INDUSTRIES & MARKETS

Travel and tourism in France



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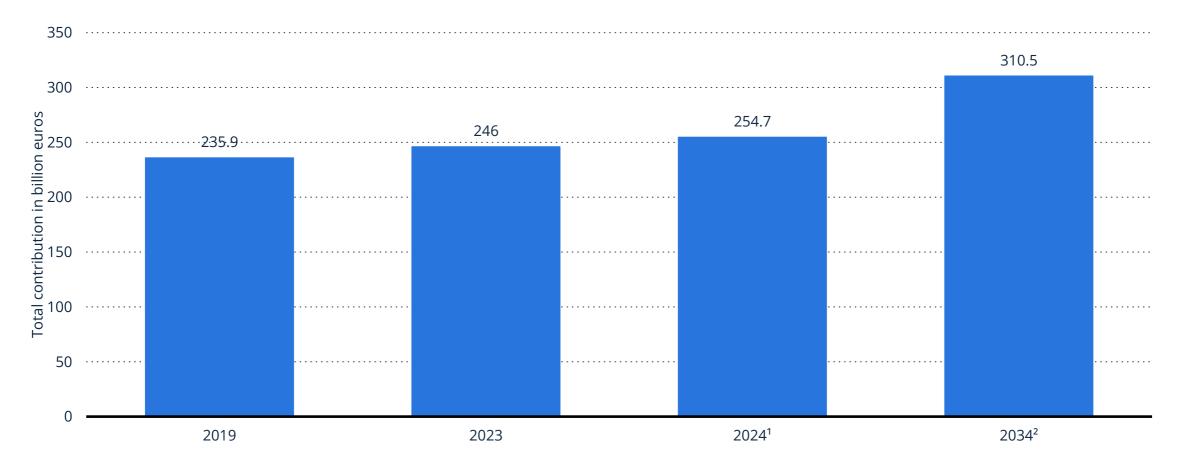
CHAPTER 01



Total contribution of travel and tourism to GDP in France in 2019 and 2023, with a forecast for 2024 and 2034 (in billion euros)

Travel and tourism's total contribution to GDP in France 2019-2034

3

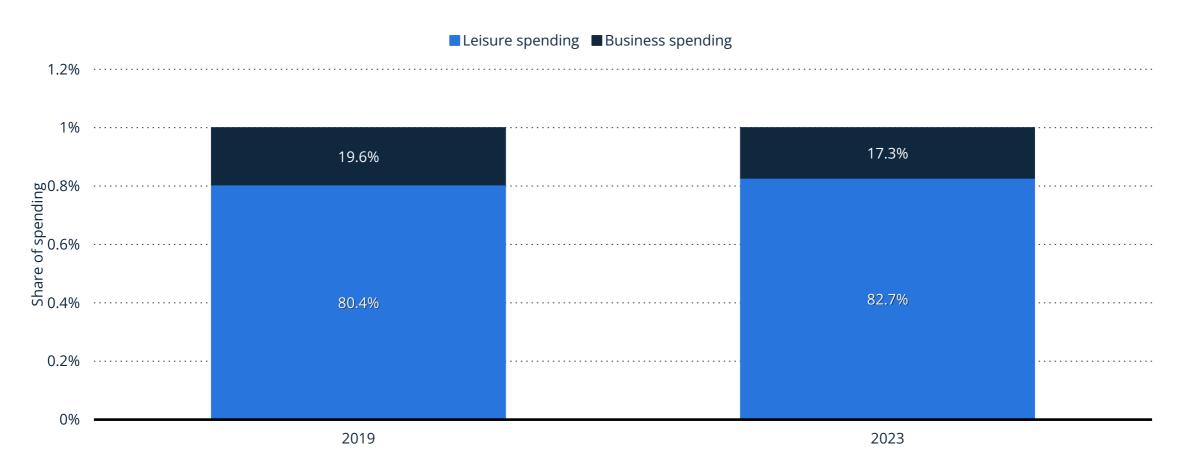


Description: In 2023, the total contribution of travel and tourism to France's gross domestic product (GDP) recovered from the impact of the COVID-19 pandemic, being roughly 4.3 percent higher than in 2019. Overall, the total contribution of these industries to France's GDP amounted to 246 billion euros in 2023. This figure was expected to reach an estimated 254.7 billion euros in 2024. Read more Note(s): France; 2019 and 2023; figures are in constant 2023 prices and exchange rates as of March 2024 Source(s): Oxford Economics; WTTC



