

Redefining the Future, the Paris 2024 Legacy

Learnings and impact for the Paris Region



Foreword

At the close of the Paris 2024 Olympic and Paralympic Games, we can say with pride that these Games have been an outstanding success!

From the incomparably stunning competition venues to the performance of the public transport system, safety and the welcome given to tourists: we delivered. In keeping with the spirit that inspired their creation, these Games were a moment of harmony, respect and solidarity nationwide: the Nation united behind the same flag and the same sporting colours. We cheered our champions on, sharing their disappointment in defeat and their joy in victory, and followed every one of their exploits, from the fervent support of the French fans to the unwavering generosity of the 40,000 volunteers involved. Crowning this achievement is the record medal haul!

Now that the Games are over, we cannot allow them to be a mere interlude. We must now look to the future because, from the outset, these Games were designed to leave an enduring legacy for future generations.

They have acted as a tremendous catalyst. They have brought with them significant new sports and housing infrastructure, new transport links, new jobs and unprecedented innovations- sometimes without us even noticing. Through them we are already shaping a sustainable, low-carbon and connected region. Now is the time to highlight and unlock the benefits of this legacy.

So that Paris Region continues to be the exceptional showcase for France that it has always been!



Valérie Pécresse

President
Paris Region

Editorial

Paris 2024, the XXXIII Olympiad, is now over. At this time of reckoning, it is important to recall the key points, humbly draw the first lessons and remind ourselves that although the Games are over, the bigger story of Paris 2024 is not - far from it...

50 days on from the end of the Games, this first report aims to keep the spirit of this Olympic adventure alive.

Firstly, this document recalls Paris Region's vision for future generations through its investments of up to €500 million, thus becoming the 2nd largest public funder of the Games after the French State.

These Olympics, the greenest in history, were designed to accelerate and promote the urban and technological transition and provide spectators with a unique experience. The 2024 Games are the first in history to be 100% accessible by low-carbon public transport¹.

Secondly, the aim of this document is to provide the first indicators, results and benefits of such a historic event: €2.3 billion in tourist spending, 3 billion television viewers worldwide (vs 1.1 billion for the Rugby World Cup in 2023) in France, €3.3 billion in revenue from broadcasting rights... Paris 2024 seems to have set new records.

With these Games, the host region has proved that it is a welcoming, inspiring, innovative and sustainable destination of the future. Creative and inclusive, it has set a new standard 100 years after the 1924 Games.

Scores of data are expected in the months and years ahead, whether on investment, growth, the impact on tourism or image production.

The post-Olympics Paris Region attractiveness and impact barometer has been jointly developed by Paris Region and its public and private partners, who contribute daily to the region's success and the legacy for people living in Paris Region. The positive impacts we will see over the next decade will be a valuable reminder in this regard.



Alexandra Dublanche

Chairwoman
Choose Paris Region



Lionel Grotto

CEO
Choose Paris Region

¹ <https://www.iledefrance.fr/presse/j-100-avant-les-jeux-de-paris-2024-organisation-et-dispositifs-prevus-par-la-region>

Key figures for the Games in Paris Region



No. 1

Public funder after the French State



80

Games venues co-funded by the Region



25

Competition venues in the départements



40,000

Volunteers mobilised



15%

More transport services for the Games



12 million

Tickets sold
(London's previous record of 10.9 million broken)

Key figures on budget elements (April 2024)



75%

of the Olympic Committee's expenditure made in Paris Region



76%

of infrastructure expenditure made in Paris Region

Investment



+ €500 million

Employment



150,000

jobs created



45 million

hours of work recorded

Transport



95%

accessible RER stations for people with reduced mobility, including 300 stations in Paris Region



1,200

new or renovated trains, RERs and metros



25 minutes

the new journey time between Châtelet and Orly airport

Initial lessons and impacts post-Olympics 50 days on

Initial sports indicators Source: Paris Region



41 medals

were won by 70 athletes from Paris Region



22 Olympic medals



19 Paralympic medals

Initial tourism indicators Source: Choose Paris Region



4 million tourists

during the Olympic Games



6.6 million tourists

during the Olympic & Paralympic Games

Investment



2.3 billion* in tourism consumption

between 24 July and 11 August (representing daily spending of €121 million over 19 days), including €1.4 billion from foreign tourists.

*Also includes consumption generated by day-trippers.

Initial investment indicators Source: Choose Paris Region



130 direct investment projects

linked to Paris 2024

• including 26 projects identified during the Olympic Games



500 CEOs & Opinion Leaders

• 43 nationalities (Top 3: United States, Japan, United Kingdom)

Initial indicators regarding games broadcasting audience



12 billion

interactions over social media²
(record in the history of the Games)



11,000

hours of content production
Source: IOC³
(record in the history of the Games)



3 billion

television viewers
Source: Orange

² Source CIO constate sur les comptes des jeux olympiques en aout 2024

³ <https://olympics.com/cio/news/paris-2024-des-jeux-olympiques-qui-battent-tous-les-records-sur-l-aire-de-competition-et-en-dehors>



Contents

| | |
|------------------------------------------------------------------------------------------------------------------------------------------|----|
| Part 1: A look back at a vision and ambitions in the interests of the people of Paris Region and its international appeal | 6 |
| 1. An Olympic history and a history of appeal and positive change | 8 |
| a. What are the impacts, benefits and legacies of previous Olympics? | |
| b. Sustainable Olympics | |
| c. A collective, Paris Region-wide ambition: private and public players as project catalysts | |
| 2. Boosting Paris Region's appeal: innovation and inspiring images for changing regions | 16 |
| a. The Games, an ideal opportunity for innovation: a technological, sustainable and inclusive showcase | |
| b. Inspiring through messages, a 360° experience and image: welcoming visitors and being the "best destination" in the eyes of the world | |
| Part 2: Initial findings on the Games' impact for a welcoming, inspiring, innovative and sustainable destination of the future | 28 |
| 1. The ambition for tangible and intangible long-term benefits in motion | 31 |
| a. An enduring legacy of modernisation, change and innovation for restoring balance to local areas | |
| b. The inclusive revolution: intangible long-term benefits for the most socially excluded and vulnerable | |
| 2. Initial benefits for tourism and the economy | 38 |
| a. The Games, a boost for tourism in Paris Region and an indicator for the years to come | |
| b. Economic investment and job creation: an impact that creates wealth for all | |
| 3. The initial lessons of the Paris 2024 Olympics 50 days on | 48 |

Part 1: A look back at a vision and ambitions in the interests of the people of Paris Region and its international appeal



1. An Olympic history and a history of appeal and positive change

a. What are the impacts, benefits and legacies of previous Olympics?

Each Olympic Games rekindles host candidates' desire to try their hand at the Olympic adventure. This challenge is usually inspired by ambitions related to the economy, leadership, leaving a legacy and building an image on the international stage.

However, the analysis should not be limited solely to the economic impact in the year of the Games, as the economic benefits are felt over a longer period. Indeed, strictly from the point of view of growth and economic impact at national level, at the end of this marathon, history reveals an initial disappointment in the year of the Games itself.

In economic terms, the Games are the biggest sporting event there is, of course. They generate billions in revenue through tourism, television rights, sponsorship and ticket sales. They also entail significant costs in terms of infrastructure and event security. However, in the past, host territories have increased their deficits, sometimes resulting in venues being abandoned in the aftermath of the Games. The literature on Olympic reviews shows that we need to remain vigilant when it comes to impact forecasting.

Paris Region and the Paris 2024 Olympics will not escape this comparison once the data is published. This is why there is merit in reviewing certain impacts and measures of the legacy of past Games: below are some lessons from a

2023⁴ study by the Asterès consultancy, which analysed the last Olympics from this purely macro-economic perspective at national level on the basis of IMF sources.

