

IX/ APPENDIX

Key facts on tourism in France, Edition 2015



ÉTUDES ÉCONOMIQUES

KEY FACTS on tourism

2015 Edition

DGE
DIRECTION GÉNÉRALE
DES ENTREPRISES

Economic impact of tourism in France

Tourism consumption in France and its share of GDP

	2014 (p)	Change 2014/2013 (In %)
Domestic tourism consumption (In billions of euros at current prices)	158.3	1.9
French visitors	106.4	1.0
Foreign visitors	51.9	3.7
Proportion of domestic tourism consumption in GDP (In %)	7.4	
French visitors	5.0	
Foreign visitors	2.4	

(p): Provisional.

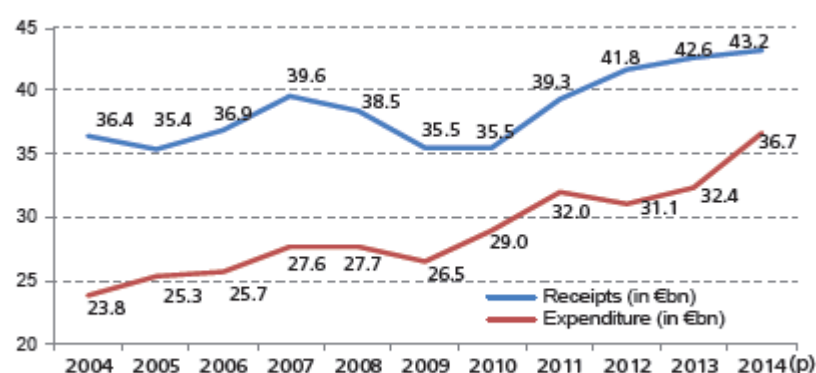
Source: DGE, Tourism Satellite Account, base 2010.

Enterprises in tourism-related sectors in 2013

	Enterprises	Number of full-time- equivalent employees (in thousands)	Revenue before tax (In billions of euros)	Added value net of tax (In billions of euros)
Total tourism-related sectors	299,532	986.4	158.8	59.9
Proportion of total economy*	7.3 %	7.7 %	4.1 %	5.6 %
Accommodation	45,263	164.9	23.0	9.9
Catering	162,498	433.3	46.9	20.2
Cafés and bars	42,232	36.9	6.6	2.9
Transport	5,410	244.4	43.2	17.9
Travel agencies	8,122	34.2	13.7	1.9

* Non-agricultural commercial firms active as at 31 December excluding firms that have not yet completed their first financial year.
Source: Insee, Esane.

