

Key facts on tourism

2008 edition



Economic impact of tourism in France in 2007

Foreign trade

Expenditure by foreign visitors in France: EUR 39.6 billion (+7.2%*)

Expenditure by French residents abroad: EUR 26.8 billion (+7.8%*)

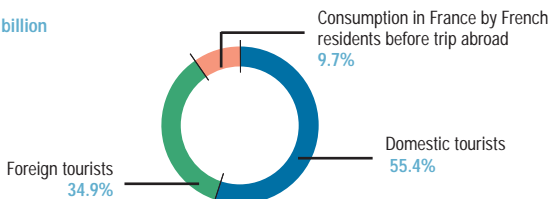
Balance: EUR 12.8 billion (+6.0%*)

source: Banque de France – balance of payments

*(% change 2007/2006)

Tourism consumption in France

EUR 117.6 billion



source: Tourism accounts - provisional data (Tourism Directorate)

Share of tourism consumption in GDP

6.2% in current euros

sources: Tourism accounts - provisional data (Tourism Directorate), National Institute for Statistics and Economic Studies (Insee)

Businesses in the tourism sector

	Number of businesses	Turnover (€ million)	Added value (€ million)
Hotels	25,707	15,908	8,619
Other tourist accommodation	13,172	4,935	1,879
Restaurants	112,221	30,799	14,582
Cafés	41,487	5,359	2,624
Travel agencies	4,263	12,635	1,966
Total	196,850	69,636	29,670

source: Insee, Annual Enterprise Survey for services (2006)

Employment

Tourism direct employment: On a yearly average, 894,000 wage/salary jobs are generated directly by tourism (between 686,000 in January and 1,184,000 in August), amounting to 661,000 full-time equivalents over the year.

Hotels, cafés and restaurants: As at 31 December 2007 there were 880,400 employees in this sector and some 170,000 self-employed workers. In 2007 the sector had 28,600 employees more than in 2006.

source: Insee (2003 annual social-data returns, employment estimate)

International tourism in France in 2007

Arrivals, overnights visitors and earnings

	Visitors arrivals	Visitor nights	Same-day visitors	Receipts (tourists and same-day visitors)
Total	81.9 million	498.0 million	114.0 million	39.6 EUR billion
Europe	86.6	82.6	96.8	80.5
America	7.1	8.9	1.8	9.5
Asia, Oceania	3.7	4.0	0.7	4.5
Africa, Middle East	2.6	4.4	0.7	5.4

source: EVE Foreign Visitors Survey (Tourism Directorate/TNS Sofres, Banque de France) - New series from 2005, provisional data

Main foreign visitors

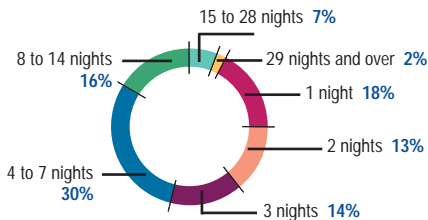
%	Share of visitor arrivals	Share of visitor nights	Share of same-day visitors	Share of receipts
United Kingdom	18.1	17.3	4.0	15.7
Germany	15.9	15.8	21.9	15.8
Belgium, Luxembourg	11.9	10.5	27.8	11.8
Italy	10.3	8.7	9.8	8.4
Netherlands	8.9	10.8	3.6	8.2
Spain	6.7	5.3	9.6	5.9
Switzerland	6.6	5.5	18.1	7.3
United States	4.2	4.9	1.0	5.1
Canada	1.1	1.8	0.3	1.6
Japan	0.9	0.7	0.2	0.9

source: EVE Foreign Visitors Survey (Tourism Directorate/TNS Sofres, Banque de France)

International arrivals by length of stay

82 million tourist arrivals, including 45 million for long stays (four nights or more).

The 82 million arrivals in France include only "tourist" visits, i.e. visits with at least one overnight stay. In addition to these 82 million, there were 114 million of same-day visits from foreign visitors in France in 2007.



source: EVE Foreign Visitors Survey (Tourism Directorate/TNS Sofres, Banque de France)

Regional tourism employment in France

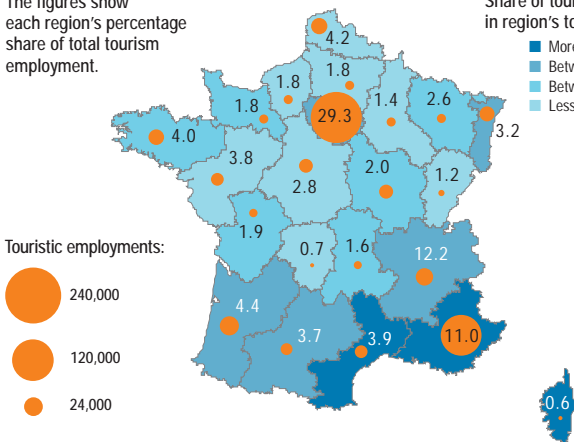
Employment in tourism characteristic activities in metropolitan regions:
807,000 private jobs at 31 December 2006.