At regional level, Atlanta has estimated that the organisation of the 1996 Olympics had an impact of US\$5 billion on its territory. Over the decade that followed, the construction of hotels, offices and housing apparently brought its territory an impact of up to US\$ 1.8 billion. Countrywide, we cannot identify any significant leap on growth impact study charts. The world's leading economy in the 1990s was particularly dynamic thanks to the development of information technology and productivity.

⁴ <https://olympics.com/ioc/news/the-legacy-of-atlanta-1996>

The 2004 Athens Games⁵ led to the renovation and development of new infrastructure, particularly motorways. Nearly 140km of roads were built to relieve congestion in the city. A large stretch of the 67km-long Attica Road, which passes through 30 municipalities in the Athens metropolitan area, was restored. A new metro was inaugurated, reducing the number of vehicles in the capital by 70,000 a day. In terms of tourism, the impact of the Games is still being felt on this strategic sector, with the number of visitors to the country rising from 12 million in 2003 to around 32 million in 2023⁶. This is certainly the country's greatest legacy. In the following decade, the images of the abandoned beach volleyball stadium in Athens came to typify "Olympic waste". On a final note, the Games produced excessive public and external debt and had no impact on economic growth, even accelerating the Greek debt crisis of 2008.

Beijing 2008 was intended to be the "Green Olympics", "High-Tech Olympics" and "People's Olympics", according to the city's vision. Their aim was to celebrate China's place in the modern world and highlight its potential. The positive legacy of the Games in the fields of sport, education and culture, the environment and urban development remains highly visible in the Chinese capital. The National Stadium, nicknamed the "Bird's Nest", and the National Aquatics Centre, or "Water Cube", two venues built especially for the Games, have become iconic buildings of the new Beijing. In economic terms, the Games were held at a time of global crisis that did not affect China's very strong growth. Although growth slowed as a result of the subprime crisis it remained very high at 9%

⁵ <https://olympics.com/ioc/news/athens-2004-olympic-legacies-in--the-greek-capital>

⁶ <https://www.lefigaro.fr/conjoncture/la-grece-a-enregistre-un-record-de-32-7-millions-de-touristes-etrangers-en-2023-20240221>



London 2012 helped revitalise London's East End. The Stratford area has seen major improvements with over £2 billion invested in sports, leisure and cultural facilities. Today, this urban renewal seems to be a success, with a significant increase in the population. Two million people now live in this part of the city, 170,000 more than forecast in 2013.

As far as tourist appeal is concerned, although the year of the Games was a gloomy one for professionals with a 6% drop in visitor numbers, the British capital went on to break the 16 million mark for foreign tourists in 2013, becoming the most visited city in the world that year⁷. **But the UK economy did not rebound in 2012**, like that of Europe as a whole, and growth remained weak in the early 2010s.

The Tokyo Olympics⁸ scheduled for 2020 were held in 2021 due to the health crisis. The consequences of this crisis have erased any potential impact of the Games on Japanese growth. Hosting the Games gave a boost to the city's sporting legacy thanks to a whole series of measures designed to increase the level of physical activity of Tokyo residents. According to the Tokyo regional government, 66% of residents of the Japanese capital practised sport at least once a week in 2022, compared with 54% in 2012, with a record 69% participation rate in 2021.

Beyond an uncertain impact on economic growth, the benefits of the Games are significant. Indeed, it is essential for host cities to maximise the impact by guaranteeing post-event use of their infrastructure. They still benefit from the leverage effect generated by the experience and media exposure to attract new visitors. Finally, building the city of tomorrow and a more inclusive society through sport and employment is often a key issue too, with both tangible and intangible long-term benefits.

⁷ https://www.lepoint.fr/societe/tourisme-depassee-par-londres-paris-renacle-16-01-2014-1781120_23.php

⁸ <https://olympics.com/ioc/news/tokyo-2020-two-years-on-the-games-legacy--continues-as-sports-activities-flourish>



b. Sustainable Olympics

The greenest Olympics in history have built a legacy marked by the need for a low carbon impact. They are both the Olympics of the Paris Agreement, born of COP15, and the first post-Covid Olympics.

The Paris Agreement is a legally binding international treaty on climate change that has been ratified by 183 countries and entered into force on 6 November 2016. The Paris 2024 bid was presented at the same time, in November 2016 in Doha.

This bid, supported by the Games community and particularly by Paris Region, has always sought to create an enduring legacy of benefit to the whole Paris Region. However, over the period (2016-2024), there were a number of changes following the designation of host territories:

- The Covid 19 pandemic and the lockdown of 2020 were certainly a real challenge for the organisers (the stoppage of building work and the increase in the cost of materials), but the lockdown experience, its causes (climate crisis) and its consequences (exclusion of the most vulnerable) reinforced the need to build a more sustainable and inclusive society.
- Strengthening its ambitions with COP21, Paris Region committed to making the Olympics a carbon-neutral event, alongside Paris 2024 and SOLIDEO. The aim was to seize the incredible opportunity to make Paris Region the global showcase for innovation in sustainable transport, construction, local food supply and renewable energy.

Paris Region demonstrated its commitment to innovative construction and sustainability, since 95% of the Olympic infrastructure was already existing or temporary, which meant that the construction footprint was kept to a minimum, with the emphasis on a sustainable approach to the environment. In addition, 60% of the sports, technology and safety infrastructure was leased.

Legacy benchmarks

Of the 25 venues that hosted the events, only 4 major new facilities were built: the Olympic Village, the Media Village, the Olympic Aquatics Centre in Saint-Denis and the Porte de la Chapelle Arena. The number of sports facilities built for the Games is therefore low compared to previous Olympics: 9 for Tokyo 2021 and Rio 2016 and 6 for London 2012.

c. A collective, Paris Region-wide ambition: private and public players as project catalysts

Paris Region's ambition was to make the Paris 2024 Olympics a project that would benefit as many people as possible, residents and visitors alike. This commitment is intended to be extended well beyond the Games, in the interests of a shared legacy and an inspiring, innovative, sustainable destination of the future.

Working with the Region and in a coordinated fashion, the private and public players developed common objectives and overcame the specific challenges associated with organising the event (security, Covid, inflation, etc.). This made it possible to optimise resources and think collectively about how to improve the experience for residents and visitors.

Since 2018, Paris 2024 ecosystem stakeholders had therefore developed the necessary capacity to achieve the major objectives set, such as:

- Modern infrastructure
- Carbon neutrality
- Renewable electricity supply during the Games
- Commitment to zero food waste
- Zero waste target during the event
- Production of materials for temporary venues that can be reused after the Games
- Low-carbon mobility

They genuinely empowered themselves as a **tremendous catalyst of public policies in sectors promoting the ecological transition.**

Legacy benchmarks

The official budget for the Paris 2024 Olympics was €8.8 billion, including €2.3 billion in public funding. However, if security for the ceremony, transport and bonuses for civil servants are also included, public funding could rise to €4.6 billion.

Paris Region has been involved in every phase of this exceptional project, with more than €500 million invested, making it the leading funder of Paris 2024 after the French State⁹.

⁹ <https://www.iledefrance.fr/toutes-les-actualites/jeux-2024-en-chiffres-ce-que-lile-de-france-et-les-franciliens-y-gagnent>

The budget for the Paris 2024 Olympics?

Since the Olympics were awarded to Paris, the organisation of the event has been almost wholly financed by private funds, meaning "the Games finance themselves".

This term has been criticised because it refers only to the organisation of the Games as such (OCOPG) and not to infrastructure expenditure (SOLIDEO) or ancillary expenditure such as part of security.

According to estimates by Asterès, total public spending on the organisation of the Games amounted to €5.2 billion, out of a total budget of €11.8 billion.

This is a conservative estimate, which does not take into account the economic impact of the Games on tourism or the attractiveness of the

country. In other words, the direct impact via consumption or VAT. It is therefore likely that "the Games will finance more than themselves" and that, in the end, the public revenue linked to the event will exceed the expenditure.

