

# Paris

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Paris, the world capital for business tourism?

**Paris 2024 Olympic and Paralympic Games**

As the world looked forward to the **Paris 2024 Olympic and Paralympic Games**, Paris was gearing up to host the **world's largest sporting event**. One hundred years after the last Games held in Paris, the city once again embarked on the Olympic adventure and embraced innovation. From 26 July to 11 August, **10,500 athletes** from over **206 countries** gathered to compete in the biggest international multi-sport competition. With **almost 10 million spectators** and an estimated **4 billion television viewers**, it turned out to be an unforgettable event for sports enthusiasts and Parisians alike.

### Paris: a city with unmatched hospitality

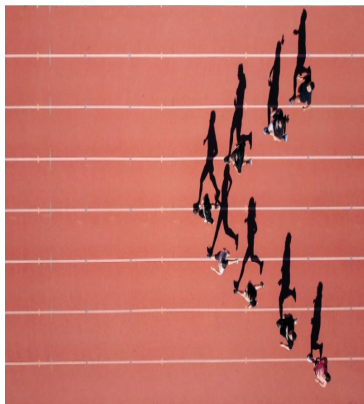
Paris is not only a popular tourist destination but also a **business event organiser's dream location**. Known for its expertise in hosting events, Paris is a hub for sectors such as **sport and e-sport, science, culture, design and fashion, innovation and gastronomy**. The capital of France offers a diverse range of venues to cater to all types of events. With **17 congress and exhibition centres**, over a hundred meeting rooms, and rare venues - museums, boats, theatres, mansions, parks, gardens, department stores, etc.- that can accommodate **up to 10,000 people**, Paris and its **1,000 event venues** provide endless possibilities to create unforgettable memories.

### Paris leads the way in sustainable business tourism

Paris is committed to sustainable development and is implementing a range of action plans to create a more environmentally responsible city such as **The Paris Climate Action Plan**. It aims to create a carbon-neutral city with 100% renewable energies, while the Biodiversity Action Plan focuses on increasing vegetation in public spaces and protecting flora and fauna. Energy, ecomobility, waste management, air quality, and nature preservation are at the heart of these Action Plans. As a world-renowned tourist destination, Paris continues to pave the way for responsible tourism. The city has become a hub for service providers that are keen to adapt to new ecological standards. 467 hotels in Paris have signed the **Paris je t'aime - Tourist office's Charter for Sustainable Accommodation**, and Paris has been rewarded as **one of the top 30 sustainable destinations worldwide by the GDS index in 2022**.

### Experience Paris' local artisanal crafts and know-how

Paris is not only a cultural and gastronomical hub but also a **city of creators and artists** who advocate a more responsible way of life, such as local consumption and distribution networks. From discovering **ancestral know-how**, sensory and creative experience to powerful encounters with people who are keen to share their passion, there are plenty of opportunities to discover local Paris.



**1** **SPOILED FOR CHOICE!**  
More than **1,000** parisian venues

**2** **17** **CONVENTION & EXHIBITION CENTERS**

**3** **The total cyclable network**  
in Paris increased from 200 km in 2001 to **1,094 km** in 2021.

**4** An international business event gets **20% more participation** when it is held in Paris.

## **10 REASONS TO CHOOSE PARIS**

With its rare event venues, vibrant economy and strategic location, it is no wonder Paris topped the ICCA rankings twice in 2018 and 2019 as the world's conference capital.

**5** **132 museums & 1,000 Art Galleries**

**7** In 2024, Paris will become the **2<sup>nd</sup>** city to host the Olympics 3 times, after hosting it 1900 and 1924.

**9** **12,000 startups** work on solutions for the future

**6** More than **140 000** **HOTEL ROOMS** to stay in.

**8** More than **18,000** restaurants including 115 Michelin-starred restaurants

**10** **PARTY IN PARIS!**  
**8,000** clubs, concert venues & 33 cabarets

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## CONTACT



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