

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 Md€

in international spending in 2024 (Banque de France)

18.6 MD€

in tourism investment by 2022

Employment

According to URSSAF data, **the accommodation and food services sector will have 1.3 million private sector employees** in 2022, up 8.5% on 2019 (+93,800 private sector jobs).

Employment in the accommodation and food services sector represented 6.5% of all private-sector salaried jobs in 2022. The HCR sector was one of the most dynamic industries in 2022, both in terms of percentage and volume of employment.

Source: Urssaf

GDP

In 2022, tourism's direct contribution to France's GDP was 3,6%, or €82,1 billion, based on the gross added value 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 euros (126 billion euros for residents and 66 billion euros for non-residents). It totaled €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 Ukraine war in the spring, 2022 was a year of recovery for French tourism, with very solid performances in numbers of visitors, revenue, and investment.

The number of international arrivals 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 earnings

Recettes touristiques en France
Top 10 des nationalités en 2024

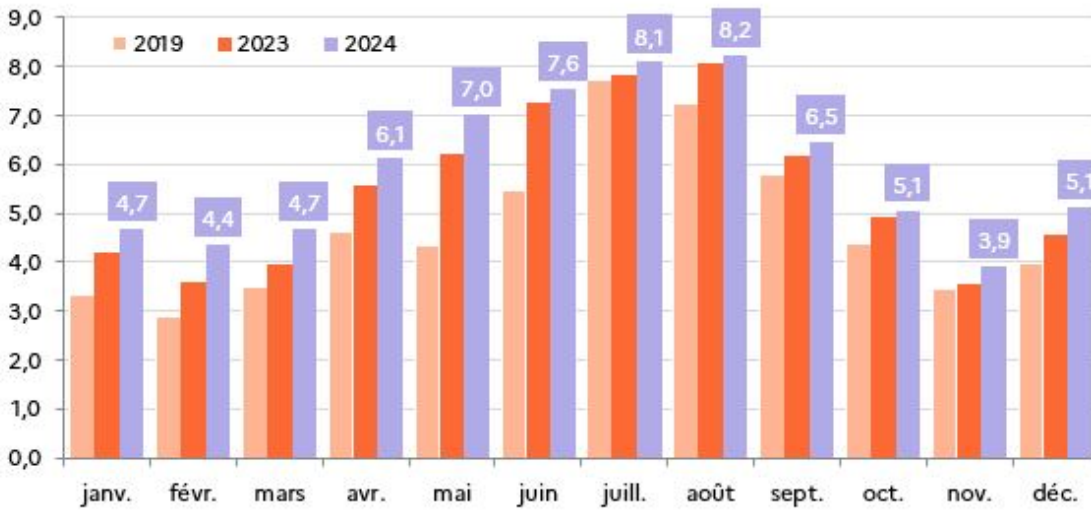
Nationalités	En M€	Evol. Vs 2019
Belgique	9 814	+15,5%
Royaume-Uni	8 009	+7,6%
Allemagne	7 541	+12,5%
Suisse	7 204	+5,9%
Etats-Unis	7 029	+8,0%
Espagne	4 755	-2,9%
Italie	3 766	-4,7%
Pays-Bas	2 755	+7,8%
Chine	1 396	+15,2%
Japon	668	+9,0%
total 10 marchés	52 937	+7,6%
Monde	71 276	+8,2%

Source : Banque de France 2024.

With €71,3 billion in international earnings in 2024, France exceeded the 2019 and 2023 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 totaled €18.6 billion, representing an increase of +1.3% compared to 2021 and +4.5% compared to 2019.

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

Affichage des Grands évènements en France

Faux 3 minutes

Non Les atouts de la France Non