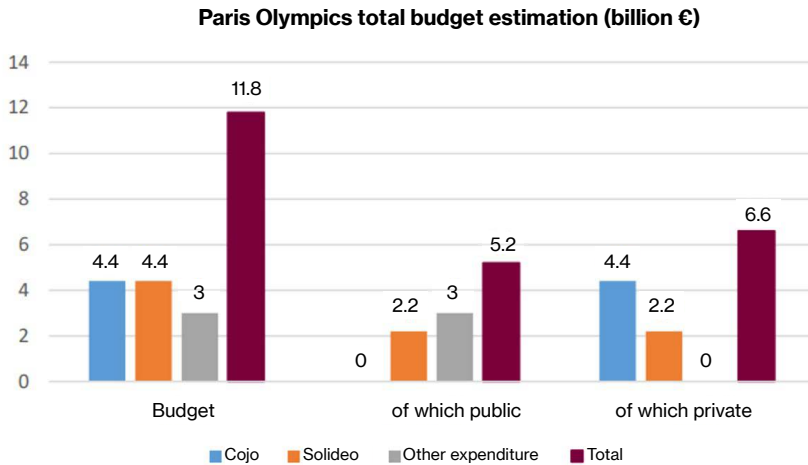
The organisation of the Games as such was managed by the Organising Committee for the Olympic and Paralympic Games (OCOPG); the budget at the beginning of 2024 is estimated at €4.4 billion, 96% of which was financed by private funds (ticketing, sponsors, IOC allocation)¹⁰.

¹⁰ <https://www.paris2024.org/fr/financement-des-jeux/>



Construction site of the Olympic and Paralympic Village

The Société de livraison des ouvrages olympiques (SOLIDEO) managed €2.2 billion of public money spent on building infrastructure (transport, stadiums, Olympic Village). SOLIDEO's total budget was reportedly €4.4 billion¹¹, financed partly by construction revenues (from the sale of flats in the Olympic Village, for example) and partly by public funds. Asterès estimates that half of SOLIDEO's expenditure, so €2.2 billion, was borne by the French State or local authorities.



¹¹ <https://www.lefigaro.fr/flash-eco/budget-des-ouvrages-jo-le-surcout-de-l-inflation-estime-a-140-million-euro20221216>

An in-depth comparison of the cost of previous Olympics leads to the conclusion that organising Paris 2024 has cost less than most editions in recent decades.

Wladimir Andreff's figures¹² should be taken as a starting point, as they include infrastructure expenditure, and then the monetary values should be converted to 2024 euros and the budget adjusted according to the number of events.

| | Unadjusted cost of the Olympic Games (€bn) | Cost in 2024 euros (€bn) | Weighting by number of events |
|--------------|--------------------------------------------|--------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|
| | Paris in the past average. | The Paris Olympics cost significantly less to organise than previous editions. | The Paris Olympics cost considerably less than the average for previous editions. |
| Rio | 33 | 42 | 46 |
| Beijing | 32 | 41 | 45 |
| Tokyo | 16 | 21 | 20 |
| London | 11 | 14 | 15 |
| Barcelona | 10 | 13 | 17 |
| Seoul | 8 | 11 | 15 |
| Paris | 12 | 12 | 12 |
| Athens | 12 | 9 | 16 |
| Sydney | 6 | 7 | 8 |
| Atlanta | 4 | 4 | 5 |

According to a provisional estimate by Asterès, since 1988, the Atlanta Olympics have cost the least to organise, followed by Sydney and Paris. The London Olympics cost the equivalent of €11 billion instead of the €4.8 billion announced. Rio, in 2016, cost four times more than expected - almost €40 billion.

Finally, it should be remembered that, since 2017, major exogenous factors have had an impact on forecasts: the Covid 19 health crisis, the war in Ukraine and inflation. This has also required investment in technology and information systems, such as the purchase of drones for law enforcement for example.

¹² <https://shs.hal.science/halshs-01279888/document>

2. Boosting Paris Region's appeal: innovation and inspiring images for changing regions

a. The Games, an ideal opportunity for innovation: a technological, sustainable and inclusive showcase

The Games represented 29 days of competitions, 28 sports and as many opportunities to explore the 27 Olympic venues in Paris Region. Visitors encountered urban transformations on-site, but were not always aware of the innovations behind them. The Games provided an ideal testing ground for solutions to improve the experience and quality of life.

These innovations, the fruit of healthy competition between Paris Region and international companies, cover a wide range of fields, including transport, energy, digital technology, big data and the Internet of Things (IoT): eVTOLs, autonomous vehicles running on green hydrogen and floating solar power stations on the Seine.

The first capsules of Urbanloop, a revolutionary means of transport, were used for the first time during these Olympics: this small autonomous electric shuttle on rail tracks linked the car park on the leisure island of Saint-Quentin-en-Yvelines to a fan zone free of charge.



Other examples of innovation:

- Hydrolift Smart City Ferries (Norway), a Norwegian company selected by Voies navigables de France (VNF) to launch an electric ferry capable of carrying 50 passengers on the Seine during the Games.
- Ecocem (Ireland) has produced concrete that emits 8 times fewer emissions than conventional concrete. They have established their global R&D centre in Paris. Their solution is being implemented in the Grand Paris Express and was used in the construction of the Athletes' Village.
- Le Pavé (Paris Region) produced seating from plastic waste for the two new sports facilities created for the Games, the Porte de La Chapelle Arena and the Olympic Aquatics Centre.

In the field of sustainable, innovative and inclusive construction, the Athletes' Village is a full-fledged showcase for the expertise of Paris Region companies. Accommodating some 14,500 athletes and their staff, this district stands out for its many technological innovations harnessed in the interests of decarbonisation and resilience during heat waves. These innovations include connected benches that refresh the air while cleaning it, cooling solutions, play areas using algae, and biodiversity sensors that measure the presence of different species.

The village is not just a temporary home for athletes; it is also the embodiment of an eco-neighbourhood project that aims to protect and develop biodiversity. Built using materials dedicated to energy performance, it represents a model of environmental excellence. From 2025, it will then be converted into housing, student residences and community infrastructure, as part of a strategy to ensure universal accessibility, particularly for people with reduced mobility.



The Olympic and Paralympic Village © Paris 2024 - Raphael Wriet

ture
of Modern City
The Olympic and Paralympic Village
© Paris 2024 - Raphael Wriet

b. The 360 experience: welcoming visitors and being the "best destination" in the eyes of the world

From 26 July to 8 September 2024, the Olympics put Paris and its region centre-stage in front of more than 3 billion people worldwide. The athletes, the territories of **206 National Olympic Committees** and the Refugee Olympic Team (formed by the IOC), brought the world together around Paris Region. It was a perfect opportunity to convey **key messages** such as **first-rate hospitality, inclusion, sustainability and a sense of community**.

The Choose Paris Region Agency, in collaboration with Paris Region, published a document in connection with the Games entitled "**Paris Region Key Messages**", more than 2,000 copies of which were distributed to strategic international targets.



Paris Region Key Messages

Images of the Olympic ceremonies, events and venues were commented on, analysed and experienced by more than 25,000 journalists, including 5,000 non-accredited journalists from 120 countries.

The English-speaking media had a strong presence, from North America, Britain and Canada.

There was also a high proportion of journalists from Asia, including China, Japan and South Korea¹³.

The media's perception of the event and the press coverage it has received show that the host region delivered a seamless experience. The titles of many articles reflect this positive feedback:

- CNN: "Paralympics end with dazzling ceremony at Stade de France in Paris".
- The Guardian: "Paris gives Paralympic Games a send-off for the ages".
- BBC: Paris Olympics: The Best Stats from the 2024 Games
- CBC: France waves farewell to its sporting summer at Paralympic closing ceremony.

¹³ Source: Media Paris Center, carreau du temple 2024



In its round-up of the Paris 2024 Games, the BBC takes stock of all the records broken. It talks of Paris as a historic stage on which some of the most impressive athletic feats took place over six action-packed days: "It has delivered sporting drama by the bucketload, the emergence of new heroes, world records have been broken and plenty of history written."

