Travelers and arrangers should make reservations for accommodations, transportation, and any necessary business arrangements well in advance to secure availability during this busy period.

Keep in mind that the cities of Lyon, Saint-Etienne, Nice, Bordeaux, Nantes and Marseille are also Olympic sites. Be prepared for changes. Flexibility is crucial during major events like the Games, where schedules and logistics may need to be adjusted at short notice.





Bonjour, Paris!

Ranked by BCD as the fifth most visited city for European business travelers in 2023, Paris' hallmarks are its thriving economy, cultural richness, and unparalleled infrastructure. Its strategic location within Europe, coupled with an extensive transportation network and world-class conference facilities, attracts businesses from diverse sectors looking to establish a foothold in the European market. A multitude of multinational corporations, startups, and innovative enterprises thrive in the city.

With millions of people expected to venture into the French capital this summer, companies and travelers should consider how to best make arrangements for business in the city. Rescheduling or moving plans outside of the events may help avoid high fees and the inevitable delays and strains caused by an influx of people. If travel to Paris is unavoidable during the Games, here's what you should consider.



MANAGING DEMAND

How will the games impact Paris air travel and fares?

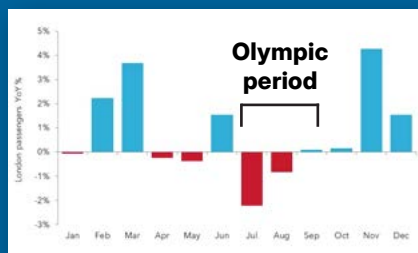
Economists have found that aviation tends to suffer during the period of the Games. This displacement or crowding-out effect is due to travelers avoiding the host city or switching to other destinations due to expected crowds, cost and disruptions. Taking a look at previous major events provides clues as to what air and hotel demand in Paris could look like during the Games.

- During the London 2012 Olympic Games, air traffic dropped slightly compared to the same time period (July-August) in 2011.
- This summer, airline seat capacity will see strong growth between Europe and America and Asia versus 2023.
- The impact of the 2024 Olympic Games on air fares may be minimal because the event takes place during what is traditionally an off-peak period for business travel to and from Paris.

Air forward bookings

"The volume of international air bookings to date for the Olympic Games," from 26 July to 11 August 2024, to Paris-Orly and Paris-CDG airports "is up +115.5% compared to the period from 26 July to 11 August 2023," the Paris Tourist Office said in its January barometer.¹

How hosting a major event can impact travel^{2,3}



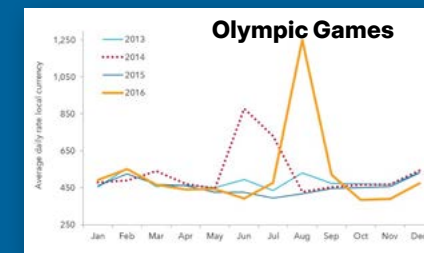
London 2012 Olympics: Air travel year-over-year

Hosting the Olympics did not have a material impact on London's air travel market. In fact, with passenger numbers down 1-2%, some travelers may actually have stayed away during the Games.



Brazil 2014 FIFA World Cup: Hotel ADRs

Hotel Average Daily Rates (ADRs) in Brazil were 45% higher than normal in June 2014, as the World Cup got under way. Upward pressure on room rates eased in July, as teams were knocked out and fans went home.



Rio de Janeiro 2016 Olympics: Hotel ADRs

The Olympics' impact was more dramatic with August ADRs in Rio 239% above 2016's average. But the length of the ADR spike was shorter, given that the World Cup was held over a longer period.

¹Paris Je T'aime Office de Tourism, Paris tourism barometer: January 2024

²BCD Travel Research & Intelligence, BCD Travel Market Report: Q2, June 2023

³ICE, How will the 2020 Olympics in Tokyo Affect Japan's Aviation Market and Economy?, January 2020



Outlook: Paris hotel room rates during 2024 Olympics

Nearly half of Paris' approximate [90,000 hotel rooms](#) were [already booked by February 2024](#)¹, according to STR, Inc., a division of the U.S.-based analytics service CoStar Group, Inc. The wider Ile-De-France region was 40% booked as of Jan. 1, 2024. Based on BCD data from April 2024, Average Bed Rate (ABR) for a room with basic amenities is USD \$397.25 or €366.65. In 2023, ABR for the same room for the same dates was USD \$203.53, or €187.85.²