Distribution of travel and tourism spending in France in 2019 and 2023, by type

Distribution of travel and tourism expenditure in France 2019-2023, by type

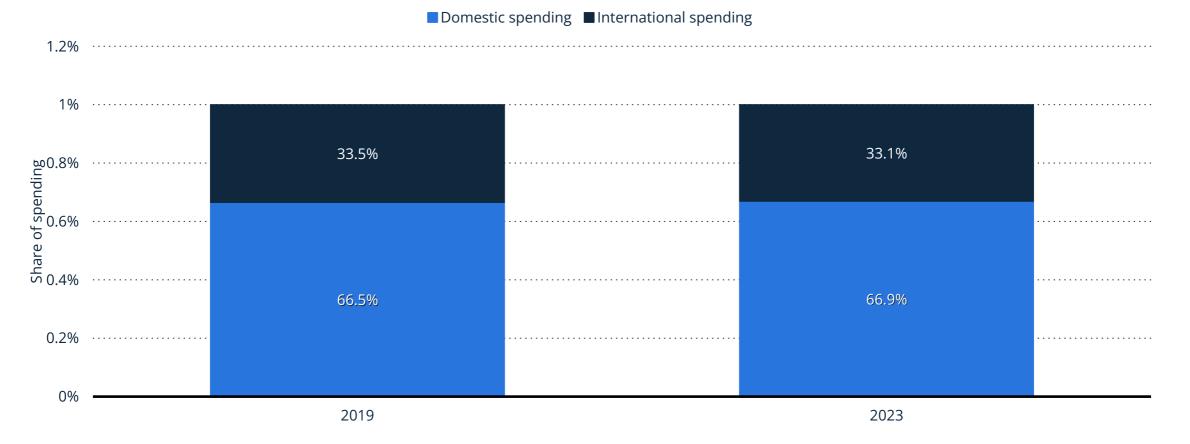


Description: Leisure travel represents the highest share of travel and tourism spending in France. In 2023, the expenditure on leisure trips accounted for 82.7 percent of total travel and tourism spending in the country, denoting an increase of 2.3 percentage points from 2019. <u>Bead more</u> Note(s): France; 2019 and 2023 Source(s): Oxford Economics; WTTC



Distribution of travel and tourism spending in France in 2019 and 2023, by type of tourist

Distribution of travel and tourism expenditure in France 2019-2023, by tourist type

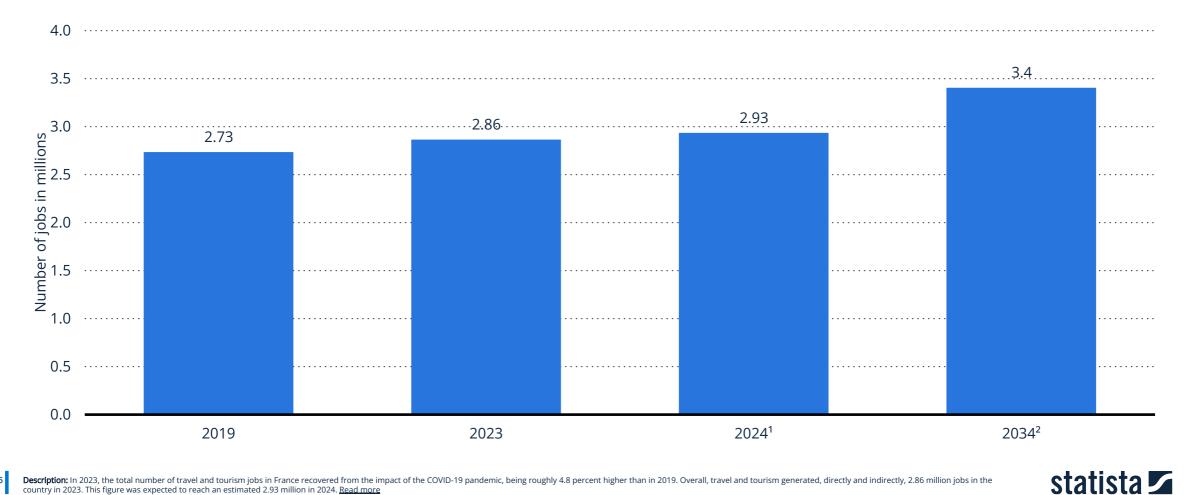


Description: Domestic spending accounts for the highest share of travel and tourism spending in France. In 2023, the expenditure by domestic visitors represented 66.9 percent of total travel and tourism spending in the country, denoting an increase of 3.4 percentage points from 2019. <u>Read more</u> Note(s): France; 2019 and 2023 Source(s): Oxford Economics; WTTC