Foreign trade

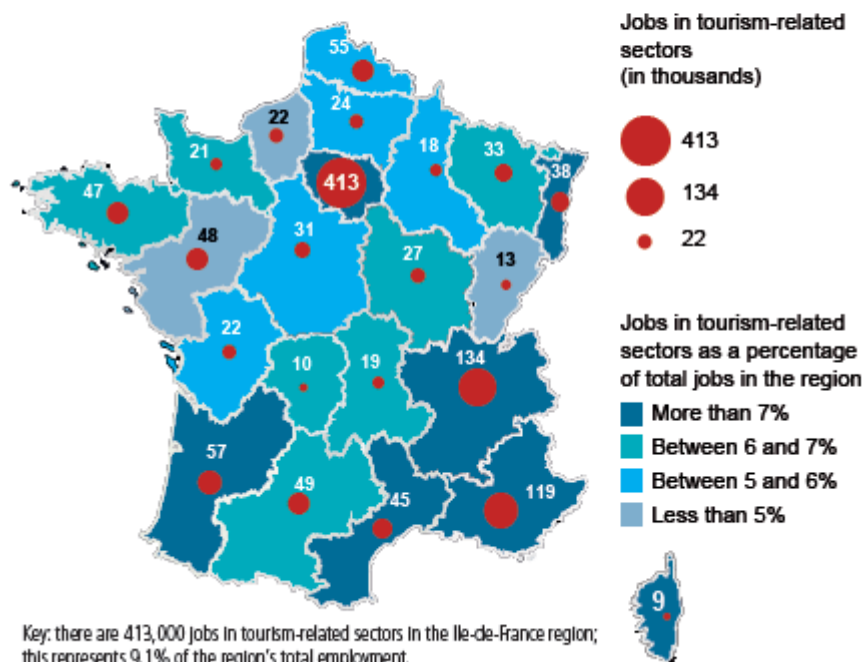


(p): Provisional

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

Tourism-related sector employment and accommodation

Jobs in tourism-related sectors as of 1 January 2015



Commercial tourist accommodation in France as of 1 January 2015

	Number of establishments (in thousands)	Beds	
		In thousands	In %
Tourist hotels	18.1	1,283.6	24.2
Tourist residences	2.3	699.4	12.9
Campsites	7.9	2,668.1	49.3
Holiday villages and family homes	1.0	260.0	4.8
Youth hostels	0.3	31.3	0.6
Self-catering accommodations*	82.4	386.2	7.1
Bed and breakfast	31.7	63.5	1.1
Total commercial accommodation	143.8	5 392.1	100

* Estimation du total ancienne et nouvelle normes.

The sharp fall-off in the number of self-catering accommodations over the past two years is linked to the disappearance of the link between rating and certification. A «self-catering accommodation» rating is no longer a prerequisite for obtaining certification from Gîtes de France or Clévacances. As a result, certain self-catering accommodations are rated and not certified, while other are certified and not rated.

Sources: Insee, DGE, regional partners, FNGF, Clévacances France, Accueil paysan, Fleurs de soleil, RN2D - plateforme Class.

Personal tourism by French residents* in 2014

*Residents of metropolitan France aged 15 and over.

■ Departure rate (at least one night spent away from home)

	Departure rate (In %)	Average number of trips per traveller
Total trips	74.3	4.9
Short stays (1 to 3 nights)	50.8	3.6
Long stays (4 nights or more)	65.4	2.7
Metropolitan France	70.2	4.6
Stays abroad or In overseas France	25.9	1.7

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey.

■ Trips

	Trips (In millions)	Overnight stays (In millions)	Average length of stay (nights)
Total trips	205.9	1,190.0	5.8
Metropolitan France	181.0	957.0	5.3
Stays abroad or In overseas France	24.9	233.0	9.4
Short stays (1 to 3 nights)	105.6	196.3	1.9
Metropolitan France	100.2	184.5	1.8
Stays abroad or In overseas France	5.4	11.8	2.2
Long stays (4 nights or more)	100.3	993.7	9.9
Metropolitan France	80.8	772.5	9.6
Stays abroad or In overseas France	19.5	221.1	11.3

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey.

■ Tourism by type of reservation

	Metropolitan France	Stays abroad or In overseas France	Total
Reserved trips (In millions)	71.3	22.5	93.8
Travel agencies and tour operators* (In %)	7.8	39.5	15.4
Service providers** (In %)	61.6	44.6	57.6
Other reservation agencies*** (In %)	30.6	15.9	27.0
Reserved trips as a percentage of total trips (%)	39.4	90.3	45.6

* Including online travel agencies. ** Transport firm, hotel, etc.

*** Association, tourist office, works council, etc.

Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

■ Tourism in metropolitan France by type of destination

	Breakdown by trips (In %)	Breakdown by nights (In %)	Average length of stay (nights)
Seashore destinations	22.2	30.9	7.4
Rural seashore	7.4	11.0	7.9
Urban seashore	14.8	19.9	7.1
Mountain destinations	20.3	22.4	5.8
Non-resorts	14.3	14.8	5.4
Resorts	6.0	7.6	6.7
Rural destinations	22.7	19.5	4.5
Urban destinations	31.2	23.1	3.9
Not reported	3.5	4.1	6.1
Metropolitan France	100	100	5.3

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey.