Paris hotels ABR: 2023 vs 2024

Year	Market	Nights	Spend	ABR
2023	Paris	4,215	857,897	203.53
2024	Paris	491	195,048	397.25
YOY				95.2%

Source: Analysis of BCD Travel post-trip data through April 3 invoice date for check out during Olympic dates (July 26-Aug. 11)

Many Parisians are leaving the city for the summer and renting their homes at a high cost. In January, [The New York Times reported](#) average Airbnb prices for Olympic dates surpassed USD \$540.25, or €500, nightly. The French government won't regulate pricing but will step up inspections at hotels and apartment rentals.³

While the rates are high, expectations for occupation aren't. Paris officials predicted in mid-March that one out of three hotel room in the city will be empty during the Olympics. In an exclusive interview with [The Independent](#), Corinne Menegaux, the director-general of the [Office du Tourisme et des Congrès de Paris](#), said: "We expect an occupation rate between 60 and 70 per cent." [According to the French official statistics agency, Insee](#), Paris hotels averaged 90.7 per cent occupancy in July 2023. In a typical 300-room hotel, that represents 28 rooms being empty on the average night. But during the 2024 Olympics, there could be as many as 120 unsold rooms.⁴

¹[STR, Inc., Paris Summer Olympics: Three key trends to consider](#), Feb. 5, 2024

²Analysis of BCD Travel post-trip data through April 3 invoice date for check out during Olympic dates (July 26-Aug. 11)

³[The Independent](#), *Large number of hotel rooms predicted to be empty during Paris Olympics as tourists stay away*, March, 11, 2024

⁴[The New York Times](#), *The Paris Olympics Promise to Be Stunning. The Prices Already Are.*, Jan. 25, 2024

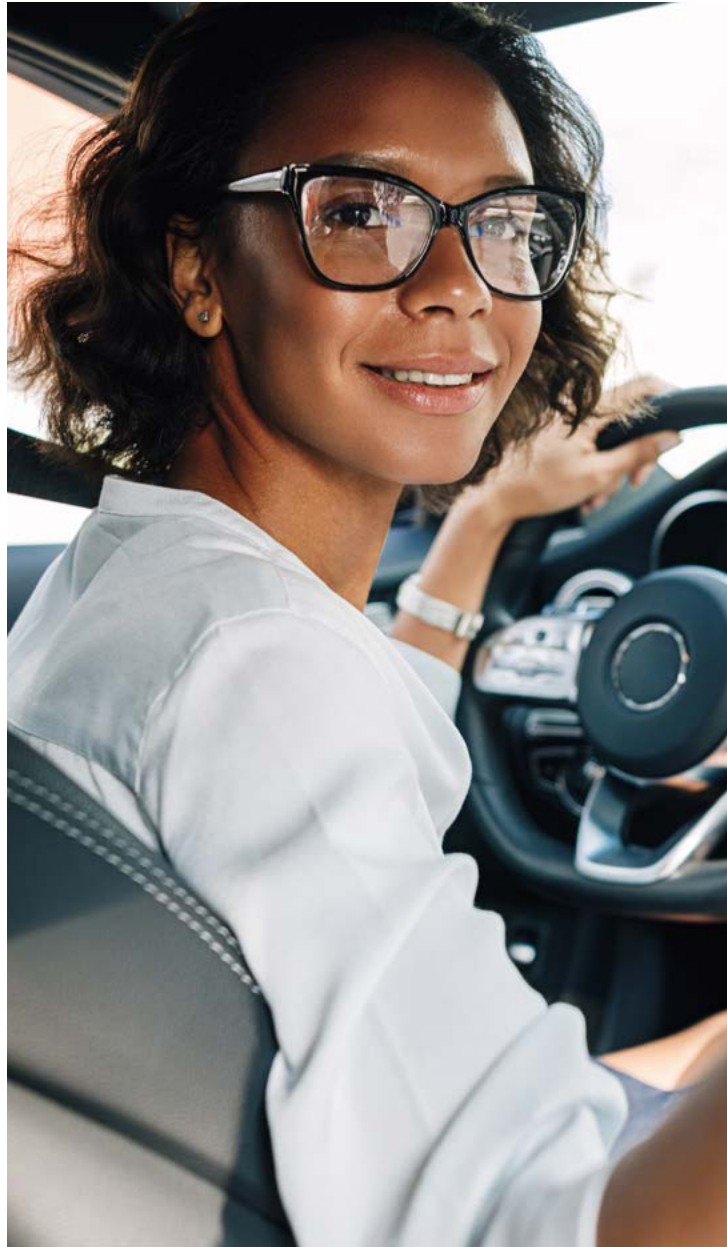


The trains are coming! 15,000 to be exact.

