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

102 M
international arrivals by 2024 (Estimate Atout France)
€77,5 Bn
in international spending in 2024 (Banque de France)
€18.7 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

With **102 million international arrivals* in 2025** (100 million in 2024), France remains the top tourist destination in terms of international arrivals (+13% compared to 2019 and +3% compared to 2024)
* Estimate by Atout France for 2025

Top 10 des arrivées internationales en France en 2025

En millions	France
Allemagne	14,6
Belgique	14,6
Royaume-Uni	13,1
Suisse	9,0
Italie	7,7
Pays-Bas	6,9
Espagne	6,8
États-Unis	5,5
Brésil	2,0
Portugal	1,6

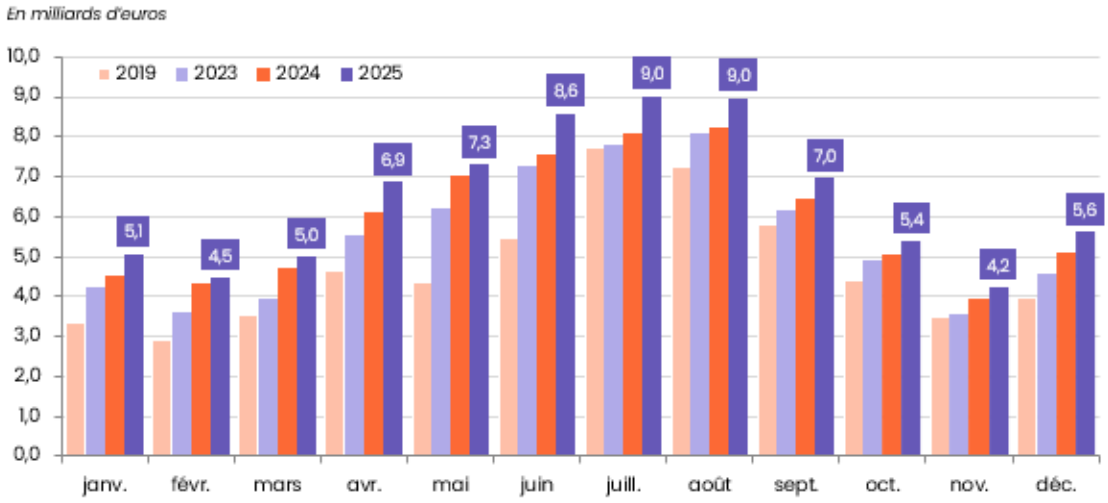
Source : INSEE et estimations Atout France

International revenues

Top 10 des recettes internationales en France en 2025

	En millions	Evol vs 2019 (en%)	Evol vs 2024 (en%)
Belgique	10 240	+72,0%	+5,5%
Allemagne	8 910	+50,5%	+19,0%
Royaume-Uni	8 033	+34,7%	+1,7%
Suisse	7 797	+46,6%	+8,3%
Etats-Unis	7 658	+86,1%	+10,5%
Espagne	5 017	7,9%	+4,0%
Italie	4 044	+23,8%	+6,9%
Pays-Bas	3 105	+61,0%	+12,7%
Chine	1 264	-64,3%	-9,3%
Japon	728	-22,0%	+6,6%
total 10 marchés	**56 796**	**+36,5%**	**+7,9%**
Monde	**77 486**	**+36,6%**	**+9,0%**

With **€77.5 billion in international revenue in 2025**, France surpassed its 2019 and 2023 revenue levels by 37% and 9%, respectively.
These results were driven by Belgian, German, British, and Swiss customers, despite a decline in Asian customers.
Source: Banque de France



Total revenue growth from 2019 to 2025

Tourism investments

In 2024, total tourism investment amounted to 18.7 billion euros, representing a 9.3% increase compared to 2022.
Tourism investment in France experienced an exceptional growth cycle between 2022 and 2024, with **an average of 21 billion euros invested annually.**
Source: Tourism Investment Dashboard - Atout France

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