Total contribution of travel and tourism to employment in France in 2019 and 2023, with a forecast for 2024 and 2034 (in million jobs)

Travel and tourism's total contribution to employment in France 2019-2034



Description: In 2023, the total number of travel and tourism jobs in France recovered from the impact of the COVID-19 pandemic, being roughly 4.8 percent higher than in 2019. Overall, travel and tourism generated, directly, and indirectly, 2.86 million jobs in the country in 2023. This figure was expected to reach an estimated 2.93 million in 2024. Read more Note(s): France: 2019 and 2023 Source(s): Oxford Economics; WTTC

Countries with the highest number of international tourist arrivals worldwide from 2019 to 2023 (in millions)

Countries with the highest number of inbound tourist arrivals worldwide 2019-2023

	2019	2020	2021	2022	2023
France	90.91	41.68	48.4	93.2	100
Spain	83.51	18.93	31.18	71.66	85.17
United States	79.44	19.21	22.28	50.87	66.48
Italy	64.51	25.19	26.89	49.81	57.25
Turkey	51.19	15.89	29.93	50.45	55.16
Mexico	45.02	24.82	31.86	38.33	42.15
United Kingdom	39.42	10.71	6.29	30.74	37.22
Germany	39.56	12.45	11.69	28.46	34.8
Greece	31.35	7.37	14.71	27.84	32.74
Austria	31.88	15.09	12.73	26.22	30.91
Thailand	39.92	6.73	0.51	11.07	28.15
United Arab Emirates	21.56	7.17	11.48	22.65	28.15
Saudi Arabia	17.53	4.14	3.48	16.64	27 42
Japan	31.88	4.12	0.25	X 🗐	Cropped Version Double click to open excel



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Description: The number of international tourist arrivals worldwide rose sharply in 2023 compared to the previous year across all the most visited destinations in the world. Overall, France was the most visited country by inbound travelers worldwide in 2023, with 100 million international tourist arrivals. Spain, the United States, and Italy followed in the ranking that year. <u>Read more</u>

Note(s): Worldwide; 2019 to 2023; countries are ranked based on the highest number of international tourist arrivals in 2023 Source(s): World Tourism Organization (UN Tourism)

Countries and territories with the highest international tourism receipts worldwide from 2019 to 2023 (in billion U.S. dollars)

Destinations with the highest inbound tourism receipts worldwide 2019-2023

	2019	2020	2021	2022	2023
United States	199	72.5	71.4	136.9	175.9
Spain	79.7	18.5	34.5	72.9	92
United Kingdom	58.4	26.7	33	67.6	73.9
France	63.5	32.6	40.8	59.7	68.6
Italy	49.5	19.9	25	43.7	55.9
United Arab Emirates	38.4	24.6	34.4	49.3	51.9
Turkey	34.3	13.3	26.6	41.2	49.5
Australia	45.5	25.8	17	24.6	46.6
Canada Japan	29.8	13.9	15.3	28.1	39.2
	46.1	10.7	4.9	9.2	38.6
Germany	41.8	22.1	22.3	31.9	37.4
Saudi Arabia	16.4	4	3.8	25.2	36
Масао	40.1	9.2	15.2	87	32.6
India	30.7	13	8.7		Cropped Version Double click to open excel

Description: The United States was the global travel destination with the highest international tourism receipts in 2023. That year, inbound tourism receipts in the U.S. amounted to nearly 176 billion U.S. dollars. While this figure denoted a sharp annual increase, it remained below the figure from 2019, the year before the onset of the COVID-19 pandemic. Meanwhile, Spain and the United Kingdom followed in the ranking in 2023, with around 92 billion and 74 billion U.S. dollars, respectively. <u>Read more</u> Note(s): Worldwide; 2019 to 2022; countries are ranked based on the highest tourism receipts in 2022 Source(s): World Tourism Organization (UN Tourism)

