

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

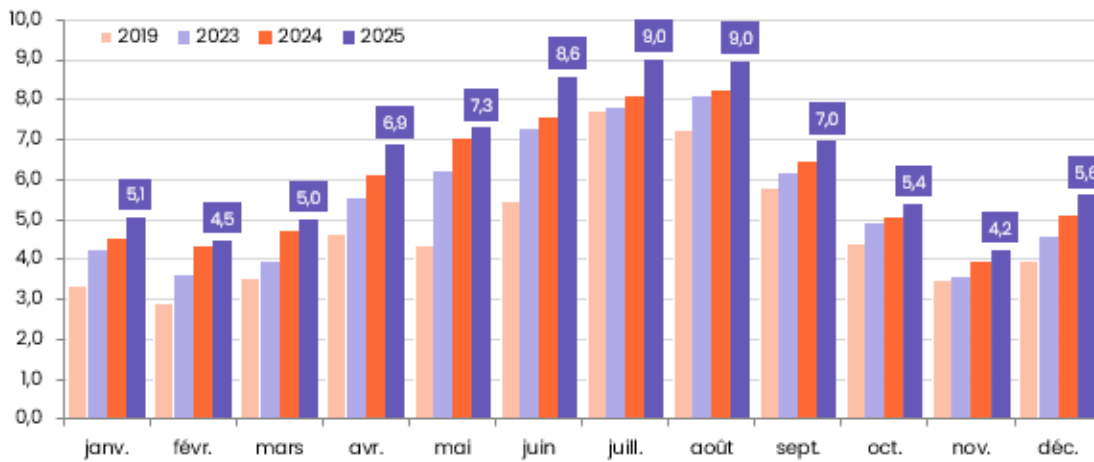
| | En millions | Evol vs 2019 (en%) | Evol vs 2024 (en%) |
|-------------------------|---------------|--------------------|--------------------|
| Belgique | 10 240 | +72,0% | +5,5% |
| Allemagne | 8 910 | +50,5% | +19,0% |
| Royaume-Uni | 8 033 | +34,7% | +1,7% |
| Suisse | 7 797 | +46,6% | +8,3% |
| 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

En milliards d'euros



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

Affichage des Grands évènements en France

False 2 minutes

Non Les atouts de la France Non