

FRANCE: A LEADING TOURIST DESTINATION

KEY INFO IN

10

POINTS

1

▶ FRANCE ENTHRALLS FOREIGN TOURISTS

France is the world's leading destination for foreign tourists, with 84.7 million international visitors in 2013. Germany, the United Kingdom, Belgium and Italy accounted for the highest numbers of foreign arrivals, overnight stays and total spend. The French tourist sector generates revenues of around **€150 billion**, of which one-third comes from foreign tourists.

Between 2004 and 2013, the number of tourists visiting France from the BRIC countries more than doubled to four million a year. Visitors from Brazil, Russia, India and China together accounted for 5% of the total in 2013, i.e. 1 in 20 foreign tourists, compared with just 1 in 60 in 2004.

2

▶ FRANCE'S OUTSTANDING CULTURAL HERITAGE

France has the fourth highest number (39) of **UNESCO World Heritage Sites**. In 2010, French cuisine was added to UNESCO's intangible cultural heritage list.

3

▶ FOREIGN INVESTORS ATTRACTED TO FRANCE'S TOURISM SECTOR

In 2014, **23 foreign investment projects** were recorded in France's hotel, tourism and restaurant sector, leading to the creation of 799 jobs.

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▶ PARIS, A HIGHLY ATTRACTIVE CAPITAL

Paris is a **global tourism leader**, with 47 million visitors between July 2013 and June 2014. Paris was recently named **Airbnb's leading global destination**, ahead of New York, with 400,000 places to stay.

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▶ FRANCE'S HIGH-QUALITY HOTELS

The "Bristol Paris" was voted **best hotel in the world** in 2015 by the Gallivanter guide. This five-star luxury hotel had already been named France's best hotel in 2014 by Institutional Investor magazine and the World Travel Awards.

In all, France boasts **17,000 hotels and 615,000 rooms**.

Annual turnover in the sector stands at €15.8 billion.

French hotel operator Accor is Europe's leading hotel group.

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▶ FRANCE LEADS THE WAY IN A NUMBER OF RANKINGS

The "Puy du Fou" was voted the **world's best theme park** in 2014.

France is the world's **second most popular destination for skiers**, with more than 55 million skiing days sold in 2014, and 32% of resort clientele coming from abroad. Val Thorens was voted **best ski resort** at the 2014 World Travel Awards.

With 14.2 million visits in 2014, Disneyland® Paris was Europe's most visited tourist attraction.

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▶ PARIS-CHARLES DE GAULLE, A MAJOR HUB FOR AIR TRAVEL

In 2013, Paris-Charles de Gaulle was the second busiest airport in Europe for passenger departures and arrivals (more than 62 million). For the first time in its history, it also entered the world's top five airports for shopping and the top 10 for services, as ranked by London's Skytrax consultancy.

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▶ FRANCE TO HOST EURO 2016

Euro 2016, the world's third largest sporting event, is expected to attract a million foreign fans over the course of the tournament, being held from June 10 to July 10, 2016. UEFA estimates that each match in the 10 host cities will attract a television audience of 150 million.

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▶ FRANCE'S MAIN DRAW: A MYRIAD OF UNMISSABLE ATTRACTIONS

The Château de Versailles and the Eiffel Tower attract 7.5 million and 6.7 million visitors per year, respectively. The Château des Ducs de Bretagne and its museum attract 1.3 million visitors, the Millau Viaduct 1.1 million and Mont Saint-Michel 1 million.

Furthermore, the Musée du Louvre is the **world's most visited museum** (9.2 million visitors in 2014) and Marseille was the European Capital of Culture in 2013.

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▶ FRANCE, A COUNTRY BURSTING WITH EVENTS

In 2013, France hosted more than **5,200 events**, including 1,030 cultural & sporting events, 891 fairs and trade shows, and 723 conventions.



For further information, please visit:
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**THE MUSÉE DU LOUVRE
IS THE WORLD'S MOST VISITED MUSEUM**

**9.2 MILLION
VISITORS IN 2014**



**FOREIGN
INVESTMENT
DECISIONS
PER WEEK**

ACCESS TO A MARKET OF

65



MILLION CONSUMERS

AND GATEWAY TO THE EMEA



33%

**OF FRENCH EXPORTS
ARE GENERATED BY
FOREIGN COMPANIES**