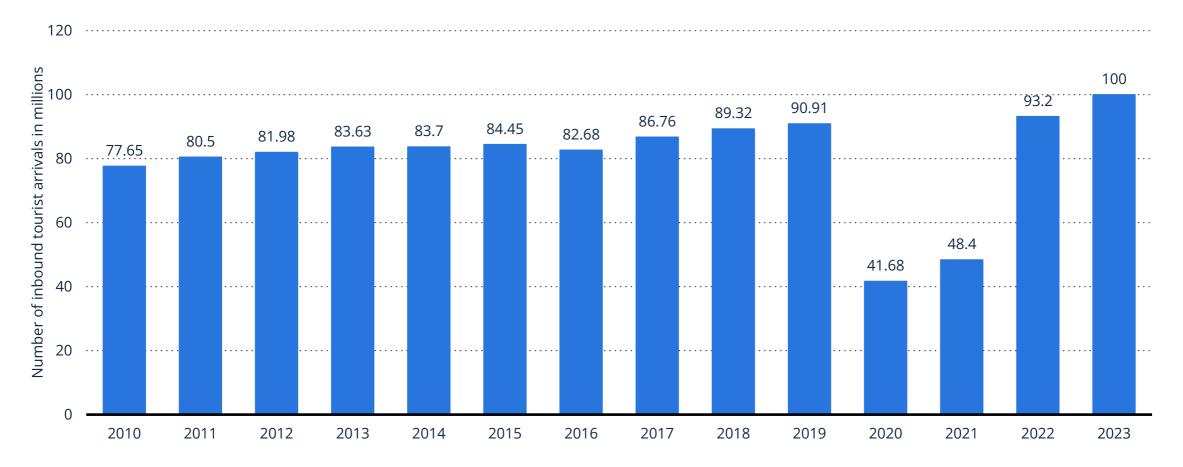
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CHAPTER 02

Inbound tourism

Number of international tourist arrivals in France from 2010 to 2023 (in millions)

International tourist arrivals in France 2010-2023



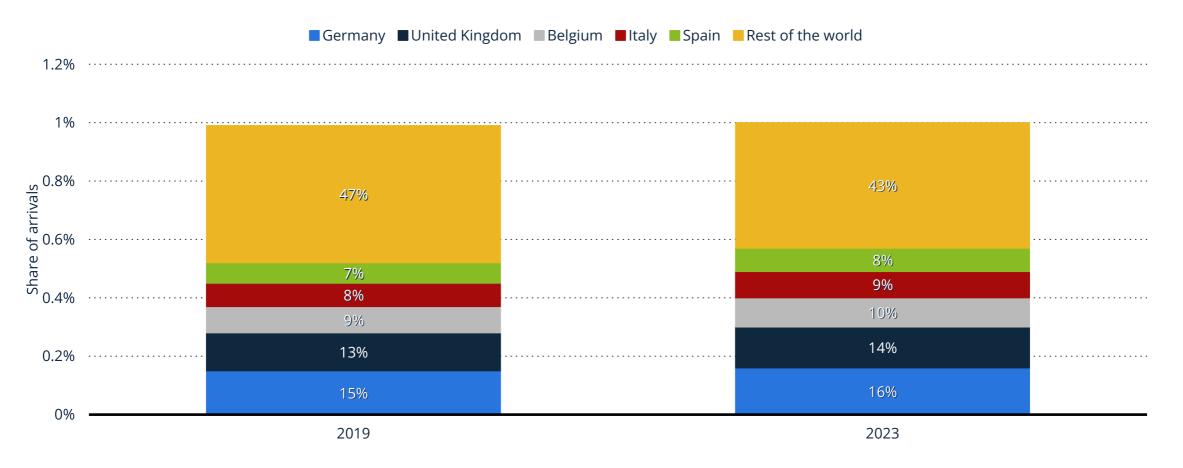
Description: The number of international tourist arrivals in France increased by 7.3 percent in 2023 compared to the previous year, reaching 100 million, the highest figure reported by the destination to date. In 2023, France was the country with the highest number of international tourist arrivals worldwide, ahead of Spain and the United States. Read more Note(s): France; 2010 to 2023



Source(s): World Tourism Organization (UN Tourism)

Distribution of international tourist arrivals in France in 2019 and 2023, by country