CNN echoed the words of Tony Estanguet and Andrew Parsons, enhancing the image of Paris as a symbol of inclusion and diversity.

The Los Angeles Times¹⁴, based in the host city of the 2028 Olympics, noted that "dancers and musicians with and without disabilities performed on stage together seamlessly, projecting a theme of inclusion and overcoming physical differences".

On 8 September, CBC pointed out that Paris 2024 has set a new benchmark in the delivery of the Games: "It lowers the curtain on successful back-to-back Games that captivated fans and raised the bar high for others to follow. Good luck Los Angeles in 2028."

Finally, the Paris 2024 Games received record coverage¹⁵. Olympic Broadcasting Services (OBS), the host broadcaster for each edition of the Olympic Games, has produced over 11,000 hours of content: that's more than for any other previous Olympics. This enabled the media rights holders to share comprehensive coverage with viewers in their respective countries and territories.

Focus on record audiences for the Games in France and abroad¹⁶

- According to France Télévisions, nearly 60 million French people watched the event.
- In the United States, there were more than 30 million viewers, up 82% on Tokyo 2020, according to NBC Universal.
- In Canada, it is estimated that 7 out of 10 people followed Paris 2024 on CBC/Radio-Canada, which is around 27 million Canadians.
- In the UK, almost 6 out of 10 Britons watched the Games.
- In Germany, the Games reached 53.4 million viewers according to ARD and ZDF.
- In India, the Games made a breakthrough with 170 million viewers following the event via the Viacom18 group's platforms.

¹⁴ <https://www.latimes.com/sports/olympics/liveblog/2024-paris-paralympics-live-updates-results-watch>

¹⁵ <https://olympics.com/ioc/news/ioc-president-praises-broadcast-operations-as-paris-2024-reaches-record-audiences>

¹⁶ <https://www.francsjeux.com/2024/09/03/a-paris-2024-les-audiences-ont-creve-le-plafond/102694/>

Olympic Ceremony Benchmark

356,800 visitors at the opening ceremony area between 6pm and midnight.

Orange and Choose Paris Region rolled out a bespoke observation system for this first outdoor opening ceremony.



356,800 tourists and day-trippers were counted between 6pm and midnight on 26 July in the area around the opening ceremony. Over 226,000 more visitors were recorded than the average recorded between 19 and 25 July. This represents an increase of 171%.

Spectators to the event began arriving in droves between 4pm and 6pm, with attendance almost 3 times higher than the average for the previous 6 days.

Between 6pm and 8pm the peak number of visitors was reached, with 339,100 tourists and day-trippers in the area.

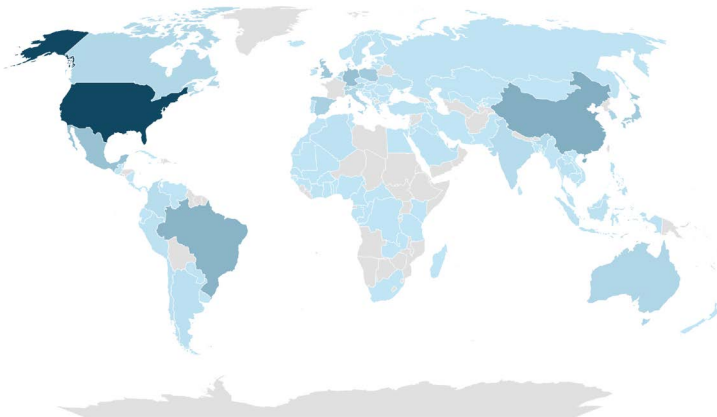
An overwhelming presence of American visitors

Almost a quarter of the international visitors at the opening ceremony were American (23%), followed by Chinese, Brazilian and Mexican nationals.



© Paris 2024 - Raphaël Lafargue

Country of residence of visitors attending the opening ceremony



360 experience of Paris Region

Paris Region has been seen by more than 3 billion people¹⁷ and given 4 million visitors the chance to personally embrace the wealth of French culture, food & drink and lifestyle and thus immerse themselves in a **360 experience of Paris Region**.

Outside central Paris, 18 sports were represented at a dozen competition venues in Seine-Saint-Denis, Hauts-de-Seine, Yvelines and Seine-et-Marne, making it easy to explore an area of over 12,000 square kilometres by public transport.

Iconic landmarks became sublime settings during the Games such as the Eiffel Tower as the backdrop for beach volleyball, Château de Versailles with the equestrian events, the Grand Palais staging the fencers' feats, the Invalides esplanade given over to archery, the Stade de France to athletics, and the ancient Concorde obelisk bearing witness to the new Olympic disciplines, such as skateboarding, breakdancing and BMX.

¹⁷ <https://olympics.com/ioc/news/ioc-president-praises-broadcast-operations-as-paris-2024-reaches-record-audiences>.



A safer, more modern, seamless and accessible transport experience: a mobility revolution.

Through Île-de-France Mobilités, the host region was able to provide a **friendly, compassionate welcome during the Games by setting the benchmark for universal, low-carbon accessibility very high**. This investment has paved the way to a quality of life experience for residents and visitors.

The transport challenge for the smooth running of the Games was significant¹⁸:

- 25 venues to be accessed (13 in Paris and 12 in the inner and outer suburbs) for the Olympic Games and 17 venues (including 10 in Paris and 7 in the inner suburbs) for the Paralympic Games.
- 50 sessions per day for the Olympic Games (767 sessions in total, including the 2 ceremonies) and 18 sports sessions per day for the Paralympic Games (261 sessions in total, including the 2 ceremonies).
- Up to 500,000 spectators a day (300,000 for the Paralympic Games)

A few figures illustrate the response provided and the scale of the investment¹⁹:

- All the competition venues were accessible by public transport, located no more than 400 metres from a metro stop that visitors could reach from Paris.
- 240 stations were made accessible, representing 95% of train and RER traffic
- 10 free shuttle bus routes to competition venues far from stations
- 150 shuttles for wheelchair users
- 1,000 buses to transport athletes and accredited officials

With the Games, the whole world discovered Paris Region through its major towns and landscapes. One of the aims was to encourage visitors to go beyond the ring road, and to offer new routes to reduce the 'tourist' pressure on the usual sightseeing destinations. This has entailed promoting new practices, quality and environmental impact, and elevating Paris Region to "the best destination".

¹⁸ <https://www.iledefrance-mobilites.fr/actualites/une-appli-mobile-pour-les-deplacements-des-spectateurs>.



PARIS 24

PARIS 2024

Part 2: Initial findings on the Games' impact for a welcoming, inspiring, innovative and sustainable destination of the future



To estimate the benefits, studies by the CDES²⁰ (Centre de Droit et d'Economie du Sport) outline the economic impact via expenditure according to three types:

- Organisation impact

This impact relates to the expenses incurred by the Paris 2024 Committee in organising the Olympic and Paralympic events. The Paris 2024 Committee's expenses are fully taken into account as they all relate directly to the organisation of the Games and would not have been incurred had they not been organised in Paris Region.

To date, expenditure is estimated at between €3 billion and €4.5 billion, depending on the scenario.

- Construction impact

This impact is due to the capital expenditure incurred in building or renovating the various competition and non-competition venues. These were staggered from 2018 to 2023 in terms of the provision of the venues required for the Games, as well as during the legacy phase (post-Paris Olympics) for the repurposing of certain venues (not least the Villages).

To date, expenditure is estimated at between €2 and €3 billion, depending on the scenario.

- Tourism impact

This impact is due to the consumer spending of visitors who came to Paris Region for the Games, but also in the legacy phase due to the potential growth in post-Olympics tourism.

To date, depending on the scenario, tourism revenue is estimated at between €1.3 and €3.5 billion.

