

Arrivals, overnights visitors and earnings

	Visitors arrivals	Visitors overnights	Same-day visitors	Receipts (tourists and same-day visitors)
Total	76.8 million	517.6 million	115.7 million	EUR 35.4 billion
<i>Share of % of total :</i>				
Europe	85.0	79.1	96.5	81.9
European Union (27)	76.5	71.9	77.2	72.7
Euro area (16)	57.2	53.1	72.4	56.2
North and South America	7.1	9.4	2.0	8.7
Asia, Océania	4.4	5.0	0.7	5.1
Africa	2.4	4.9	0.6	3.2
Near and Middle East	1.1	1.5	0.2	1.1

Source : Foreign Visitors Survey (EVE) (DGCIS, Banque de France).

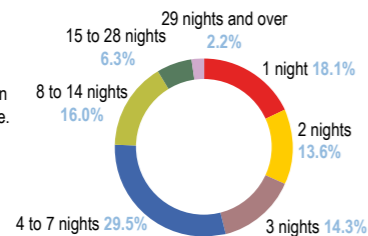
Main foreign visitors

In %	Share of visitor arrivals	Share of visitor overnights	Share of same-day visitors	Share of receipts
United Kingdom	15.9	15.1	3.9	13.5
Belgium, Luxembourg	14.2	11.6	30.4	14.9
Germany	13.9	13.8	19.0	14.3
Italy	9.4	7.9	9.5	9.2
Netherlands	9.4	10.6	3.3	8.9
Switzerland	7.1	5.6	19.1	7.6
Spain	6.4	4.8	9.4	5.3
United States	4.0	5.1	1.0	4.8
Canada	1.1	1.7	0.5	1.5
China	1.0	1.0	0.2	0.8

Source : Foreign Visitors Survey (EVE) (DGCIS, Banque de France).

International arrivals by length of stay

Of the 76.8 million arrivals in France, 35.3 million (46 %) were short stay (fewer than four nights) and 19.2 million (24.5 %) were stays of 8 nights or more. France was also the destination of nearly 116 million same-day visits.



Source : Foreign Visitors Survey (EVE) (DGCIS, Banque de France).

The Foreign Visitors Survey (EVE) is carried out each year on a quarterly basis, using a group of 80 000 overnight and same-day visitors, questioned as they are leaving French territory.

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 2009	Destinations	2009 arrivals (in millions)	% change 2009/2008
1	1	France	76.8	-3.0
2	2	United States	54.9	-5.3
3	3	Spain	52.2	-8.7
7	4	China	50.9	-4.1
4	5	Italy	43.2	1.2
5	6	United Kingdom	28.8	-7.0
20	7	Turkey	25.5	2.0
12	8	Germany	24.2	-2.7
n.d.	9	Malaysia	23.6	7.2
6	10	Mexico	21.5	-5.2
Total world			880.5	-4.2

Note : Non-standardised data for some countries.
Source : World Tourism Organisation.

International tourism earnings

Rank in 1995	Rank in 2009	Destinations	2009 receipts (in billions of USD)	% change 2009/2008
1	1	United States	93.9	-14.6
4	2	Spain	53.2	-13.6
2	3	France	49.4	-12.7
3	4	Italy	40.2	-12.0
10	5	China	39.7	-2.7
6	7	Germany	34.7	-13.3
5	6	United Kingdom	30.1	-16.4
14	8	Australia	25.6	3.2
21	9	Turkey	21.3	-3.2
7	10	Austria	19.4	-10.2
Total world			852.2	-9.5

Source : World Tourism Organisation.



Key facts on tourism

2010 Edition



Foreign trade

Expenditure by foreign visitors in France :

EUR 35.4 billion (-7.9%*)

Expenditure abroad by French residents :

EUR 27.6 billion (-1.9%*)

Balance : EUR 7.8 billion (-24.2%*)

*(% change 2009/2008).

Source : Banque de France - Balance of payments line item: Travels.

Tourism consumption in France and its share of GDP

Data should be available by December 2010, following the overhaul of the methodology used for the Tourism Satellite Account (TSA). The updated Account will then be in phase with the new international standards adopted in March 2008 by the UN Statistical Commission.