Leading inbound travel markets in France 2019-2023, by share of arrivals



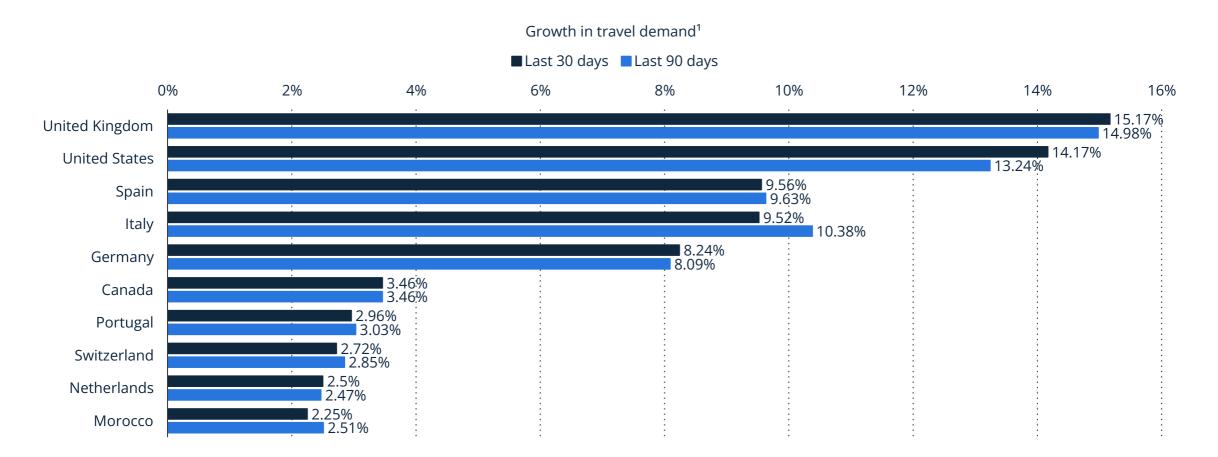
Description: Both in 2019 and 2023, Germany was the leading inbound travel market in France based on the share of tourist arrivals. In 2023, German travelers alone accounted for 16 percent of all tourist arrivals in France. That year, the United Kingdom and Belgium followed in the ranking, representing 14 percent and 10 percent of international arrivals, respectively. <u>Read more</u> Notes:: France: 2019 and 2023



Source(s): Oxford Economics; Various sources (national sources, UN Tourism); WTTC

Leading inbound travel markets in France over the previous 30 and 90 days as of June 2024, ranked by growth in travel demand on Google

Leading inbound travel markets in France 2024, by Google travel demand growth



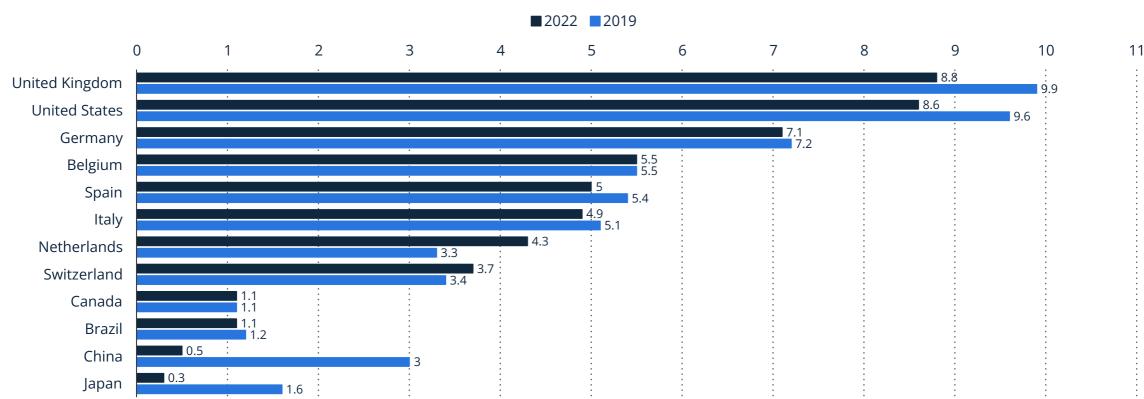
12 Description: As of June 2024, the United Kingdom was the leading inbound travel market for France based on the growth in travel demand on Google in the previous 30 and 90 days. According to the analysis, the Google search volume in the UK concerning flights and accommodation in France increased by roughly 15 percent both over the last month and the previous 90 days. <u>Read more</u> Note(s): France; as of June 3, 2024; countries are ranked according to the highest growth in travel demand over the previous 30 days Source(s): Google (Destination Insights)