²⁰ https://cdes.fr/wp-content/uploads/2024/05/2024.04_Paris-2024_Etude-impact-economique_final.pdf



1. The ambition for tangible and intangible long-term benefits in motion

a. A legacy of modernisation and change for restoring balance to local areas

The tangible and intangible long-term benefits are intrinsically linked in their goal to serve the attractiveness of the destination and therefore, first and foremost, the people living in Paris Region. From Seine-Saint-Denis to the Grand Paris Express, infrastructure has been built not just for the Games, but to restore the balance of the most vulnerable areas.

Since 2017 as a founding member of the 2024 Olympic and Paralympic Games Bid Committee, Paris Region has taken bold steps to ensure that the infrastructure prioritised for the Games becomes an enduring legacy tomorrow for future generations. The urban development work associated with the various Olympic and Paralympic venues has transformed and "repaired" entire neighbourhoods. The result is a large number of permanent structures and facilities that are a legacy for the local population:

- Refurbishment of sports facilities (swimming pool renovation plan),
- Land development projects,
- Construction of buildings, etc.

80% of public investment has been made in Seine-Saint-Denis, France's 'least-privileged' and youngest *département*.

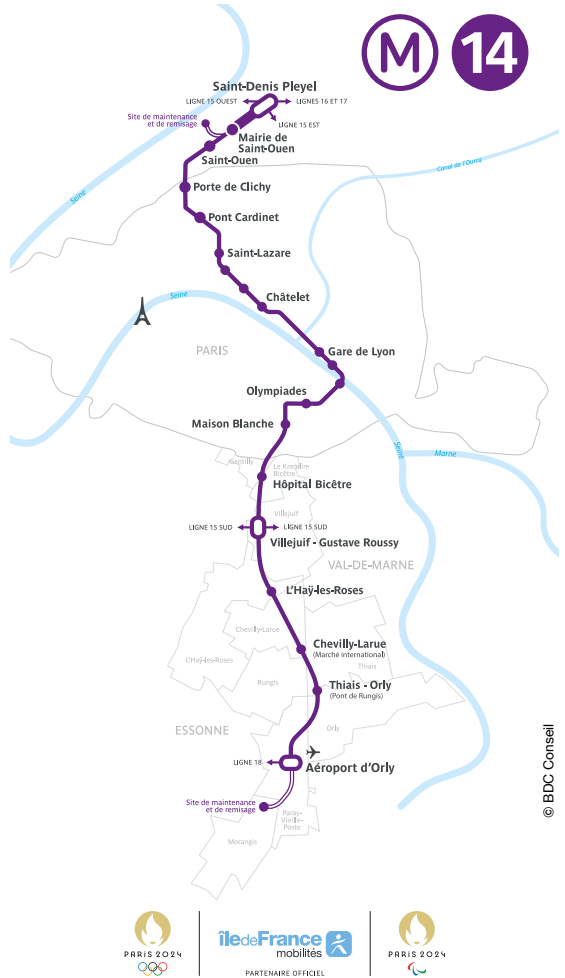
For example, **7 sports facilities** were built, extended or renovated in Seine-Saint-Denis as part of the Games: these include the best-known, the **Saint-Denis Olympic Aquatics Centre**, as well as the Fort d'Aubervilliers swimming pool and those in Aulnay-sous-Bois, Sevran, Bagnolet, Montreuil and La Courneuve.

These meet fundamental requirements for practising sport when the *département* is ranked **103 out of 105** in France for sports amenities, and half of its child population doesn't know how to swim.

Another example is the **Athletes' Village** built across three municipalities (L'Île-Saint-Denis, Saint-Denis and Saint-Ouen-sur-Seine): this is one of the three finest new neighbourhood projects dedicated to 6,000 new residents, with more than 2,800 homes and over 3,200 m² of local shops²¹.

In addition, six urban crossings have been built and will be used beyond the Games, starting with the one in the Pleyel neighbourhood; these developments will play their part in facilitating travel in the *département*, with an impact on territorial cohesion.

Finally, the Grand Paris Express is the largest urban and transport project in Europe: 200 kilometres of new lines and 68 new stations for almost 3 million passengers a day. A 100% automatic "super" metro that will be a game-changer in people's daily lives by linking up the suburbs without passing through Paris. Visitors to the Games were able to discover the extension of line 14 to Orly airport and the extension of line 11 to Rosny-Bois-Perrier, i.e. an extension of almost 6 km to the east of Paris Region. Four new lines, including the RER Eole, will be inaugurated between now and 2030, enabling new visitors to explore Greater Paris. This reflects the region's commitment to practical, sustainable transport solutions.



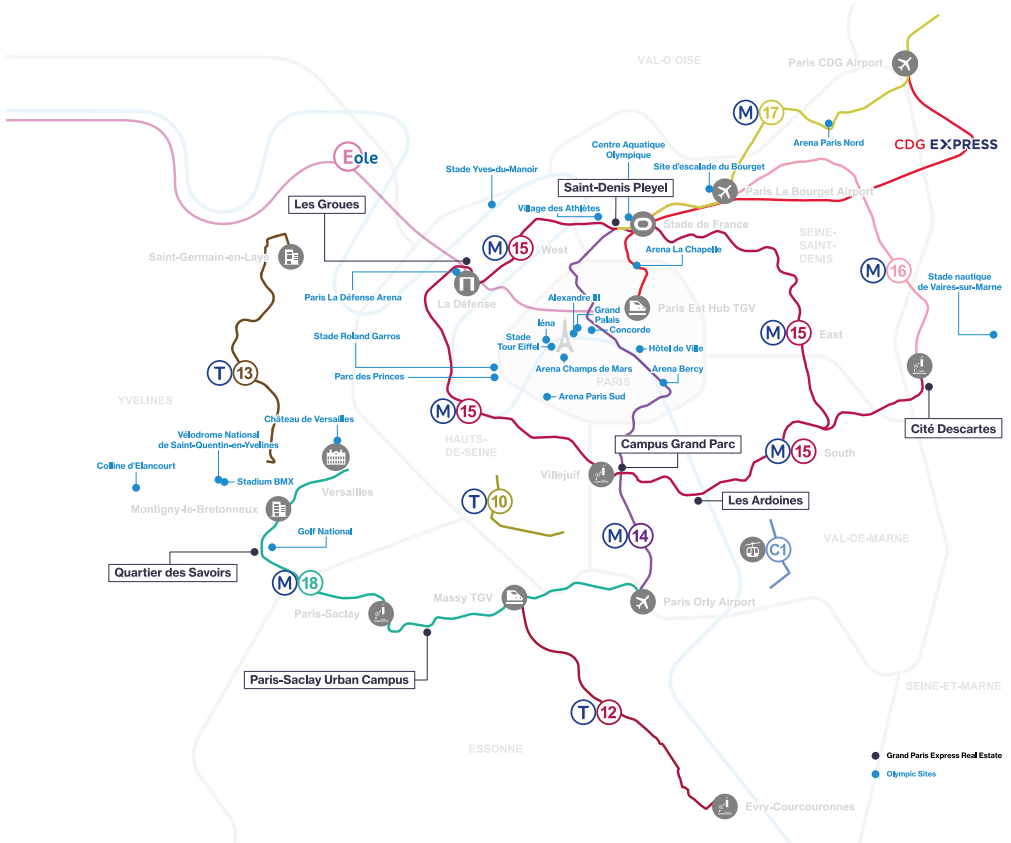
²¹ <https://ville-saint-denis.fr/village-olympique-heritage>

The developments of the Grand Paris Express are still ongoing: the Olympic Games were a milestone in this long-term project, with the new routes that have just been mentioned, but new stations and new routes are poised to open between now and 2030 in Paris Region.

In addition to these developments, 185 km of lanes have been reserved for clean vehicles in Paris Region, thanks to financial assistance from the French State. The Paris cycle network has been extended with an additional 30 km of lanes, which residents and visitors have been

using for more environmentally-friendly journeys. To promote green mobility, 418 kilometres of cycle lanes were laid to access the competition venues.