[SNCF](#), France's national state-owned railway company, [plans to operate 15,000 trains daily by SNCF Voyageurs](#). Along with regular services, SNCF Voyageurs will provide rail transport for athletes, referees and others and will lead the transport from the Paris 2024 operations center.*

Nearly 14 million seats are being offered for the 2024 Games. SNCF also will offer 400,000 more premium tickets than it did last summer. Of these extra seats, 300,000 "will be for sale on the Atlantic axis and an additional 100,000 seats on the Southeast," SNCF said. All trains will be in operation during summer 2024, with up to 800 circulations daily.

*[SNCF](#) SNCF Joins Paris 2024 Olympic and Paralympic Games as Official Supporter, last updated September 2023



Advice for travelers planning to rent a car during Paris the Olympic Games

Travelers renting a car in Paris during the 2024 Olympic Games should expect increased demand and limited availability, potential challenges with availability and parking, and traffic congestion and special regulations. It's advisable to book well in advance.

Rental cars and travel policy reminders

Travelers are reminded to read or review the company's travel policy regarding car rentals:

- Will preferred rental car providers have availability for the time of the Games?
- Will the negotiated rates or agreements offered during the Games remain in line with the policy?
- Do travelers understand policies regarding fuel charges and any additional fees associated with the rental, such as airport surcharges or drop-off fees?
- What about insurance coverage? Do travelers know when they should purchase coverage through the car rental agency versus when they can use their own?

Traffic congestion throughout the city will be significant, especially around event venues, tourist attractions, and transportation hubs. Finding parking in Paris can already be challenging, and during the Olympic Games, it may prove even more difficult. Special traffic regulations, road closures, or restrictions will be implemented to manage traffic flow and ensure security during the Games. Travelers should stay updated on any changes and adhere to local regulations.

**Plan routes carefully and
allow extra time for travel.**

TRAVELER ENGAGEMENT

How should travel managers engage with business travelers during the Olympics?

Travel managers are advised to inform business travelers of potential travel disruptions while in Paris during the Games, so they can make informed decisions about their business travel plans, weighing the effects to their safety, cost to the business, productivity and overall travel experience.

This can be done with messaging placed throughout their program's typical communication channels, which may include:

- Travel-related intranet pages
- Online booking tools
- Travel newsletters
- Mobile apps
- Social platforms
- Meetings and webinars





Ideally, messaging would be strategically placed so as to arm travelers with the right information at the right time to help them make educated decisions. Potential messaging strategies include:

Online booking tool messaging

Programmed to appear when the search destination is Paris:

Air search: Traveling to Paris? Construction is underway for the Summer Olympics. Expect congestion and delays in and around the city – allow extra time and check arrival information often.

Pop-up: Looks like you're planning a trip to Paris during the Olympics. Consider traveling after August 11 to minimize costs and inconvenience. If your trip is critical, read our guide.

Hotel search: During the Paris Olympics, consider staying at [property name]. It's easily accessible by train from the airport and avoids city congestion.

Intranet graphic or social post

Published in traveler-centric communities and page:

Planning travel to Paris? The 2024 Olympic Games are scheduled for July 26-August 11. The Paralympic Games follow August 28-September 8. Read our *Business Traveler's Guide to Paris During the Olympics* before you go.

Infographic

"*Business Traveler's Guide to Paris During the Olympics*" published on the intranet:

Safety guidance: Avoid accessing your travel plans on your mobile phone in crowded areas (such as public transportation), as thieves can use location information.

Cost considerations: During the 2024 Olympics, expect Paris hotel rates to be 3x more expensive on average. Weigh the cost!

Minimizing delays and disruptions: Consider meeting outside the city and in a nearby town. Bus, trains and metro services often provide easy access to suburban areas.