Number of international overnight stays in hotels in France in 2019 and 2022, by country (in millions)

Leading inbound travel markets in France 2019-2022, by hotel overnight stays

13



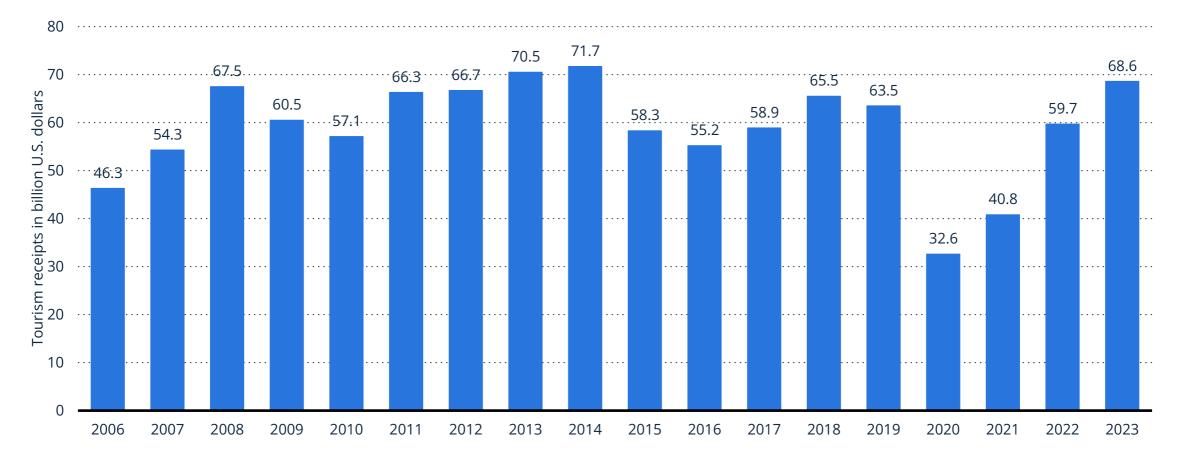
Number of overnight stays in millions

Description: Both before and after the impact of the coronavirus (COVID-19) pandemic, the United Kingdom was the leading inbound travel market in France based on the number of overnight stays in hotels. In 2022, British guests spent roughly 8.8 million nights in hotels in France, whereas they recorded nearly 10 million hotel overnight stays in 2019. Meanwhile, hotel overnight stays by German travelers nearly caught up with pre-pandemic levels in 2022. Read more Note(s): France; 2019 and 2022; countries are ranked based on the highest number of overnight stays in 2022 Source(s): Insee



International tourism receipts in France from 2006 to 2023 (in billion U.S. dollars)

International tourism receipts in France 2006-2023



Description: International tourism receipts in France increased significantly in 2023 compared to the previous year, recovering from the impact of the COVID-19 pandemic. After falling to under 33 billion U.S. dollars with the onset of the health crisis, inbound tourism receipts in France rebounded in the following years, amounting to roughly 68.6 billion U.S. dollars in 2023. Read more Note(s): France: 2006 to 2023



Source(s): World Tourism Organization (UN Tourism)

