

# Understanding and anticipating trends

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Bannière

Bannière Observation

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## Key economic data

100 M  
international arrivals by 2024 (Estimate by Atout France)  
71 Bn  
in international spending in 2024 (Banque de France)  
18.6 Bn  
in tourism investment by 2022

**Atout France provides tourism industry professionnels with various observation tools:**

- Monthly economic reports on the tourism sector
- Semiannual reviews of the tourism business
- A newsletter documenting the worldwide industry
- Regular surveys on the travel intentions of domestic and international customers, including thematic studies (e.g.: *Satisfaction of tourist clientele in France*, *How the French feel about tourism in their country*, *Tourist investment in France*)

## France Tourisme Observation



In 2020, Atout France founded the "**France Tourisme Observation**," the data hub for the tourism sector in France.

The aim of this monitoring platform is to provide the industry's stakeholders with an up-to-date, structural, prospective view of tourism in France.

France Tourisme Observation promotes data pooling, simplifies access to information, and provides a real-time view of market developments on specialized applications.

Affichage des Grands évènements en France

False 1 minute

Non Les atouts de la France Non