Mobile app

Messaging programmed for 2-3 weeks prior to Paris trips:

The Olympics present elevated security risks, click [here] for safety guidance from the Travel Team.

TRAVELER TIPS

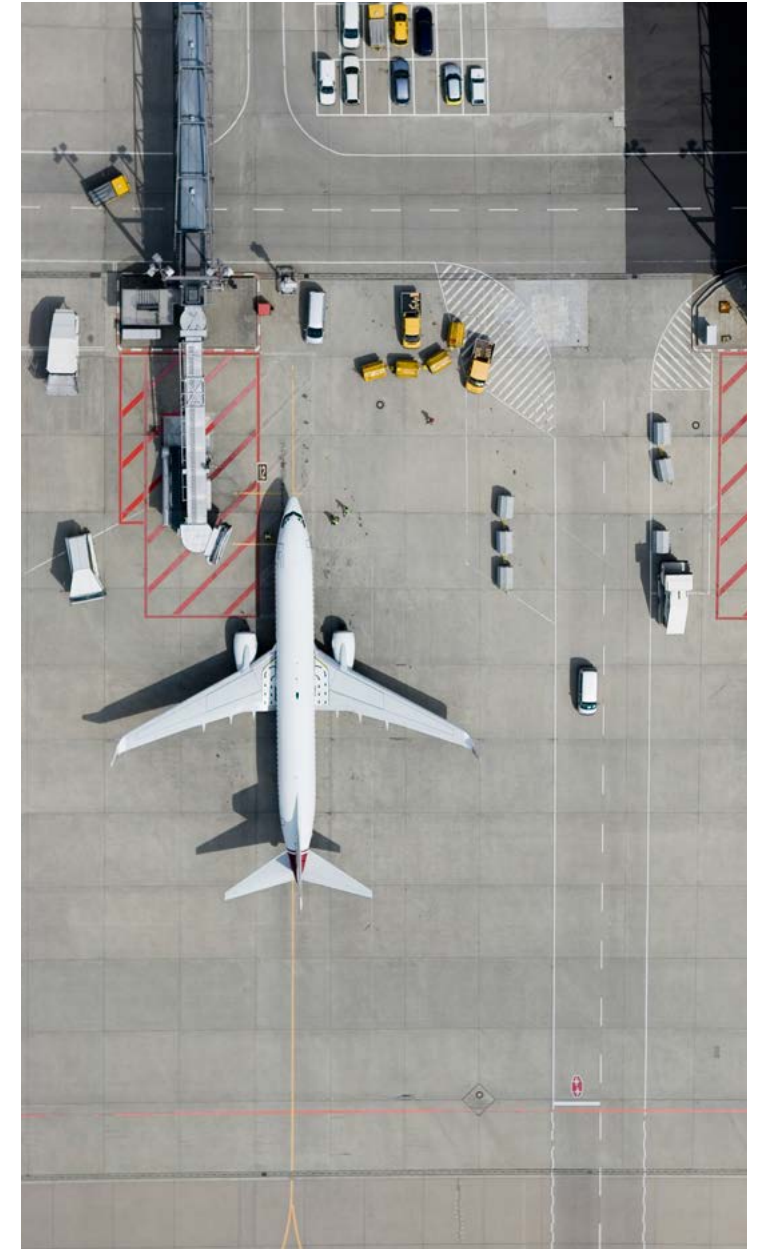
Preparing for Paris: Airports, visas, culture and safety

Airports

[Paris Charles de Gaulle \(CDG\)](#) is the main airport in Paris located around 35.4 km (22 miles) from the city center. Servicing international and domestic travelers, CDG is the largest and busiest airport in France. In 2023, 68.3 million passengers flew in and out of CDG. Just 19.3 km (12 miles) south of the city is [Paris-Orly \(ORY\)](#), a smaller airport catering to inter-Europe travelers. Additionally, 80 km (50 miles) northwest of Paris is [Paris-Beauvais Airport \(BVA\)](#). BVA caters to budget domestic and European flights.

Travelers looking to avoid Paris' main hubs should consider flying into neighboring countries and connecting via regional airports or trains to the final destination.