Businesses in the tourism sector

	Number of businesses	Turnover (€ million)	Added value (€ million)	Number of full-time equivalent employees
Hotels and similar accommodations	20,533	16,186	7,922	137,922
Other tourist accommodations	14,879	5,253	1,825	32,338
Restaurants	136,702	36,915	15,864	316,388
Cafés and bars	50,363	6,812	3,081	38,314
Travel agencies and tour operators	5,325	15,384	2,068	33,267
Total	227,802	80,550	30,760	558,229

Source : Insee, Annual Enterprise Survey (ESA), 2008.

Employment

Hotels, cafés and restaurants : According to provisional estimates, as of 31 December 2009 there were 890,700 employees in this sector (an increase of 0.2% over 2008)

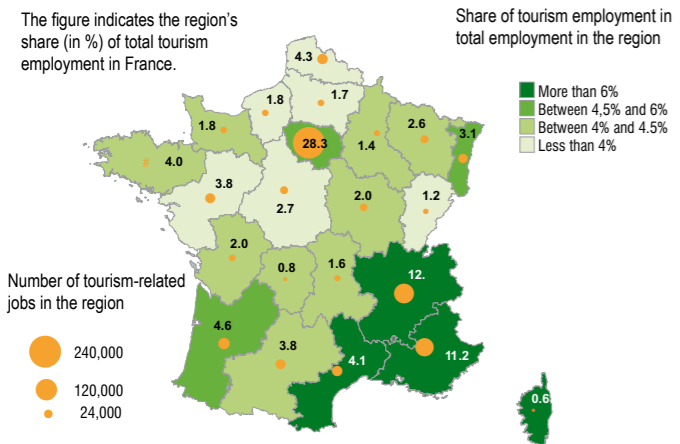
Source : Insee, Localised Employment Estimates (Estel).

Tourism employment and accommodation capacity

As of 31 December 2009, there were 844,113 salaried, private-sector employees working in tourism-related activities in Metropolitan France, or 5.2% of all private-sector jobs.

Regional tourism employment

The figure indicates the region's share (in %) of total tourism employment in France.



Reading this map : there are 240,000 tourism-related jobs in the Ile-de-France region, or 5.8 % of the region's total employment, and 28.3 % of tourism employment in Metropolitan France.

Scope : Activities «Hotel-café-restaurant» (HORECA) restricted, travel agency, other characteristics activities. Source : Pôle Emploi.

Overall accommodation capacity as of 1 January 2010

	Beds (thousand)	In %
Tourist hotels	1,225.0	5.8
Tourist residences and equivalent	669.3	3.2
Campsites	2,748.5	13.1
Holiday villages	294.4	1.4
Self-catering accommodations	733.4	3.5
Bed and breakfast	75.0	0.4
Youth hostels	37.6	0.2
Total commercial accommodation	5,783.2	27.6
Second homes	15,139.5	72.4
Total	20,922.7	100.0

Source : Occupancy rate surveys (Insee, DGCIS, regional partners), trade associations.

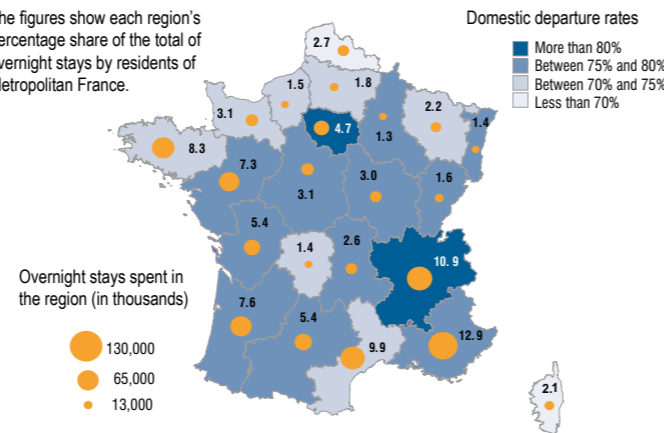
Personal tourism by French residents in 2009

By agreement, «French resident» is used to denote all those persons living in France. As of 1 January 2008, French census statistics indicate that there were 50.7 million French residents aged 15 and over (total residents : 62.1 million).

Scope : Residents of Metropolitan France aged 15 and over. Source : SDT Survey (DGCIS).