Share of tourism employment in region's total employment

The figures show each region's percentage share of total tourism employment.

Share of tourism employment in region's total employment

- More than 6%
- Between 4.5% and 6%
- Between 4% and 4.5%
- Less than 4%



Scope: Activities "Hotel-café-restaurant" (HORECA) restricted, travel agency, other characteristics activities

source : UNEDIC

Overall accommodation capacity at 1st January 2008

	Beds (thousand)	%
Tourist hotels	1,229.1	6.7
Tourist residences and equivalent	559.8	3.0
Campsites	2,767.1	15.0
Holiday villages	245.2	1.3
Self-catering	752.2	4.1
Guest houses	76.0	0.4
Youth hostels	13.4	0.1
Total commercial accommodation	5,642.8	30.6
Second homes	12,815.0	69.4
Total	18,457.8	100.0

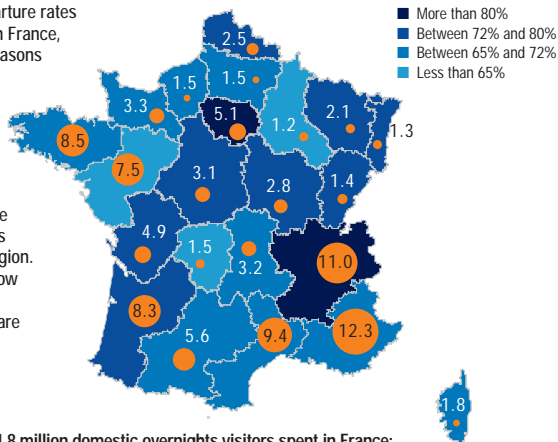
source: Insee, Tourism Directorate, trade associations

Domestic tourism destinations in 2007

Scope: All people living in France.

834.8 million overnights visitors (residents aged 15 and over, travelling for personal reasons)

Domestic departure rates in metropolitan France, for personal reasons



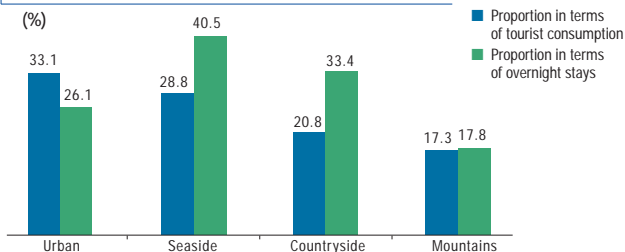
The area of the circle is proportionate to visitor nights spent in the region. The figures show each region's percentage share of the total.

Among the 834.8 million domestic overnights visitors spent in France:

- PACA (Provence-Alpes-Côtes d'Azur) accounted for 12.3%
- Rhône-Alpes accounted for 11.0%
- Île-de-France accounted for 5.1%

source: Tourist Demand Survey (Tourism Directorate/TNS Sofres)

Distribution of domestic tourism by areas visited



source: Tourism accounts (Tourism Directorate)

Scope: Residents aged 15 and over, travelling for personal reasons

Domestic tourism in 2007

Scope: Residents in metropolitan France aged 15 and over.

Booking for private stays (for personal reasons)

36.7% of residents' private stays in metropolitan France and 85.7% of residents' private stays abroad or in overseas France were booked in advance.