Depending on where the traveler starts their journey, [Lille Airport \(LIL\)](#) in Lesquin, France, or [Metz Airport-Nancy-Lorraine \(ETZ\)](#) in Goin, France, are good alternatives. Traditional carriers fly into both airports and travelers may potentially experience less congestion and shorter queues for security checks, check-in, and baggage claim than the larger airports. Lille is located about 199 km (124 miles) north of Paris, while Nancy is about 329 km (205 miles) east. Both are connected to Paris and other major cities in France via high-speed train services. Buses and car rentals are also available for travelers to reach their final destinations. [Brussels South Charleroi Airport \(CRL\)](#) in southwest Belgium hosts several airlines, including one of Europe's leading low-cost carriers. CRL is approximately 287.4 km (178.5 miles) from Paris, or around 2.5 hours by car.





Visa requirements and application procedures can be found on the website of the French consulate or the embassy in your country.

Visa requirements

Visa requirements and documentation for visiting Paris depends on your nationality, the purpose of your visit, and the duration of your stay. Check the specific visa requirements and application procedures for your nationality and circumstances prior to departure. You can find this information on the website of the French consulate or the embassy in your country. Here's a general overview:

Schengen visa: If you're a citizen of a country outside the European Union (EU), European Economic Area (EEA), or Switzerland, and you plan to stay in Paris or any other Schengen Area country for up to 90 days within a 180-day period, you'll likely need a Schengen visa.

Visa exemptions: Some nationalities are exempt from the Schengen visa requirement for short stays. Citizens of certain countries, such as the United States, Canada, Australia, Japan, South Korea, and many others, can visit the Schengen Area visa-free for up to 90 days within a 180-day period for tourism, business, or family visits.

Long-term visas: If you plan to stay in Paris for more than 90 days or for purposes such as work, study, or family reunification, you may need to apply for a long-term visa or residence permit. Requirements and application processes vary based on the specific circumstances of your stay.



Local transportation

Traffic congestion can be an issue in Paris even without the additional pressures the Olympics and Paralympics bring, so it's best to consider using public transportation, such as buses, trains and the metro whenever you can.

The Régie Autonome des Transports Parisiens (RATP) is the city's metropolitan transit system, taxis and trams. For the Games, the city plans to increase bus, train and metro services by as much as 15% compared to normal summer services. The RATP runs the underground metro with 16 routes and hundreds of train stations. If you're able to move your travel plans out of the city and into nearby towns, the metro is a great option.

The RATP also has a series of tram lines that mostly serve suburban areas. Because of this, the tram isn't as popular with tourists.

The Réseau Express Régional (RER) has routes to airports, the suburbs, popular destinations like Versailles and Disneyland Paris, with connections to metro transfer stations.

Taxis and ride-share companies operate throughout Paris. It's important to note that taxis in Paris do not all look alike – they're regular cars with a "Taxi Parisien" sign on the roof. The sign lights up green when available and red when it's not. Licensed taxis must show the driver's license number and have a fare meter inside.

Customs & culture

Before visiting any new city, it's important to familiarize yourself with local customs and culture. While many people in Paris speak English, making an effort to speak the local language can be appreciated. Have a few French phrases on hand – or a translation app in your smartphone – as a gesture of respect and to aid communication.

The French currency is the Euro. [Cash or credit cards](#) are generally accepted everywhere in France. However, it's always a good idea to bring cash in case of emergencies.

Parisian business etiquette is a blend of formality, respect for hierarchy, and attention to social niceties. Colleagues and clients greet one another with a handshake, accompanied by "Bonjour" (good morning) or "Bonsoir" (good evening) depending on the time of day. It's customary to address colleagues and clients using their titles and last names unless invited to do otherwise. Elegant and professional dress will be well received in business interactions.

Punctuality is highly valued, but may prove challenging during the Games. Travelers should allow plenty of time to move about the city.

To prepare for the Parisian summer, pack lightweight and breathable clothing, but remember you may need warmer clothes for cooler evenings.

Weather & clothing

Check the weather forecast and pack accordingly. Weather in Paris can vary, but during the summer months you can expect generally mild to warm weather. Average temperatures range from 15 to 25 degrees Celsius (59 to 77 degrees Fahrenheit), making it a pleasant time to explore the city.

To prepare for the Parisian summer, pack lightweight and breathable clothing, but remember you may need warmer clothes for cooler evenings. Comfortable footwear is a must, especially if you plan on exploring Paris on-foot. Consider sunscreen and sunglasses to protect yourself from the sun, especially if you intend to spend time outdoors while attending any of the Olympic or Paralympic events. While rain is less frequent during the summer months, it may be wise to pack an umbrella for unexpected showers.