2024 was therefore a turning point in Paris Region's transport transition: the network connections for the Games were such that 100% of visitors were able to travel to all the Olympic venues by public transport. The Paris 2024 Olympic and Paralympic Games exemplified a pledge to increase the accessibility of the city and its infrastructure.

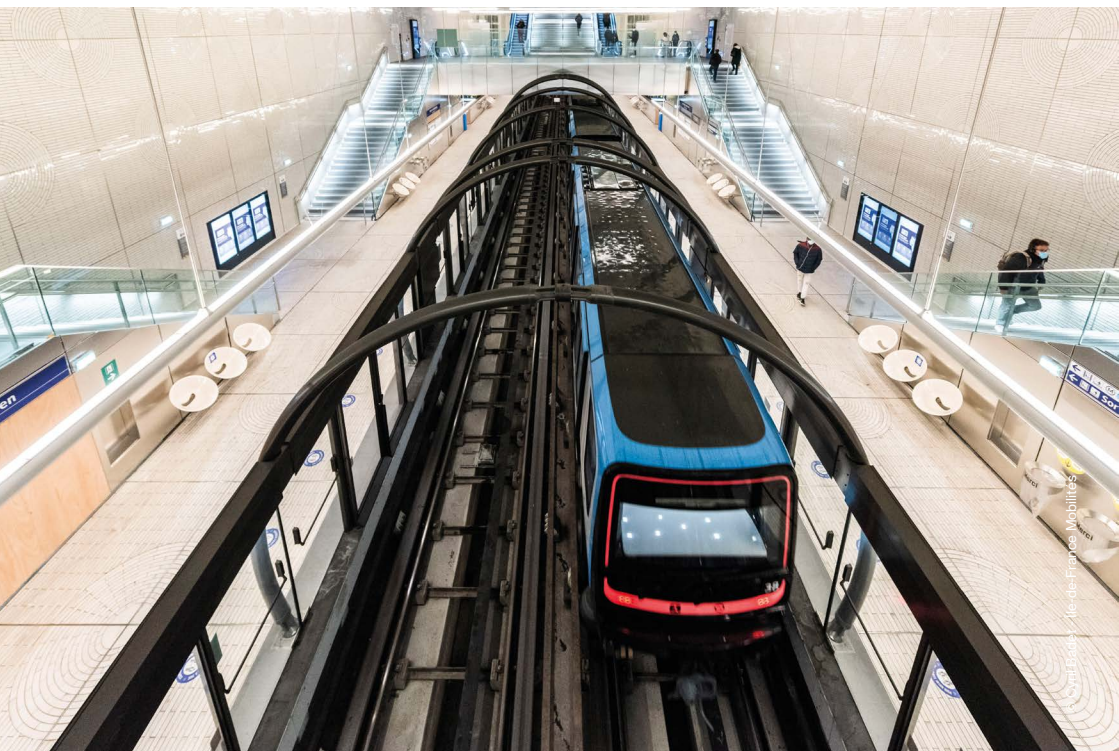


The "super metro" revolution and its regional and international interconnections!

Paris Region's investments are driving fresh momentum for low-carbon and inclusive mobility. This revolution is promised by the Grand Paris Express, with its extensions to existing lines and its four new metro lines (15, 16, 17 and 18). There's already talk of line 19!

With the commissioning of the extension to line 14 in June 2024, passengers during the Games have already been able to discover the first chapter of this "super metro", to quote Valérie Pécresse, President of Paris Region.

Paris Region is benefiting from Europe's biggest construction project until 2030 with the **Grand Paris Express**. International airports such as Paris-Charles de Gaulle, major railway stations such as the Gare du Nord, centres of decision-making, research, excellence and major clusters are, and will be in the imminent future, better connected and interconnected with France, Europe and the world.





© ALSTOM - Société du Grand Paris

A few examples illustrate this paradigm shift. The 68 new stations and 200 km of new lines will radically improve the quality of life of Paris Region's residents and visitors, with journey times sometimes cut by a factor of 6. From east to west and north to south, the regional metropolis is on a future course that is redefining the benchmark for regional accessibility:

Paris-Charles De Gaulle airport even closer to Place Charles-de-Gaulle, formerly Place de l'Étoile!

- Via the CDG Express, central Paris will be 20 minutes from Paris-Charles de Gaulle airport from 2027 with the link to Paris Gare de l'Est.
- Via the Eole line: the opening of the new Porte Maillot station will cut journey times from Haussmann Saint-Lazare by a factor of 6. It therefore drops from 24 to 4 minutes. The number of services increases by 75% at peak times.

Paris-Châtelet-Les Halles, Paris-Orly, Paris-Saclay and Paris-Versailles all better connected, for better service to passengers!

- Via line 14: Since 2024, Châtelet-Les Halles central station has been 20 minutes from Orly airport.
- Via line 18: Paris-Saclay, Europe's largest research cluster, will be just 20 minutes from Orly airport. Line 18 is 35 kilometres long and will link the airport to Versailles via Massy-Palaiseau station, Plateau de Saclay and Saint-Quentin-en-Yvelines. The first section is scheduled for October 2026, the next for 2027 between Massy-Palaiseau station and Orly airport, and for 2030 from Paris-Saclay to Versailles.

New lines, new ring roads in Paris Region: Save time! Get to the airport in 20 minutes without going through Paris!

- Reducing journey time by one hour between Champigny Centre station and Issy RER station without having to go through Paris will soon be possible with line 15 of the Grand Paris Express.
- Line 16 will be a more north-eastern bypass, with the Saint Denis Pleyel route linked to Noisy-Champs.
- Finally, line 17 will link Saint Denis Pleyel to two airports, Le Bourget and Roissy-Charles de Gaulle, via the exhibition centre, in less than 20 minutes.

b. The inclusive revolution: intangible long-term benefits for the most socially excluded and vulnerable

The inclusive legacy of the Games focuses on three major areas: employment, universal accessibility and the practice of sport for all individuals, particularly people with disabilities.

- **Inclusive legacy through employment**

More than 45 million hours of work have been recorded since 2017 across the Games construction sites, according to INSEE²². The study identifies two types of employment: 'front-line' jobs, created directly by infrastructure projects (25.8 million hours worked), and 'back-line' jobs, generated by demand for goods and services in downstream supply sectors (19.6 million hours worked). Overall, almost 150,000 jobs will have been created by the organisation of the Games. To maintain this momentum, the region is planning a post-Olympics employability programme.

Since September 2024, in collaboration with France Travail, the host region has launched a platform with 30,000 vacancies for retraining people from Paris Region who were trained and recruited for the Games, the challenge being to sustain this employment momentum in short-staffed occupations such as security and catering. The challenge is to keep the people trained and recruited for the occasion in work once the event is over.

- **Inclusive legacy through people with disabilities**

One in seven people worldwide has a disability. INSEE data from 2014²³ indicates that, in Paris Region, around 7.5% of the population over 20 years of age has an administratively recognised disability. If we include data on perceived disability, this is also one person in seven. Disability is therefore a pillar of Paris Region policy. To take this approach a step further, disability has been designated as the Major Regional Cause for 2024.

Various international press reports praised a "Paralympic Revolution"²⁴, and an "Inclusive Revolution". The Games welcomed nearly **350,000 visitors with disabilities** demonstrating the success of including all visitors. According to an Ifop poll conducted for APF France Handicap at the end of 2023²⁵, 96% of French people believe that the Paralympic Games have helped to "give people with disabilities a more positive image". What's more, in the entire history of the Olympics, no competition venue has ever been so accessible for both athletes and people with reduced mobility.

²² <https://www.insee.fr/fr/statistiques/7733601>

²³ Insee data, persons with disabilities in 2014 [Link](#)

²⁴ https://www.lemonde.fr/sport/article/2024/08/29/ceremonie-d-ouverture-la-revolution-paralympique-a-commence-en-beaute-et-au-sec-salue-la-presse-internationale_6298315_3242.html

²⁵ https://actionspolitiques.apf-francehandicap.org/sites/default/files/documents/120398_-_presentation_22.01.24_-_vdef.pdf

- **Inclusive legacy through sport**

Paris 2024 has helped galvanise sports practice thanks to the many facilities financed by Paris Region.

