

THE PARIS 2024 OLYMPIC AND PARALYMPIC GAMES: A SOCIO-ECONOMIC ACCELERATOR FOR PARIS AND FRANCE

EMPLOYMENT

CONTRACTS

SPENDING

POST-GAMES TOURISM

Paris 2024 showed how the Olympic and Paralympic Games can drive lasting economic and social value when built around legacy. The Games mobilised investment, created jobs, and supported growth across key sectors, particularly in priority development areas.

Delivered with strong financial discipline and a largely privately-funded organisation budget, Paris 2024 achieved a positive return on public investment, setting a benchmark for sustainable and responsible Games delivery.

TOTAL ECONOMIC IMPACT

€7–11 BILLION

NET IMPACT FOR THE PARIS REGION 2017–2034:

ORGANISATION
€3.2–4.6 BILLION

TOURISM
€1.4–3.6 BILLION

CONSTRUCTION
€2.1–3 BILLION

Represents

3–5X RETURN

ON TOTAL PUBLIC INVESTMENT

JOBS MOBILISED
181,000+

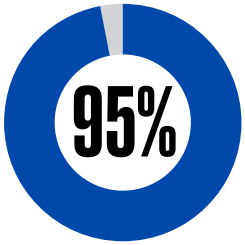
PART- OR FULL-TIME JOBS IN EVENTS, TOURISM AND CONSTRUCTION

© International Olympic Committee

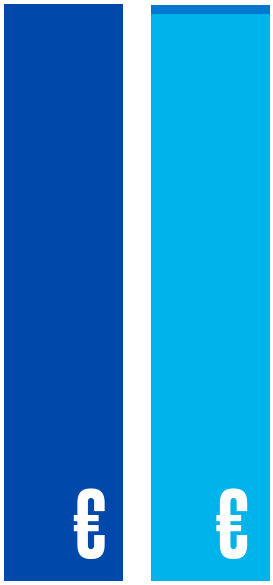
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SOURCES: CENTRE DE DROIT ET D'ÉCONOMIE DU SPORT, UNIVERSITY OF LIMOGES, 2024;
THE ORGANISING COMMITTEE FOR THE OLYMPIC AND PARALYMPIC GAMES PARIS 2024; EY, 2025

IMPACT FOR FRANCE



FUNDED BY PRIVATE SOURCES



SURPLUS

€76 MILLION

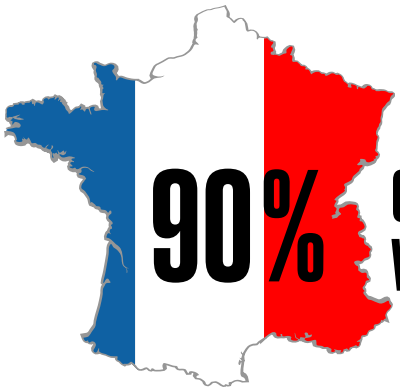
TO BE INVESTED IN THE PROMOTION OF SPORT IN FRANCE

€4.494 BILLION

TOTAL REVENUE

€4.418 BILLION

TOTAL EXPENDITURE



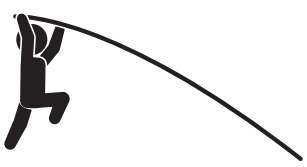
OF SUPPLIERS WERE FRENCH

80% OF THESE WERE SMALL OR MEDIUM-SIZED ENTERPRISES (SMEs)