MANAGING TRAVEL RISKS

Staying safe in Paris

Snapshot

Positive travel experiences and personal safety can hinge on being informed and connected. Booking trips in compliance with company policy and using approved booking tools helps employers quickly locate and assist travelers should disruptions occur. Travelers should consider enrolling in any available smart traveler programs that permit them to register trips with their nearest embassy or consulate.



Paris is generally considered a safe destination for business travelers, but major events like the Olympic Games present increased opportunities for theft, violence, security threats and disruptions. In recent times, there have been several demonstrations which have disrupted the transport infrastructure around Paris. Travelers and arrangers should keep updated on local news and security advisories.

Business travelers must remain vigilant and prioritize their personal safety during work trips. This includes not overlooking the potential risks associated with unfamiliar environments.

Travelers should maintain a heightened awareness of surroundings, use trusted transportation services and accommodations, and keep important documents and belongings secure at all times.



Paris

Jul 29 - Aug 1

Starts in **4 days** | 



4,372 MI.



4 NIGHTS



3 DAYS

+6



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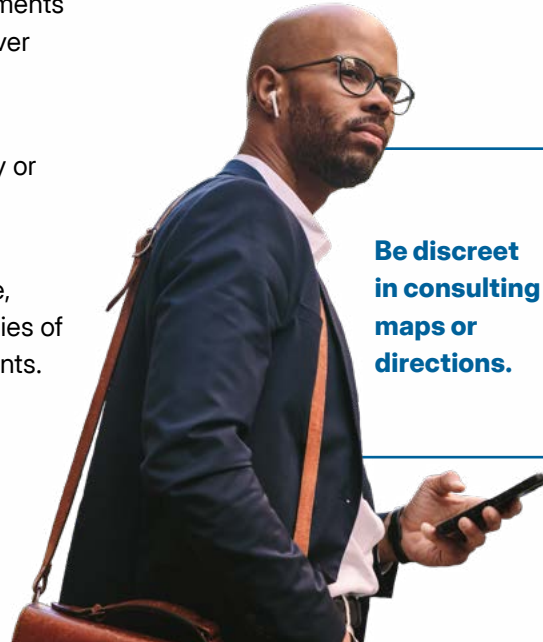
LEARN MORE

Before a trip:

- Book in-policy flights, hotels, rail tickets and car rentals via the company travel arranger or approved online booking tool (OBT). Review the company's travel policy, check insurance and ensure adequate coverage is in place for medical, security and trip disruption assistance.
- Check that the traveler profiles are up to date with the travel management company (TMC) and the online booking tool (OBT). Travelers should confirm their personal and emergency contact information is accurate.
- Travelers should make it a regular practice to share itineraries with trusted sources and keep a list of emergency contacts, including any necessary medical services.
- Medication, valuables and travel documents should be packed in hand luggage, never checked baggage.
- Make sure you stay up to date with all vaccinations required by your embassy or consulate before traveling.
- Ensure you have all necessary documentation for entry and departure, including digital backups and hard copies of passports and other pertinent documents.

While traveling:

- Retain possession of belongings at all times. Keep valuables secure and avoid openly displaying expensive items. Be careful when using public Wi-Fi and avoid viewing sensitive information on any mobile devices. Avoid connecting to a USB port to charge mobile devices, as this may allow data to be accessed.
- Stay connected – have a reliable means of communication, keep mobile phones charged, and carry a local SIM card if needed. An international travel plug adaptor may be required for the EU.
- Carry some cash in the local currency in case cards are not accepted. Separate credit cards and cash in case of theft.



**Be discreet
in consulting
maps or
directions.**

On the ground:

- Never leave food and drinks unattended.
- Remember safety could be very different after dark.
- Become as familiar as safely possible with the surroundings, location, and accessibility.
- Be discreet in consulting maps or directions.
- Always carry ID and know how to contact the police and other emergency services.
- Avoid using ATMs with street access.
- Use caution when walking or crossing busy thoroughfares on foot, especially in countries where people drive on the opposite side to what you're accustomed to.
- Check that taxis or ride-shares are legitimate, safe and reliable. Opt for trusted transportation services and verify arrangements in advance.
- Use company-approved car rental suppliers and purchase insurance coverage for the vehicle, according to company policy.

