

direction du Tourisme

www.tourisme.gouv.fr

key figures 2005 edition for tourism



The economic weight of tourism in France in 2004

external trade

spending of foreign tourists and visitors in France

Euro 32.8 billion

spending of French tourists and visitors abroad

Euro 23.0 billion

balance: **Euro 9.8 billion**

source: Banque de France

tourist consumption in France

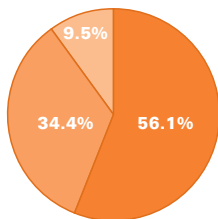
Euro 105.9 billion

French tourists 56.1%

foreign tourists 34.4%

French consumption in France of French people leaving to travel abroad 9.5%

source: Tourism accounts (direction du Tourisme)



weight of tourist consumption as against the GDP

6.5% in current Euros

source: Tourism accounts (direction du Tourisme),
Insee (French national statistics agency)

firms in the tourist sector

	number of firms	turnover in Euro million	added value in Euro million
hotels	27,641	14,980	7,346
other tourist accommodation	11,650	3,557	1,486
restaurants	105,719	27,127	12,596
cafes	46,899	5,373	2,628
travel agencies	4,105	11,822	1,787
total	196,014	62,859	25,843

source: Insee, annual survey of service companies, 2003

employment

As at 31 December 2004, there were **805,300** employees in hotels, cafes and restaurants and about **170,000** independent workers.

At the end of 2004, there were **22,300** more jobs in the sector than at the end of 2003.

source: Insee

Most popular tourist destinations in France in 2004

1.5 billion overnight stays
(French: 66%, foreigners: 34%)

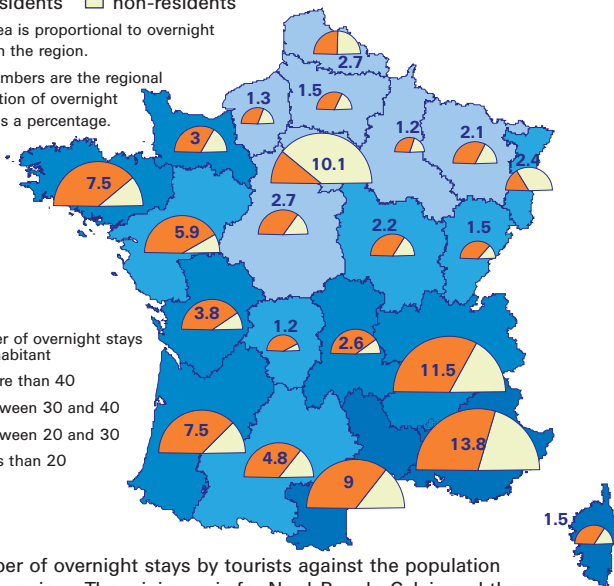
■ residents
 ■ non-residents

The area is proportional to overnight stays in the region.

The numbers are the regional proportion of overnight stays as a percentage.

Number of overnight stays per inhabitant

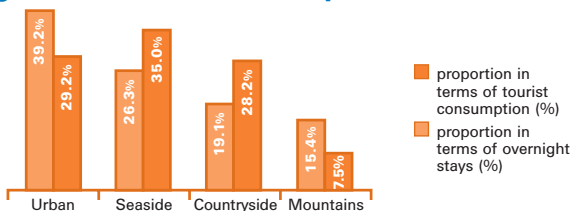
- more than 40
- between 30 and 40
- between 20 and 30
- less than 20



Number of overnight stays by tourists against the population of the region. The minimum is for Nord-Pas-de-Calais and the maximum for Corsica.

source: direction du Tourisme estimate

weight in terms of tourism of places visited



source: Tourism accounts (direction du Tourisme)

Regional tourist consumption in France in 2004

tourist consumption: Euro 105.9 billion
including regional part: Euro 90.5 billion
(French: 60 %, foreigners: 40 %)