On 11 September, some newspapers were already running headlines like "After the excitement of the Olympics, enrolment in sports clubs is sky-high": "We have to turn people away". It is still too early to provide data on the number of people taking part, but there is no doubt that the excitement surrounding the Olympic venues is creating a positive momentum across Paris Region.

The Region monitored the performances of the 147 Paris Region athletes in the French Olympic delegation. Among them, 113 Sports Ambassadors for the Region play a role among the young people of Paris Region. The French delegation won 64 medals, beating the record set at Beijing 2008 (43 medals) and Tokyo 2020 (33 medals).

22 Olympic medals were won by 46 athletes from Paris Region (individual or team), including 19 medals won by 39 athletes who are ambassadors for sport in Paris Region.

The Games have sought to remove the socio-economic barriers to building a legacy where people are more interested in sport. For example, almost 10,500 organisations (businesses, local authorities, schools) have set up actions to "Get More Active".



2. Initial benefits for tourism and the economy

a. The Games, a boost for tourism in Paris Region and an indicator for the years to come

During the period of the Games, Paris Region cemented its leadership as the world's top tourist destination, with strong peaks in activity: over 4 million tourists and 2.3 billion in revenue.

The Games transformed the tourism landscape, attracting record numbers of visitors. On 26 July in particular, the day of the opening ceremony, which welcomed nearly 360,000 tourists and day-trippers (62% international visitors, including nearly a quarter of Americans (23%), Chinese, Brazilians and Mexicans, and 38% French visitors, two-thirds of whom were from Paris Region). At the same time, the hotel occupancy rate that day in Paris was close to 90%.

The Olympic Games played a key role in boosting tourist numbers between 24 July and 11 August, with an overall increase of 15% compared with 2023. This growth was particularly marked among French visitors, with an increase of 22%, while the number of international tourists rose by 9%. These figures confirm the positive impact of the Games on tourism.

From 26 July to 11 August, 4 million tourists were welcomed, for a total of 6.6 million visitors over the entire period of the 2024 Olympic and Paralympic Games.

The main international customers during this period were English, American and German, who alone accounted for 1/3 of international tourists (i.e. 500,000 tourists out of a total of 1.5 million). There has also been an increase in visitor numbers from countries such as Brazil (+82%), China (+48%) and Belgium (+40%).

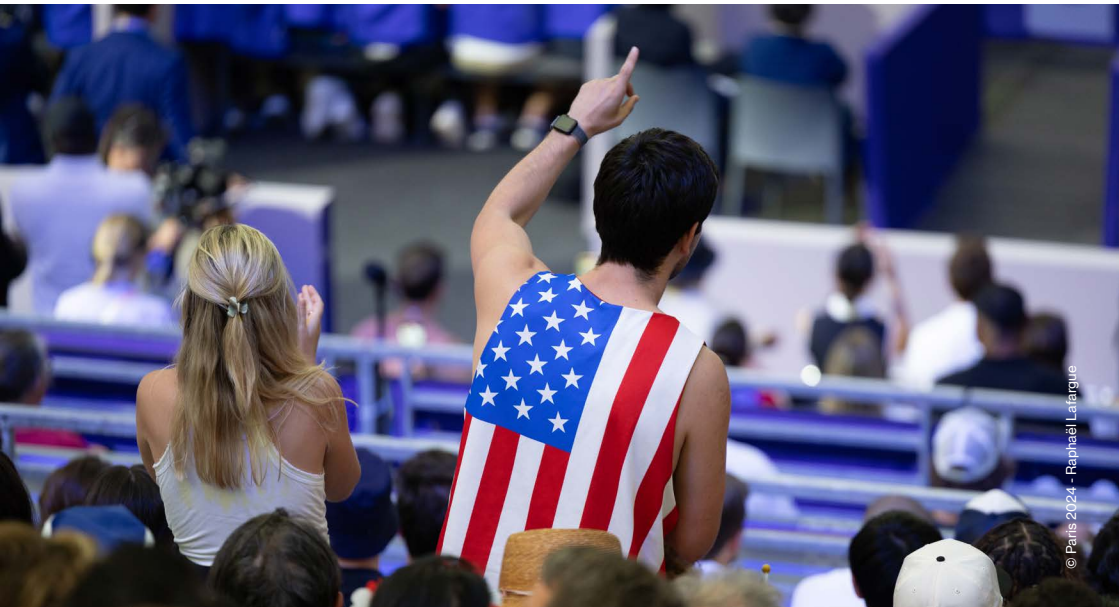


Figure: Source Choose Paris Region. Estimates based on ATR (Air-Rail-Road) and Flux Vision data.

Over the same period, visitors spent almost €2.3 billion in the region²⁶.

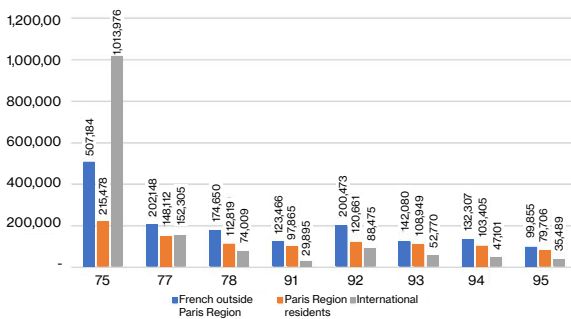
- €121 million of daily expenditure (based on 19 days & 2.3 billion)
- 1.4 billion for foreign tourists

²⁶ Source: survey estimates (ATR) Air-Rail-Road / Flux Vision



French tourists spent an average of 4 days in Paris Region, with an average budget of €500. International tourists stayed for 4.5 days, spending an average of €900 per stay.

Over the period as a whole, tourist flows were well distributed, with growth ranging from +3% to +27%. The competition venues and fan zones attracted an influx of visitors, stimulating local economic activity and redirecting traditional centres of interest.



| | Total tourist numbers | Var 24/23 |
|-------------------|-----------------------|-----------|
| Paris | 1,736,638 | +13% |
| Seine-et-Marne | 502,565 | +6% |
| Yvelines | 361,478 | +27% |
| Essone | 251,226 | +19% |
| Hauts-de-Seine | 409,610 | +22% |
| Seine-Saint-Denis | 285,799 | +9% |
| Val-de-Marne | 282,813 | +13% |
| Val d'Oise | 215,050 | +3% |

During the period of the Games, hoteliers capitalised on public enthusiasm for the Olympics, recording a 66% rise in the average price of overnight stays, from €187 in 2023 to €310 in 2024. The occupancy rate also reached 84% for Paris hotels, up 10 points on the same period in 2023.

The Paris 2024 Olympic and Paralympic Games have already benefited the appeal of the Paris Region. The first signs of this trend can be seen in air bookings, which were up 7% in October and 6% in November compared with 2023. The Olympic momentum is remaining buoyant among customers from the American continent, with international air bookings up 6% compared with September-November 2023. Asian customers are up by 7% over the coming months.

This performance is all the more noteworthy given that this period in 2023 was marked by exceptional visitor numbers, largely thanks to the Rugby World Cup.

The challenge is to continue the observations using a **specific indicator**, as the Olympics can have a meaningful **"leverage effect"** on tourist numbers in an area. The Barcelona Olympics in 1992 and the Athens Olympics in 2004 are good examples of this phenomenon: Barcelona experienced a meteoric rise in tourism after the Games, with the number of visitors almost quadrupling in 20 years. Similarly, Athens recorded a significant increase in tourism after 2004. These examples show the extent to which such an event can have a lasting impact on a region's appeal. It is therefore important to **quantify these effects over the long term** to measure the substantive impact of the Games on tourism and adapt local development strategies accordingly.