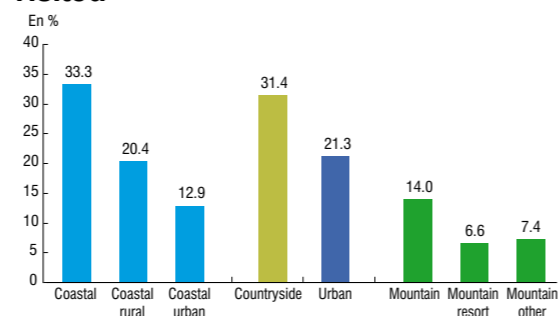
961.9 million overnight stays

The figures show each region's percentage share of the total of overnight stays by residents of Metropolitan France.



Reading this map : the departure rate for the Provence-Alpes-Cote d'Azur region was 76.9 %. The region registered 123 million overnight stays, or 12.9% of all overnight stays by residents of Metropolitan France.

Overnight stays by residents, by areas visited



Personal tourism by French residents in 2009

Scope : Residents of Metropolitan France aged 15 and over. Source : SDT Survey (DGCIS).

Departure rates

77.9 % of residents have made at least one overnight trip for personal reasons, achieving an average of 4.8 trips per person.

67.5 % of residents went on holiday (4 nights or more away, for personal reasons), achieving an average of 2.6 trips per person.

23.9 % of residents made a personal trip with at least one overnight in France overseas communities, or abroad, achieving an average of 1.6 trips per person.

Trips with at least one overnight stay

	Trips	Overnight stays	Average length of stay (nights)	Average number of trips
Total	202.3 million	1.16 billion	5.7	4.8
Metropolitan France	89.5 %	82.9 %	5.3	4.5
Overseas communities and abroad	10.5 %	17.1 %	9.3	1.8
Short stays (under 4 nights)	52.9 %	17.1 %	1.9	3.6
Long stays (4 nights or more)	47.1 %	82.9 %	10.1	2.6

Main types of accommodation in France

	Trips	Overnight stays	Average length of stay (nights)
Total	181 million	961.9 million	5.3
Non-commercial accommodation	71.4 %	67.3 %	5.0
• Family, friends	58.8 %	48.0 %	4.3
• Second homes	9.9 %	16.4 %	8.8
Commercial accommodation	28.6 %	32.7 %	6.1
• Hotels	10.1 %	5.8 %	3.0
• Campsites	5.5 %	8.5 %	8.3
• Rented accommodation	10.7 %	15.5 %	7.7

Same-day trips

	Total	Road	Rail	Air
Total	71.7 million			
In Metropolitan France	95.0 %	93.7 %	5.1 %	0.2 %
Outside France	5.0 %	90.8 %	8.3 %	0.5 %

For same-day trips in France, the top two destination regions were Rhône-Alpes (11.1 %) and Ile-de-France (9.4 %).

For same-day trips outside of France, the top two destination countries were Belgium (25.5 %) and Spain (20.8 %).

Personal tourism by French residents in 2009

Scope : Residents of Metropolitan France aged 15 and over. Source : SDT Survey (DGCIS).

Trips by type of reservation

	Metropolitan France	Overseas communities and abroad	TOTAL
Total trips reserved (in millions)	62.6	18.4	81.0
Travel agencies (%)	6.2	47.2	15.5
Service providers (%)	63.9	35.8	57.5
Other reservation bodies (%)	29.9	17.0	27.0
Reserved trips as a share of total trips (%)	34.6	86.6	40.0

Trips to France's overseas communities and abroad

	Trips	Overnight stays	Average length of stay (nights)
Total	21.3 millions	198.1 millions	9.3
Europe	69.9 %	55.5 %	7.4
Spain	15.6 %	14.7 %	8.7
Italy	11.4 %	8.8 %	7.2
Belgium, Luxembourg	5.8 %	2.4 %	3.9
Germany	5.0 %	2.5 %	4.7
Great Britain	3.0 %	1.9 %	6.0
Portugal	3.0 %	4.3 %	13.1
Greece	2.3 %	2.9 %	11.4
North & South America	6.7 %	10.5 %	14.6
USA	2.8 %	4.5 %	15.0
Africa	14.8 %	17.8 %	11.2
Tunisia	5.3 %	5.7 %	10.1
Morocco	3.8 %	4.5 %	11.0
Egypt	1.8 %	1.9 %	9.8
Asia, Océania	5.5 %	9.2 %	15.7
France's overseas Communities	3.2 %	7.0 %	20.4

The Tourist Demand Survey is carried out each month using a representative group of 20,000 residents of Metropolitan France aged 15 and over.