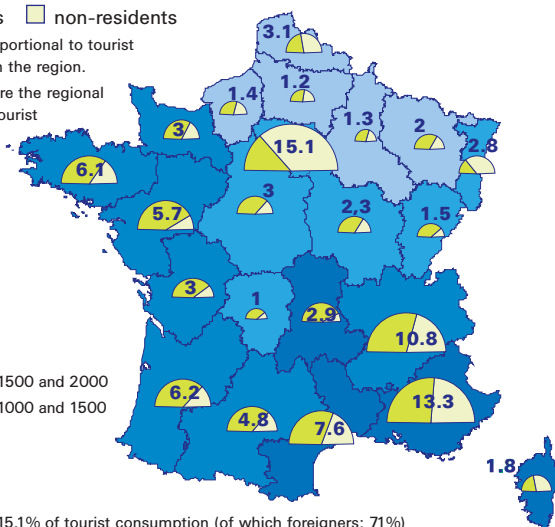
■ residents □ non-residents

The area is proportional to tourist consumption in the region.

The numbers are the regional proportion of tourist consumption.

Tourist revenue per inhabitant

- > € 2000
- between € 1500 and 2000
- between € 1000 and 1500
- < € 1000



Ile-de-France: 15.1% of tourist consumption (of which foreigners: 71%)

PACA (Provence-Alpes-Côte d'Azur): 13.3% of tourist consumption (of which foreigners: 46%)

source: direction du Tourisme estimate

overall accommodation capacity as at 1st January 2005

	beds (in thousands)	%
tourist hotels	1,230.8	7.0
tourist residences and assimilated	455.1	2.6
camping sites	2,803.9	16.0
holiday camps	276.3	1.6
furnished tourist accommodation	607.0	3.5
guest houses	66.9	0.4
youth hostels	14.2	0.1
total commercial accommodation	5,454.2	31.2
other second residences	12,022.5	68.8
total	17,476.7	100.0

source: Insee, direction du Tourisme, professional federations

French tourism of the 15 years and over age bracket in 2004

departure rate

- 74.3%** of French people travelled for personal reasons and spent at least one night away
- 65.9%** of French people went on holiday (journey of 4 overnight stays or more for personal reasons)
- 23.5%** of French people made a personal journey of at least one night abroad or in the Overseas communities

journeys for personal reasons

	journey million	overnight stays million	average length of stay (overnight stays)	a number of voyages by therefore
	177.7	953.5	5.4	4.2
in mainland France	89.2%	84.1%	5.1	4.0
abroad and in the Overseas communities	10.8%	15.9%	7.9	1.4
short stays (< 4 nights)	54.4%	18.3%	1.8	2.4
long stays (≥ 4 nights)	45.6%	81.7%	9.6	3.3

journeys for personal reasons in mainland France

	journey million	overnight stays million	average length of stay (overnight stays)
	158.6	801.5	5.1
non-commercial accommodation	68.3%	63.7%	4.7
commercial accommodation	31.7%	36.3%	5.8
including in a hotel	11.0%	5.8%	2.6
including camping	5.7%	9.2%	8.0
including rented accommodation	4.6%	9.0%	9.8

journeys for personal reasons

	mainland France	Europe	other destinations	all
car	81.4%	40.4%	4.0%	75.7%
plane	1.5%	31.7%	91.5%	6.9%
train	12.8%	10.5%	0.9%	12.2%
coach	1.4%	11.7%	0.3%	2.1%
other	2.9%	5.7%	3.3%	3.1%
total	100.0%	100.0%	100.0%	100.0%

source: monitoring of tourist demand (direction du tourisme/TNS Sofres)

French tourism of the 15 years and over age bracket in 2004

method of reservation for personal journeys

35.4% of stays by French residents in mainland France and **83.8%** of stays by French residents in overseas territories were booked in advance.