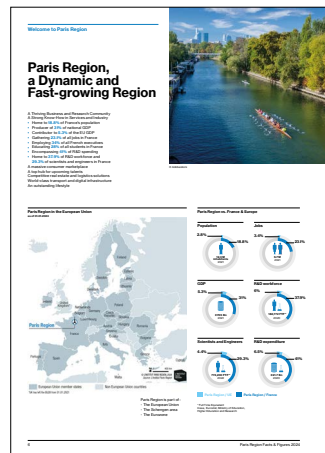


PARIS

b. Economic investment and job creation: an impact that creates wealth for all

Europe's leading region in terms of its size, population, research centres and concentration of major international companies has gained heightened appeal by hosting the Paris 2024 Olympics.

- Intra-national and intra-regional investments
- International investment
- At national and regional level



Paris Region Facts & Figures

At national and regional level

According to Asterès²⁷, the expenditure incurred to organise the Games will result in:

- 137,000 jobs,
- €12 billion in added value
- €5.3 billion in tax and social security revenues (€1.7 billion in VAT, €2.6 billion in employee and employer contributions, €0.2 billion in income tax, €0.2 billion in corporation tax and €0.6 million in other taxes).

The economic impact of Olympic-related spending remains limited in relation to the size of the French economy. The €9.8 billion in added value generated represents around 0.4% of GDP. However, this spending is not concentrated solely on 2024, as some infrastructure spending occurred before the event and some of the economic effects will continue after 2024. If these benefits are spread over several years, before and after the Games, the annual economic impact is actually less than 0.1% of GDP.

For the Banque de France:

“

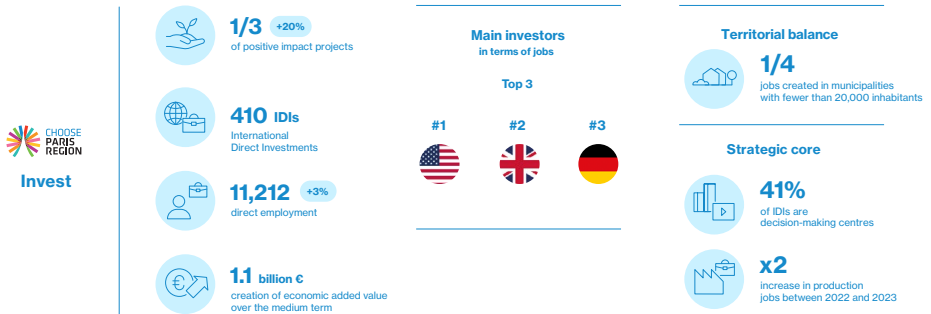
This will have a positive effect on the Paris Region economy, but it will not totally change the face of business in the region. (...) The Games were an incredible success! In the future, the image of Paris Region and Paris will be a positive factor in tourism appeal.

”

²⁷ <https://patrickbayeux.com/wp-content/uploads/2024/02/2402-Les-jeux-financent-les-jeux-ASTERES.pdf>

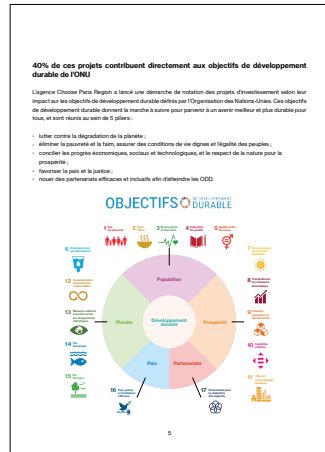
International investment

The figures in the 2023 Paris Region Attractiveness Report published by Choose Paris Region show that there is a strong foreign investment trend. The stability of investment flows in the region is all the more remarkable given that the latest UNCTAD report, published in January 2024, shows a sharp decline in international investment in other European countries.



Since the Olympics were awarded in 2017, Choose Paris Region has seen more than 130 direct foreign investments won for the Paris Region, directly or indirectly linked to the Games, creating almost 4,000 direct jobs and almost 10,000 indirect and induced jobs over 3 years, broken down into business start-ups, commercial partnerships and expansion projects.

²⁸ To calculate indirect jobs, Choose Paris Region uses sector rates giving the number of indirect jobs created per direct job created. To calculate induced jobs, Choose Paris Region uses INSEE's Avionic model, which calculates the number of induced jobs created in the medium term as a result of employee consumption, based on the number of jobs created in each sector in the medium term.



Observatory of international investments related to the Paris Region Olympic Games

The whole Paris Region benefits from this appeal, with almost 40% of investment and tourism flows taking place outside Paris.

What type of projects have been identified?

The projects come mainly from the United States (22%), the United Kingdom (16%), Japan (9%), the Netherlands (7.5%) and Germany (7.5%). In terms of jobs, the United States (38%) is also the most buoyant country, followed by Germany (20%) and the Netherlands (13%).

More than half of international direct investment is concentrated in 4 sectors:

- 25% service activities,
- 14% in the hotel and tourism sector,
- 10% in digital services and content,
- 10% in eco-activities and services linked to sustainable cities.

40% of these projects contribute directly to the UN's Sustainable Development Goals.

Conclusion



Initial lessons 50 days on from the Paris 2024 Olympics

Paris 2024 has already broken some records, among them: media coverage with 11,000 hours of content broadcast on billions of screens worldwide, 12 million tickets sold (compared with 10.9 million for London in 2012) and 100% accessible by public transport and 100% carbon-free.

50 days after the close of the Games, a great deal of data is still being analysed, and the work initiated in this first report will need to be continued.

Two categories of studies are expected in both the short and long term:

- Reviews of the Games during the Olympic and Paralympic period: the IOC, the OCOPG, the institutions and the public and private partners involved in the collective success of the Games have so far provided little information, and none have submitted a full post-Paris 2024 report.
- The "Games effect" will have to be measured by an overall attractiveness indicator over the coming decade. Assessment of the economic benefits and tourist appeal as well as the impact in terms of investment, talent and image production still calls for collective efforts and patience.

Across the host territory, Europe's premier territory, three initial lessons can be drawn:

- Records are not a criterion for quality of life. In April 2024, President Valérie Pécresse said: "After the Games, the people of Paris Region will see that we have improved their daily lives". There is no doubt that the promised legacy is there and continues to be forged, with, for example, the Grand Paris Express and the arrival of new transport lines that will continue from 2026 to 2030. With its new, renovated infrastructure, sport in Paris Region will be a marker of the success of the Games and a marker of the best destination to thrive. Lastly, the major regional cause of 2024, i.e. accessibility to employment, transport and sport for people with disabilities, will require us to look ahead with new projects such as the 100% accessible metro with a €20 billion plan.



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- €2.4 billion worth of tourism consumption benefits over the period of the Games is a significant figure. However, the key figure to remember is that 6.6 million visitors were welcomed, transported and accommodated in a very short space of time. The actual ambition is not a figure but a lifestyle - an inspiring destination through the exploration of Paris and its region. 12 sites in Paris Region provided first-time visitors with an ideal opportunity to explore beyond central Paris, an area comprising 75% green spaces, towns and local areas as big as Paris. With the Games, Paris Region has more than ever adopted a new benchmark for a new type of tourism, one that is more qualitative, respectful and ecological. Tourism that is in step with new practices, such as welcoming people with disabilities as soon as they arrive at stations or airports.
- 76% of infrastructure spending was carried out in Paris Region and 150,000 jobs were created over the Games period. Since 2017, the Choose Paris Region agency has supported nearly 130 direct and indirect investment projects linked to the Games. This represents more than 14,000 jobs over 3 years, including indirect and induced jobs, with 40% of investment and tourism flows taking place outside Paris. The arrival of new laboratories such as Google's AI lab in 2024 is a clear indication that Paris Region has become a prime location for building a sustainable future.

These Paris Region Games were continuously conceived and designed as a public policy catalyst. The investments and practical initiatives decided and prioritised for the Games will not stop now Paris 2024 has ended.

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