



# Understanding and anticipating trends

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#### Bannière

Bannière Observation

Corps de page

## 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 professionnals with various observation tools:

- Monthly economic reports on the tourism sector
- · Semiannual reviews of the tourism business
- A newsletter documenting the worlwide 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.

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