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The IOC trades the City of Angels for the City of Lights

The year 2024 marks one century since France hosted the Olympics, but that did not stop Los Angeles from trying to steal Paris' centennial bid to become the host city for the Summer Olympics. With the astronomical costs that come along with hosting the Olympics, it only makes sense that Paris, with its cultural landmarks, annual tourism rates, and updated infrastructure, was selected over Los Angeles as the next host city for the Summer Olympics.

The process to become a host city for the Olympics begins 7 to 9 years before the Olympics, with many cities spending upwards of \$40 million to even get their foot through the International Olympic Committee's door. Once the host city is selected, they must then provide the infrastructure for the games, estimated to cost billions of dollars. While these cities do not often recoup the costs during the official games, the city is cast in a global spotlight for over two weeks with nearly 24/7 television coverage. This publicity stands to increase tourism and revenue over time.

After several failed attempts to host the Summer Olympics, Paris put all of its energy into its bid for the 2024 Olympics and rightfully won over Los Angeles in 2017. These games differed from Paris' last Olympic bids because 2024 marked exactly 100 years since the country last hosted the games. Combining the Olympics with a momentous anniversary only heightens the level of excitement, which I believe Paris can capitalize on to attract more spectators and increase the attendance for the Summer Games. Advertising the event as a centennial celebration can help the country recoup some of their costs as hosts, which would be one of my most significant concerns if I were a French citizen.

Paris is considered one of the world's cultural capitals, with some of the best food, museums, and national monuments that attract over 30 million visitors annually. Enticing people to come to the city for the Olympics will not be an issue for France as the romanticism associated with the city has long attracted tourists. Spectators will come for the sports, with the bonus of seeing the sites simultaneously. As a teenager, I visited Paris to attend the French Open, and I can attest to the beauty of the city and all of the culture there is to experience. I will be the first to admit that I spent more time on the Paris Metro exploring the city than I did in the stands watching tennis.

Although Covid-19 was non-existent when the ICO selected Paris as the host city, the city has implemented a strategy to help keep their citizens safe and infection rates low while allowing daily life to continue as usual. They have a digital system that scans a QR code to prove vaccination status so that visitors can gain access to facilities like restaurants, sporting events, museums, and other public places. Like you and me, spectators can rest easy knowing that the country has already prioritized their health and well-being before they even step foot into France.

I find the expenses associated with the Olympics to be a bit frivolous in today's world. To offset some of these costs, France intends to utilize many of its current facilities for the Olympics, which should also help the country avoid the eventual abandonment of new buildings that have long plagued previous host cities. The French planning committee has also made plans to utilize the new structures to aid local communities post-Olympics.

By far, one of the most beneficial improvements that the country began before the IOC's selection was to the French public transit system. These improvements will last far longer than the two-week run of the Olympics. Still, they will also help visitors avoid travel issues, one of the most significant complaints at the last Summer Olympics in Rio de Janeiro. France intends to

spread the sporting events out to some of the surrounding areas, and now visitors will not only have an easier time traveling to these events, but they will also bring an economic boost to these smaller towns.

Unlike Los Angeles, Paris does not have an entirely privately funded budget for the Olympic Games. While taxpayers expect to provide \$1 billion, the country seems overly optimistic about utilizing already existing facilities with minimal structural changes needed. Paris runs the risk that more costs will arise between now and 2024, and the country will have to find the funds to pay for it.

Ultimately, I would say that Paris has learned from its failed bids for the Olympics and finally created a plan that stands to see the country not only break even with the Summer Olympics but potentially benefit economically from the event. A feat that many host cities in the past have not met.