

Tourism in the French economy

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Bannière

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

Corps de page

Main economic data

100M

international arrivals by 2024 (Estimate Atout France)

€71 Bn

in international spending in 2024 (Banque de France)

€18.6 Bn

in tourism investment by 2022

Employment

According to URSSAF data, **the hospitality and catering industry will have 1.3 million private sector employees** in 2022, an increase of 8.5% compared to 2019 (+93,800 private sector jobs). The hospitality and catering industry accounts for 6.5% of all private-sector salaried jobs in 2022. It had one of the most dynamic growth in 2022, both in terms of percentage and volume of employment.
Source: Urssaf

Gross Domestic Product (GDP)

In 2022, the direct contribution of tourism to France’s GDP accounts for 3,6%, or € 82,1 billion (taking into account the gross value added of tourism activities)

In France, domestic tourism accounts for 70% of tourism GDP, a share comparable with that of competing countries.

Domestic tourism consumption amounts to €192 billion (€ 126 billion for residents and €66 billion for non-residents), compared to a total of €185.6 billion in 2019.

Source: Insee, tourism satellite account

International visitors

Despite the continuing health crisis at the beginning of the year and the outbreak of war in Ukraine in the spring, 2022 was a year of recovery for the French tourism industry, with very solid performances in terms of visitors, revenue, and investment.

The number of international arrivals stood at 100 million in 2024* (90 million in 2019)

** Estimate by Atout France for 2024, based on international visitor numbers for 2023/2022, France having welcomed 93 million visitors in 2023 according to INSEE.*

Top 10 des arrivées internationales en France en 2023

Nationalités	En millions
Allemagne	14,7
Royaume-Uni	12,4
Belgique	9,09
Italie	7,65
Espagne	7,24
Suisse	7,04
Pays-Bas	6,75
Etats-Unis	4,43
Canada	1,18
Portugal	1,18

Données Oxford Economics

International revenues

Recettes touristiques en France
Top 10 des nationalités en 2024

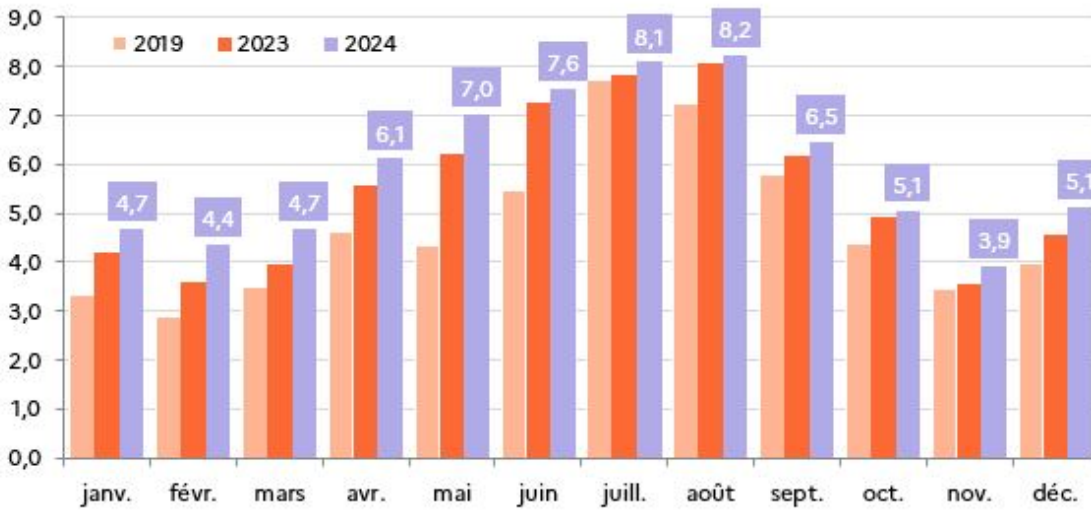
Nationalités	En M€	Evol. Vs 2019
Belgique	9 814	+15,5%
Royaume-Uni	8 009	+7,6%
Allemagne	7 541	+12,5%
Suisse	7 204	+5,9%
Etats-Unis	7 029	+8,0%
Espagne	4 755	-2,9%
Italie	3 766	-4,7%
Pays-Bas	2 755	+7,8%
Chine	1 396	+15,2%
Japon	668	+9,0%
total 10 marchés	52 937	+7,6%
Monde	71 276	+8,2%

Source : Banque de France 2024.

With €71,3 billion in international revenues in 2024, France exceeded the 2019 and 2023 revenue levels by +26% and 8% respectively. (Source: Banque de France)

These results were driven by Belgian, British, German and Swiss customers.

En milliards d'euros



Total revenue growth from 2019 to 2024

Tourism investments

Tourism investment in 2022 totalled to €18.6 billion, representing an increase of +1.3% compared to 2021 and +4.5% compared to 2019.

Second homes account for 27%; hospitality accommodation (hotels, guest houses, campsites, rental homes, and holiday villages) for 34%; restaurants for 17%; and other facilities for 22%.

Affichage des Grands évènements en France

False 2 minutes

Non Les atouts de la France Non