OF DAILY PHYSICAL ACTIVITY IN ALL FRENCH PRIMARY SCHOOLS





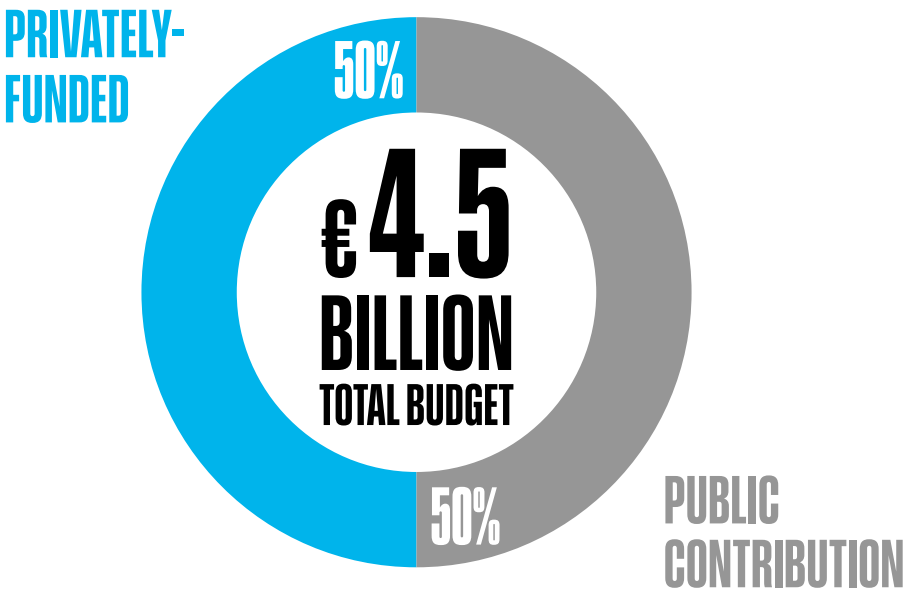
5 MILLION+

YOUTH REACHED THROUGH OLYMPIC & PARALYMPIC WEEK

LONG-TERM CAPITAL INVESTMENTS

SOCIÉTÉ DE LIVRAISON DES OUVRAGES OLYMPIQUES (SOLIDEO)

While no new infrastructure was required for the Games, a public authority was formed to oversee the construction of the Olympic and Media Villages and other venues that were built or renovated – on time and on budget – for the long-term needs of local residents and used during Paris 2024.



80%
OF PUBLIC INVESTMENT

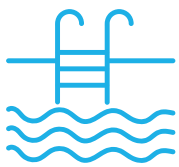
directed to **Seine-Saint-Denis**, one of France's most disadvantaged departments

MAJOR LEGACY OUTCOMES

2,800 new housing units:

25% social housing





9 swimming pools built or renewed by SOLIDEO

2 new schools built within the Olympic Village project



GAMES-TIME TOURISM IMPACT

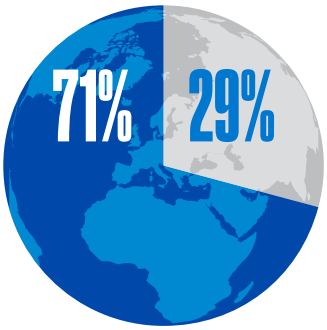
Nearly

4 MILLION SPECTATORS

attended at least one Olympic or Paralympic event



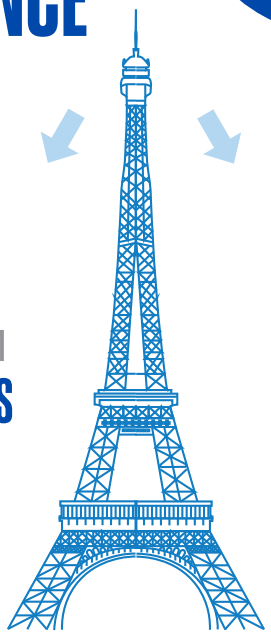
2.8 MILLION SPECTATORS WERE FROM FRANCE



1.2 MILLION INTERNATIONAL SPECTATORS TRAVELLED TO FRANCE



1.54 MILLION WERE FROM THE PARIS REGION



1.26 MILLION WERE FROM ELSEWHERE IN FRANCE



€1.1 BILLION

VISITOR SPENDING IN THE PARIS REGION



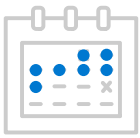
€200 MILLION

VISITOR SPENDING ELSEWHERE IN FRANCE



INTERNATIONAL VISITORS STAYED ON AVERAGE

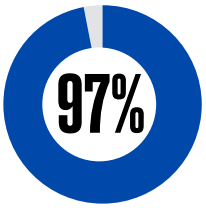
7.1 DAYS



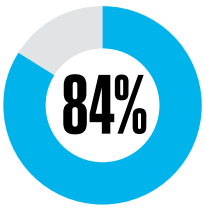
AND SPENT



€148/DAY



of international spectators **were satisfied** with their stay in France



of international spectators said they **would like to return**

THE OLYMPIC GAMES IN MARSEILLE

FOR PARIS 2024, MARSEILLE

POPULATION **885,000**

HOSTED **10** PREPARATION CENTRES FOR ATHLETES FROM AROUND THE WORLD

IN **10** DISCIPLINES

€180 MILLION

DIRECT ECONOMIC BENEFITS FOR MARSEILLE

MARSEILLE WAS THE SOLE VENUE FOR SAILING EVENTS, BRINGING TOGETHER **330** ATHLETES FROM **66** NATIONS, AND MARSEILLE STADIUM HOSTED **10** OLYMPIC FOOTBALL MATCHES, INCLUDING A MEN'S AND A WOMEN'S QUARTER-FINAL AND SEMI-FINAL

TOURISM IMPACT IN MARSEILLE

+6% INCREASE in tourism at Christmas 2024

336,000 VISITORS domestic and international spectators hosted during the Games period

14.5 MILLION OVERNIGHT STAYS in 2024 (+4% compared to 2023)

IN MAY 2024, THE CITY WELCOMED THE ARRIVAL OF THE OLYMPIC FLAME IN FRANCE

150,000 PEOPLE gathered to celebrate the arrival of the Olympic flame and attend the city festival

1,024 LOCAL BOATS accompanied the traditional French ship, the *Belem*, which carried the flame

SOURCES: COMITÉ RÉGIONAL DE TOURISME PROVENCE-ALPES-CÔTE D'AZUR, 2024; THE ORGANISING COMMITTEE FOR THE OLYMPIC AND PARALYMPIC GAMES PARIS 2024; OFFICE DE TOURISME, DES LOISIRS ET DES CONGRÈS DE MARSEILLE, 2024; APPROBANS, 2024

URBAN REGENERATION



OLYMPIC AQUATICS CENTRE

NOW A PERMANENT COMMUNITY FACILITY

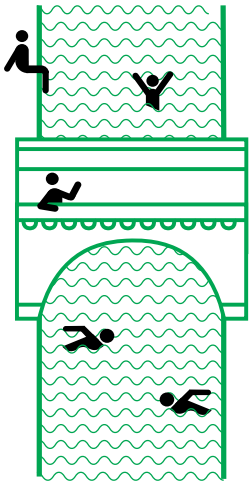
400+ KM

OF NEW BIKE LANES



CLEAN-UP OF

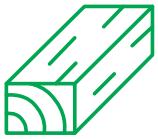
THE SEINE RIVER



RESTORED PUBLIC SWIMMING

OLYMPIC VILLAGE: CONSTRUCTED USING

TIMBER



LOW-CARBON CONCRETE



RECYCLED MATERIALS



OLYMPIC VILLAGE:



