

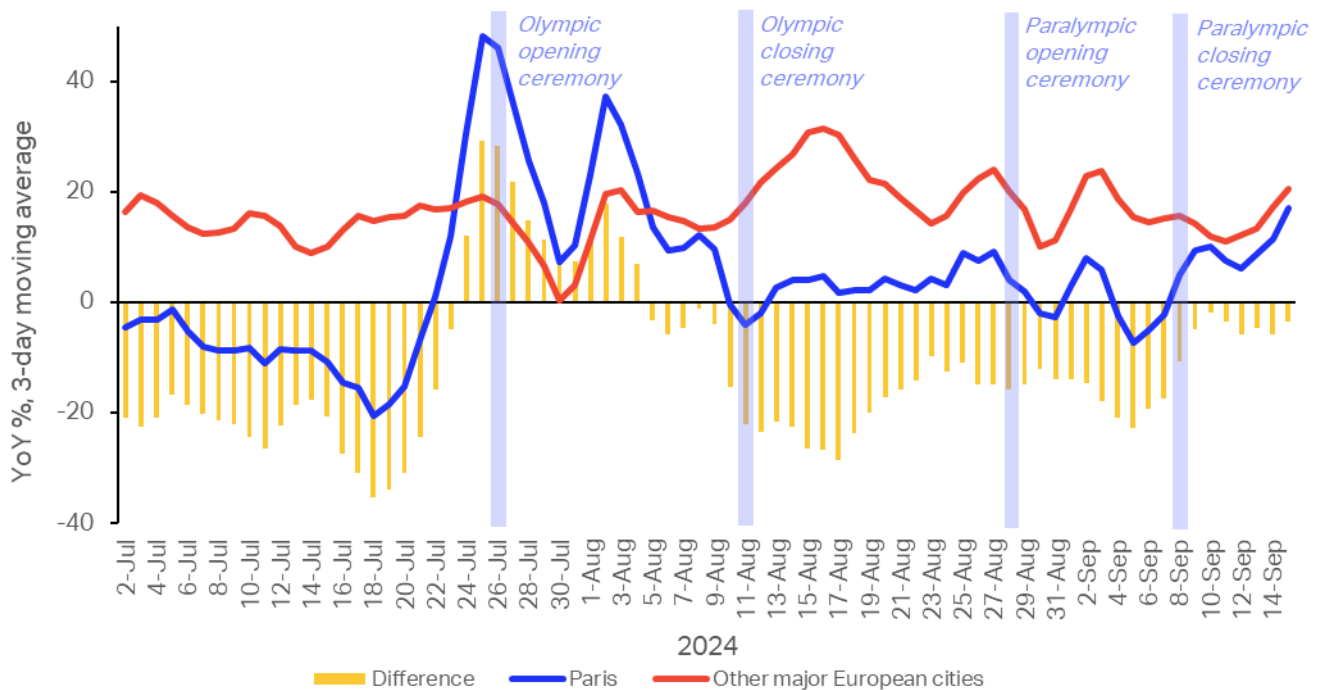


Chart of the Week

28 June 2024

Olympics boost French international air travel temporarily

International air ticket bookings to Paris and other major European cities, YoY %



Source: IATA Sustainability and Economics, DDS. Included cities (airports): Paris (CDG, ORY), Amsterdam (AMS), Athens (ATH), London (LCY, LGW, LHR, LTN, STN), Madrid (MAD), Rome (FCO). Excludes bookings of low-cost carriers.

- The 2024 Summer Olympic Games in Paris are set to deliver a sizeable, but short-lived boost to French international air travel. Growth in international air travel to Paris (blue line in chart) has lagged that of other major European cities (red line) so far this year. However, air ticket booking information shows that the Olympics reverse this trend, if only for the last week of July and the first week of August.
- Ticket sales suggest that in the weeks leading up to the Olympics, international air travel to Paris will slow further, trending downwards on a year-on-year basis (YoY) and bottoming out during the week ahead of the event. This sluggishness is most likely a sign of deferred travel, as sales surge in the days immediately prior to the Opening Ceremony, when athletes and visitors alike descend on the city. Incidentally, ticket sales to Paris show a second peak, up 37% YoY on 2 August, which coincides with the start of the athletics program.
- International air travel to the French capital is clearly impacted by the Olympic Games, with ticket sales running between 10% to 50% above 2023 bookings for the same dates. At the same time, growth in international air travel to other major European cities remains relatively stable. Paris now outpaces sales to these other European cities by up to 30 percentage points.
- At the end of the Olympics, international ticket sales to Paris return to around 2023 levels while international bookings to other European cities increase, indicating that some travelers may take the opportunity to continue exploring the continent after leaving Paris. In the weeks following the Games, growth in international air travel to Paris is expected to remain moderately above 2023 levels, but below that of the other major European cities. A muted increase in air travel to Paris is again visible ahead of the start of the Paralympics program on 28 August.

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