Intermediaries chosen for bookings:

%	Metropolitan France	Overseas France and abroad	Total
No intermediaries	57.5	30.6	51.6
Travel agencies, tour operators	7.7	54.6	18.1
Associations	14.7	13.1	14.3
Tourist offices, tourist information centers	4.6	1.2	3.9
Other	22.1	13.3	20.1

source: Tourist Demand Survey (Tourism Directorate/TNS Sofres)

Travel in overseas France and abroad (for personal reasons)

	Stays	Nights	Average length of stay (nights)
Total	20 million	161.5 million	8.0
Europe	67.8%	54.5%	6.4
Spain	14.6%	13.7%	7.5
Italy	12.2%	9.8%	6.4
Belgium, Luxembourg	5.7%	2.2%	3.1
Germany	4.3%	2.6%	4.8
United Kingdom	4.5%	2.3%	4.1
Portugal	3.7%	4.8%	10.6
Greece	2.4%	2.7%	9.0
Americas	8.3%	12.4%	12.0
USA	2.7%	3.6%	10.7
Africa	15.1%	17.8%	9.5
Tunisia	4.4%	4.9%	9.0
Morocco	4.3%	5.0%	9.4
Egypt	2.4%	2.2%	7.3
Asia, Oceania	5.6%	9.2%	13.3
Overseas France	3.2%	6.0%	14.8

source: Tourist Demand Survey (Tourism Directorate/TNS Sofres)

The Tourist Demand Survey covers a monthly sample of 20,000 people aged 15 and over, resident in metropolitan France.

Domestic tourism in 2007

Scope: Residents in metropolitan France aged 15 and over
(50.5 million out of a total population of 61.9 million)

source : Insee (1st January 2008)

Departure rates

73.0% of residents have made at least one overnight trip for personal reasons, achieving an average of 4.3 trips per person

63.6% of residents went on holiday (4 nights or more away, for personal reasons), achieving an average of 2.4 trips per person

22.2% of residents made a personal trip with at least one night in overseas France, or abroad, achieving an average of 2.4 trips per person

Travel (for personal reasons)

	Stays	Nights	Average length of stay (nights)	Average number of trips per traveller
Total	190.3 million	996.3 million	5.2	4.3
Metropolitan France	89.5%	83.8%	4.9	4.0
Overseas France and abroad	10.5%	16.2%	8.0	1.4
Short stays (under 4 nights)	55.1%	18.9%	1.8	3.3
Long stays (4 nights or more)	44.9%	81.1%	9.5	2.4

Main types of accommodation in France (for personal reasons)

	Stays	Nights	Average length of stay (nights)
Total	170.2 million	834.8 million	4,9
Non-commercial accommodation	68.0%	64.5%	4.6
• Family, friends	58.6%	47.3%	4.0
• Second homes	9.4%	17.2%	9.0
Commercial accommodation	32.0%	35.5%	5.5
• Hotels	11.3%	5.9%	2.5
• Campsites	5.5%	8.5%	7.7
• Rented accommodation	4.4%	8.9%	10.0

Main types of transport (for personal reasons)

%	Metropolitan France	Europe	Other destinations	Overall
Car	81.6	39.6	3.4	75.9
Air	1.3	37.4	93.3	7.0
Rail	13.5	9.2	1.1	12.6
Coach	1.2	10.5	0.7	1.9
Other	2.3	3.4	1.5	2.4

source: Tourist Demand Survey (Tourism Directorate/TNS Sofres)

International tourism in 2007

Definition of a tourist (international standards)

A tourist is any person travelling to and staying in places outside their usual environment for at least one night, and not more than one consecutive year, for purposes not related to a paid activity in the place visited. Any visit by a person not residing in a given country and making at least one overnight stay there will be counted as an international tourist arrival in that country. For example, an American tourist visiting Europe will be counted each time he or she enters a different country there. A French tourist visiting New York, California and Florida will be counted only once, upon entry into the United States.

International tourist arrivals

Rank in 1995	Rank in 2007	Destination	2007 arrivals (million)	% change 2007/2006
1	1	France	81.9	3.8
3	2	Spain	59.2	1.7
2	3	United States	56.0	9.8
7	4	China	54.7	9.6
4	5	Italy	43.7	6.3
5	6	United Kingdom	30.7	0.1
12	7	Germany	24.4	3.9
-	8	Ukraine	23.1	22.1
20	9	Turkey	22.2	17.6
6	10	Mexico	21.4	0.3

N.B.: Non-standardised data for some countries
source: World Tourism Organisation

International tourism earnings

Rank in 1995	Rank in 2007	Destination	2007 receipts (US\$ billions)	% change 2007/2006 (US\$)
1	1	United States	96.7	12.8
4	2	Spain	57.8	13.1
2	3	France	54.2	17.0
3	4	Italy	42.7	12.0
10	5	China	41.9	23.4
5	6	United Kingdom	37.6	12.4
6	7	Germany	36.0	9.9
14	8	Australia	22.2	24.4
7	9	Austria	18.9	13.5
21	10	Turkey	18.5	9.8

source: World Tourism Organisation

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