At the hotel:

- Remove the room key from the sleeve if the hotel room number is written on it.
- Keep room keys hidden and secure.
- Never disclose a room number to other guests or strangers.
- Solo travelers should not disclose that they are alone.
- Establish emergency evacuation plans and the location of the nearest emergency exit.
- Ensure all locks are operational for all points of room access.
- Confirm hotel staff or local authorities can be reached via phone in an emergency.
- Do not answer the door unless expecting a visitor or room-service delivery. Use peepholes and ask for identification from anyone trying to gain access to your room.
- Store all valuables, including travel documents and passports, securely, and in a safe, if possible.
- Avoid the first and the last floors of the hotel to guarantee easy evacuation in an emergency.
- Display the Do Not Disturb sign on the door even when the room is not occupied.
- Carry an offline record of the hotel address.

Human trafficking and major events

Major events like the Olympics increase the risk of human trafficking in host countries. The global business travel community is uniquely positioned to help combat human trafficking because traffickers use hotels, airports, and major global events to exploit victims. Here are signs to look for and tips on how to discreetly and safely take action if a threat is suspected.

Recognizing the signs

Trafficking victims may be male or female, young or old. They're often among us in plain sight. Some signs may be:

- Someone else holds their passport.
- They look scared or anxious.
- They act as if they're under instruction.
- Their movements seem restricted.
- They can't provide a home address.

Business travelers can help combat human trafficking and modern slavery.

[LEARN MORE](#)

What to do if human trafficking is suspected

- Observe as much as possible; remember location, clothing, descriptions, how many people, the time and any names used
- Do not confront the suspected trafficker or victim
- Discreetly alert authorities or security personnel near you

If it is not possible to report to law enforcement, report online to [ECPAT](#), a global network of civil society organizations that work to end the sexual exploitation of children or [A21](#), a global, non-government group working to fight sexual exploitation and trafficking, forced slave labor, bonded labor, involuntary domestic servitude, and child soldiery.

BCD Travel and our partners A21 and ECPAT are committed to helping raise awareness and provide education that sensitizes everyone to human trafficking.



Sustainable travel tips

Business travelers in Paris during the Games can prioritize sustainability by choosing in-policy suppliers that promote energy conservation and waste reduction initiatives.

Sustainable travel tips:

- During booking, look for "green" properties.
- Use the capsule-wardrobe approach to packing and try to travel with the least amount of luggage possible.
- If laundry is unavoidable, use local laundry services to refresh garments.
- Reuse linens and towels as much as possible.
- Remember to turn off TVs, lamps or electronics not in use in the hotel room.
- Avoid single-use plastics.
- Where safe and feasible, walk to meetings destinations or choose public transportation or carpooling over individual rideshare services to significantly reduce carbon emissions during travel around the city.
- Support local food and retail to help boost the economy.





A Checklist for PARIS

Traveling to Paris for business during the 2024 Olympic Games requires advance planning and plenty of patience. Travelers and/or their travel arrangers should book lodging, air, rail and car rentals well in advance. If travelers plan to spend any bleisure time at Olympic events or popular tourist attractions, securing tickets beforehand is strongly advised.

Travelers

Be sure all air, rail, car or hotel reservations and purchases comply with corporate travel policies.

Keep informed about safety protocols or travel restrictions in place due to the events.

Familiarize yourself with the areas surrounding your hotel, meeting spaces, offices, restaurants and other places you intend to visit in the city. If you visit the city often, confirm that the venues you regularly frequent will be available during the Olympic dates.

Review information about public transit fares, routes, ride-shares and taxis to make sure you're capable of using them when needed.

Research and download a translator app that best suits your needs, in case you require help asking for directions, communicating with locals or even managing a risk situation. (Speaking of devices: Keep your devices charged and consider carrying a portable charger for backup.)

Pack comfortable walking shoes, appropriate attire for various activities and weather conditions, and all of your necessary travel documents.

Travel arrangers

Ahead of the trip, communicate pertinent pre-, during and post-trip information to travelers via your usual communication channels.

Regularly encourage travelers to review and update traveler profile information so the travel team can provide assistance where needed.

Share this guide with travelers headed to Paris!





Shemika Britt
Senior Manager
PR, Social Media & Content

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