Chosen intermediaries for booked stays

	mainland	abroad and overseas territories	Total
service provider	55.3%	25.3%	48.5%
travel agency, tourist operator	8.4%	58.1%	19.7%
association	16.4%	15.8%	16.3%
tourist office, tourist information bureau	6.1%	1.7%	5.1%
others	19.4%	10.1%	17.3%

journeys for personal reasons abroad and in the overseas territories

	journeys	overnight stays	average length of stay (overnight stays)
	19.1 million	151.9 million	7.9
Europe	66.3%	55.4%	6.6
including			
Spain	14.9%	14.8%	7.9
Italy	10.3%	8.8%	6.8
Great-Britain	5.9%	3.9%	5.3
Portugal	2.6%	3.2%	9.7
Germany	4.9%	2.8%	4.7
Belgium, Luxembourg	5.6%	2.7%	3.8
Greece	1.8%	2.2%	9.8
America	8.1%	11.2%	11.0
including United States	2.4%	3.5%	11.3
Africa	16.2%	18.3%	9.0
including Morocco	4.9%	5.1%	8.3
Tunisia	4.6%	4.9%	8.5
Egypt	2.9%	2.8%	7.7
Asia, Oceania	4.1%	6.2%	11.9
Overseas territories	4.5%	8.3%	14.6

source: monitoring of tourist demand (direction du Tourisme/TNS Sofres)

The "monitoring of tourist demand" survey is carried out monthly on a sample of 20,000 people aged 15 years and over, residing exclusively in mainland France.

Foreign tourism in France in 2004

arrivals, overnight stays and revenue

	arrivals	overnight stays	revenue
total	75.1 million	561.3 million	Euro 32.8 billion
Europe	90.1%	85.8%	64.8%
America	5.6%	7.8%	14.8%
Africa	1.2%	2.5%	5.6%
Asia, Oceania	3.1%	3.7%	5.9%
not specified	0.0%	0.1%	1.8%

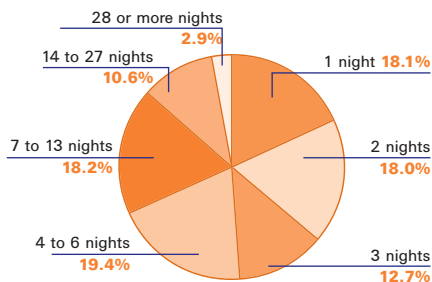
source: direction du Tourisme estimate

main foreign clientele

	proportion of arrivals	proportion of overnight stays	proportion of revenue
United Kingdom	19.5%	18.7%	15.6%
Germany	18.3%	18.3%	11.7%
Netherlands	16.5%	13.9%	5.9%
Belgium, Luxembourg	11.7%	11.5%	10.1%
Italy	9.9%	8.8%	7.5%
Switzerland	4.1%	3.5%	9.4%
Spain	4.0%	3.6%	4.7%
United States	3.5%	4.7%	12.6%
Japan	0.9%	0.7%	2.4%

source: direction du Tourisme estimate

distribution of arrivals according to length of stay



Moreover, in 2004, about 100 million foreign visitors came to France without an overnight stay.

source: direction du Tourisme estimate

Tourism in the world in 2004

definition of the tourist (international standards)

A tourist is any person on a journey outside of his usual surroundings for a period of at least one night and not exceeding one year for reasons that are not related to paid activity in the visited location. The arrival of an international tourist in a given country means any visit of a person that is not resident in that country and will make at least one overnight stay. For example, an American tourist visiting Europe will be counted each time he enters one of the States in Europe. A French tourist visiting New York, California and Florida will only be counted once on his entry into the United States.

tourist arrivals

rank in 1995	rank in 2004	country visited	arrivals 2004 (in million)
1	1	France	75.1
3	2	Spain	53.6
2	3	United States	46.1
7	4	China	41.8
4	5	Italy	37.1
5	6	United Kingdom	27.7
15	7	Hong Kong	21.8
6	8	Mexico	20.6
12	9	Germany	20.1
9	10	Austria	19.4

NB: data is not homogenous for certain countries

tourism revenue

rank in 1995	rank in 2004	country visited	revenue 2004 (\$ US billion)
1	1	United States	74.5
4	2	Spain	45.2
2	3	France	40.8
3	4	Italy	35.7
6	5	Germany	27.7
5	6	United Kingdom	27.3
10	7	China	25.7
21	8	Turkey	15.9
7	9	Austria	15.4
14	10	Australia	13.0

source: World Tourism Organisation

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