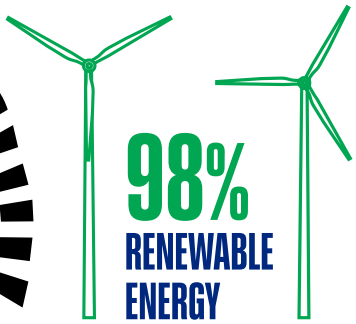
NOW A GREEN, MIXED-USE NEIGHBORHOOD

SUSTAINABILITY LEADERSHIP

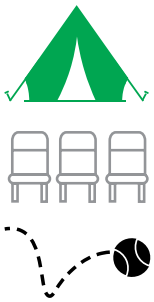
CARBON FOOTPRINT CUT IN **HALF**



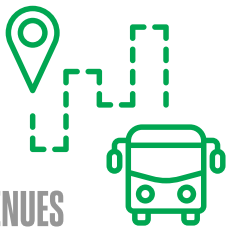
VS THE AVERAGE OF LONDON 2012 /RIO 2016



98% RENEWABLE ENERGY



98% OF OF GAMES ASSETS GOT A SECOND LIFE



ALL VENUES ACCESSIBLE BY **PUBLIC TRANSPORT**

RENTAL OVER PURCHASE

OUT OF

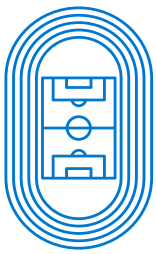


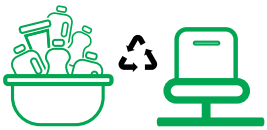
2 MILLION ITEMS OF SPORTS EQUIPMENT

¾ WERE RENTED

95%

OF VENUES PRE-EXISTING OR TEMPORARY



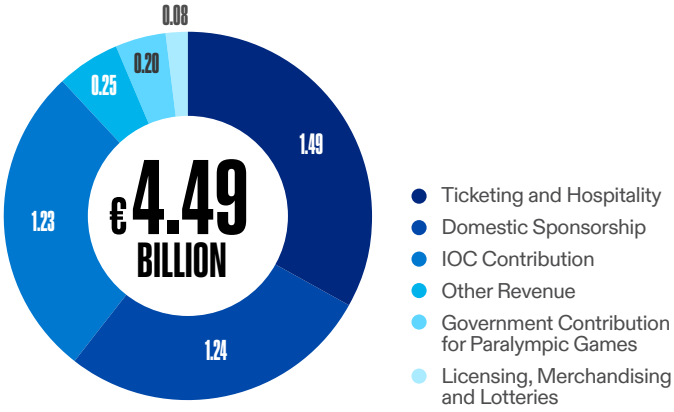


OLYMPIC AQUATICS CENTRE: SEATS MADE OF LOCAL PLASTIC WASTE

DELIVERING THE GAMES RESPONSIBLY

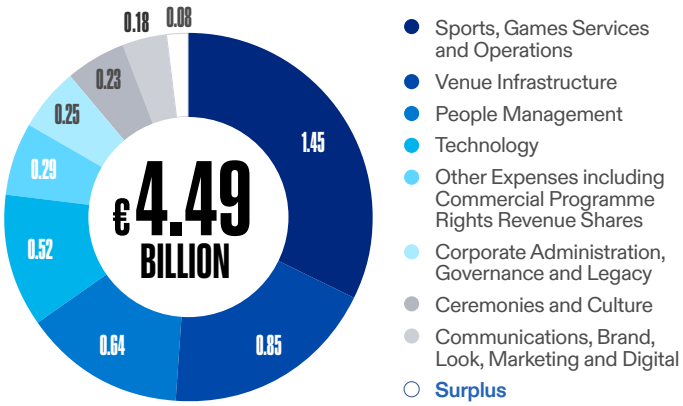
PARIS 2024
GAMES ORGANISATION BUDGET – REVENUE

As of June 2025



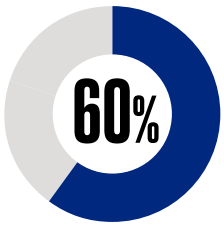
PARIS 2024
GAMES ORGANISATION – EXPENDITURE

As of June 2025

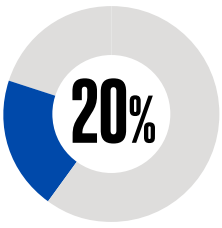


GAMES ORGANISATION SURPLUS REDISTRIBUTION

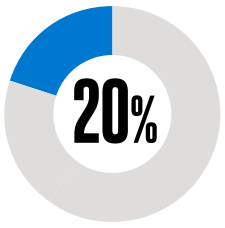
€76 MILLION SURPLUS IS SUPPORTING FRENCH SPORT THROUGH AN ENDOWMENT FUND



LEGACY PROGRAMMES



REINVESTED IN SPORT DEVELOPMENT



TO THE HOST NATION'S NATIONAL OLYMPIC COMMITTEE

IOC INVESTMENT INTO GLOBAL SPORT

This approach reflects the IOC's broader commitment to reinvest Games revenue into sport.



90% OF IOC REVENUE IS INVESTED BACK INTO SPORT:

2021–2024: AN EQUIVALENT OF **$4.7 MILLION / DAY** went to athletes, National Olympic Committees, Organising Committees and International Federations