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# Paris hotel occupancy fell 2.7% after protests chilled year-end bookings

High-end properties reliant on international travelers entered the holiday season with bookings 6.5% below 2025 levels

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Paris hotel occupancy fell 2.7% from October 17 to November 15 from the same period in 2025, a decline concentrated in the capital that is now weakening year-end demand for upscale properties, according to an MKG Consulting study reported by L'Écho touristique on Wednesday, November 18.

The figures point to a slowdown in contracted business for Paris hotels heading into the Christmas season, especially in the high-end segment that depends more heavily on international guests and late bookings. At the same time, the data do not show a broader national hotel downturn. MKG found that the weakness was centered on Paris, while the wider Ile-de-France region gained 0.7 point in occupancy.

L'Écho touristique, citing MKG, said the timing of the decline followed the October 17 social protests against rising living costs, after images of violence on the margins of the demonstration circulated widely abroad. The study suggests travelers who had already booked Paris trips largely kept them, while new reservations slowed sharply afterward, particularly among long-haul travelers and last-minute customers.

That pattern is visible in the timeline cited by MKG. Between October 5 and October 16, Paris hotels posted a 92.5% occupancy rate, up 2.1% from the same stretch in 2025. The seven nights after October 17 also stayed above 2025 levels, supported by

previously booked demand and major events such as the Paris Motor Show and a Céline Dion concert, according to the report. Paris then fell below its 2025 level starting October 26 and reached its lowest point on November 7, when occupancy was down 17.8% from a year earlier.

For the hospitality sector, the more important signal may now be in forward bookings. As of November 15, 38.4% of rooms in Paris' high-end hotel segment were booked for the period from November 30 to January 10, 2027. That was 6.5% below the level recorded on the same date in 2025, according to MKG. The gap was even wider for Christmas week, with bookings trailing by 10.6 points. Across all Paris hotel rooms, 43.4% were booked for that week, down 7.6% from a year earlier.

MKG's comparison with other cities suggests Paris' exposure to international clientele is a key factor in the downturn. Among the 10 largest cities in the study, Nice, Montpellier and Toulouse posted gains, while Bordeaux, Marseille and Nantes recorded steeper declines. L'Écho touristique said that pattern indicates the weaker performance cannot be explained by demonstrations alone, but rather by how dependent a destination is on foreign travelers.

The data also underline the uneven effect inside the market. Paris' upscale and luxury hotels appear more vulnerable because they rely more on long-distance visitors and holiday demand, including Christmas bookings that are often made weeks in advance. A weaker booking pace in that segment can weigh on room revenue and staffing plans even if occupancy in other parts of the region remains firmer.

So far, the study points to a setback for Paris rather than a collapse across France. But for hotels in the capital, and especially for higher-end properties, the softer booking trend through mid-November suggests a more difficult finish to the year than operators were expecting earlier in the fall.