CHAPTER 03

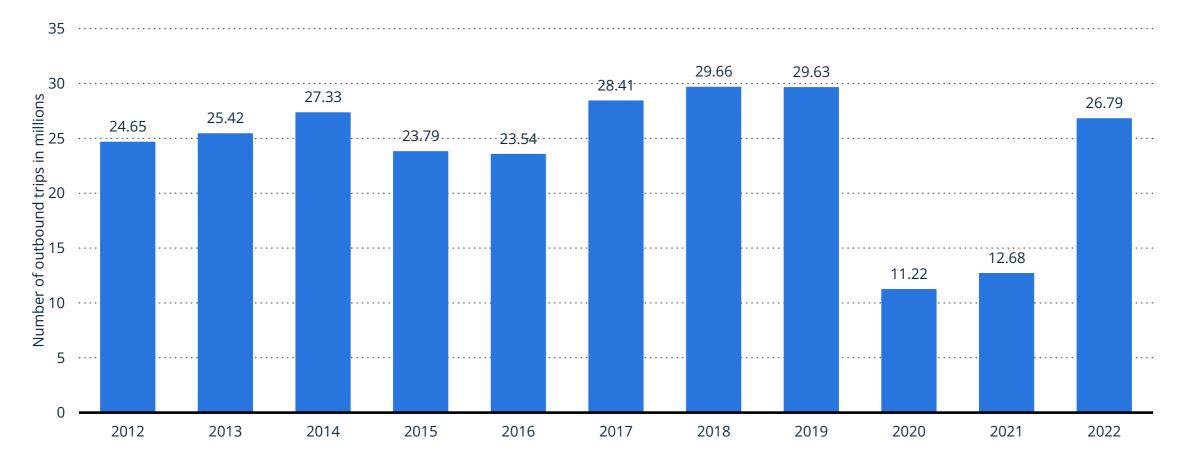
Outbound tourism



Number of outbound tourist trips from France from 2012 to 2022 (in millions)

Number of outbound tourist trips from France 2012-2022

16



Description: The number of outbound tourist trips from France increased significantly in 2022 compared to the first two years of the coronavirus (COVID-19) pandemic but remained below pre-pandemic levels. While trips abroad from France totaled roughly 29.6 million in 2019, they declined to around 11 million in the first year of the health crisis, then reached nearly 26.8 million in 2022. Read more Note(s): France; 2012 to 2022; figures refer to trips with at least one overnight stay Source(s): Eurostat

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Number of outbound tourist trips from France from 2012 to 2022, by purpose (in millions)

Number of outbound tourist trips from France 2012-2022, by purpose

17



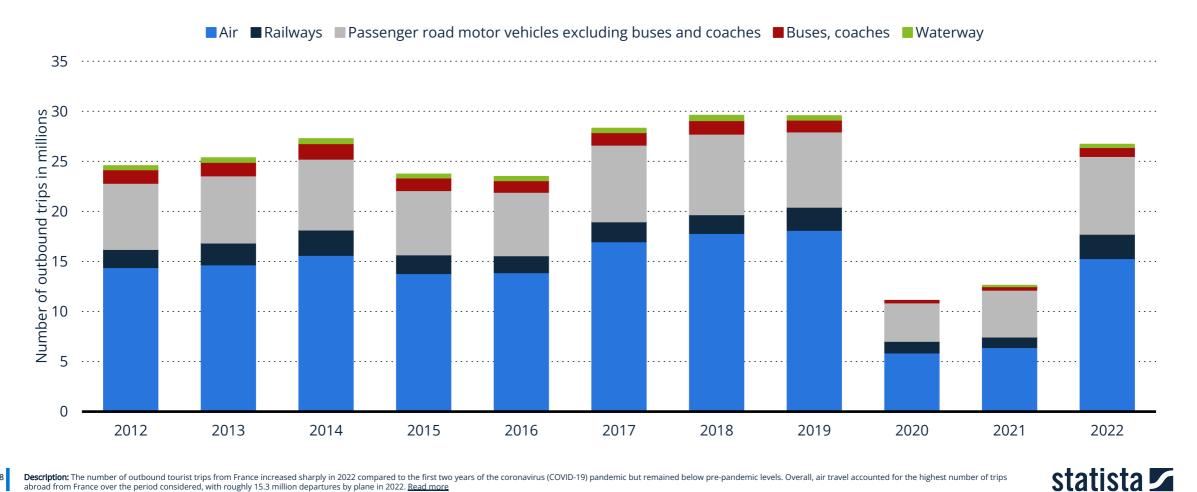
Description: The number of outbound tourist trips from France bounced back in 2022, following a sharp decline with the onset of the coronavirus (COVID-19) pandemic. That said, trips abroad for either leisure or business purposes remained below pre-pandemic levels. Overall, the number of outbound leisure trips reached around 23 million in 2022, whereas work-related trips abroad from France totaled nearly 3.5 million. Read more Note(s): France; 2012 to 2022; figures refer to trips with at least one overnight stay Source(s): Eurostat



Number of outbound tourist trips from France from 2012 to 2022, by mode of transport (in millions)

Number of outbound tourist trips from France 2012-2022, by mode of transport

18



Description: The number of outbound tourist trips from France increased sharply in 2022 compared to the first two years of the coronavirus (COVID-19) pandemic but remained below pre-pandemic levels. Overall, air travel accounted for the highest number of trips abroad from France over the period considered, with roughly 15.3 million departures by plane in 2022. Read more Note(s): France: 2012 to 2022: figures refer to trips with at least one overnight stay Source(s): Eurostat

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