Data insights

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Bannière

Poids du tourisme dans l'économie - Jeune femme dans une gare

Corps de page

Key economic data

102 M
international arrivals by 2025 (Estimate by Atout France)
77.5 Bn
in international spending in 2025 (Banque de France)
18.7 Bn
in tourism investment by 2024

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 "**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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