■ Tourism in metropolitan France by type of accommodation

	Breakdown by trips (In %)	Breakdown by nights (In %)	Average length of stay (nights)
Commercial accommodation	29.8	33.7	6.0
Hotels	9.9	5.5	2.9
Campsites	5.4	8.7	8.4
Rentals, self-catering, bed and breakfast	10.5	14.4	7.3
Non-commercial accommodation	70.2	66.3	5.0
of which Second home	9.5	16.7	9.3
Family	47.1	39.6	4.4
Friends	11.5	8.0	3.7
Metropolitan France	100	100	5.3

Scope: travel for personal reasons by French residents aged 15 or older.
Source: DGE, SDT Survey

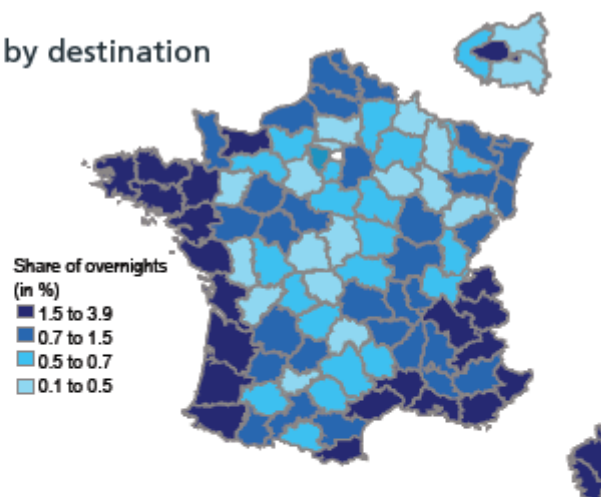
Trips to overseas France and abroad

	Trips (In millions)	Overnight stays (In millions)	Average length of stay (In overnights)
Europe	18.8	142.5	7.6
Spain	4.1	36.5	8.9
Italy	3.0	22.8	7.7
United Kingdom	1.8	11.5	6.4
Belgium, Luxembourg	1.8	7.1	3.8
Germany	1.4	7.2	5.0
The Americas	1.8	28.6	15.6
United States	0.9	12.6	14.8
Africa	2.2	26.2	12.0
Morocco	0.7	8.2	11.3
Tunisia	0.5	5.9	12.8
Asia, Oceania	1.4	22.8	16.4
Total trips abroad	24.2	220.0	9.1
Overseas France	0.7	12.5	16.9

Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

Overnight stays by destination département



Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

Same-day visits*

	Number of trips (In millions)
Total trips	43.4
Metropolitan France	40.4
Stays abroad or In overseas France	2.9

* Trips taken in the same day more than 100km from home.

Scope: travel for personal reasons by French residents aged 15 or older.

Source: DGE, SDT Survey.

International tourism in France in 2014

Arrivals, overnight stays and revenue, by continent

Continent of residence	Tourist arrivals (In millions)	Tourist overnight stays (In millions)	Same-day visitors (In millions)	Receipts* (In billions of euros)
Europe	68.4	455.5	116.8	33.3
EU (28)	60.7	410.2	91.3	28.3
Euro area (18)	46.2	308.5	85.0	22.1
The Americas	6.6	57.6	2.7	4.8
Asia, Oceania	6.3	51.2	1.6	3.4
Africa	2.4	34.7	0.9	1.7
Total international visitors	83.8**	599.0	122.1	43.2

*Tourists and same-day visitors. **Figures for 2013 have been adjusted to 83.6 million international tourists to France.
Source: DGE, Banque de France, EVE survey.

Arrivals, overnight stays and revenue, by principal nationalities

Country of residence	Tourist arrivals (In millions)	Tourist overnight stays (In millions)	Same-day visitors (In millions)	Receipts* (In billions of euros)
Germany	12.7	86.4	24.5	6.8
United Kingdom	11.8	79.7	5.1	4.7
Belgium, Luxembourg	10.7	65.9	35.1	5.7
Italy	7.5	42.7	10.7	3.0
Switzerland	6.2	33.6	25.0	3.8
Spain	6.1	34.7	10.7	2.5
Netherlands	5.5	43.6	2.9	2.6
United States	3.2	27.6	1.4	2.4
China	1.7	10.8	0.4	0.8
Australia	1.3	9.2	0.1	0.8

*Receipts (tourists and same-day visitors).
Source: DGE, Banque de France, EVE survey.

Length of stay for international tourists



World tourism in 2014

International tourist arrivals by country of destination

Rank In 1980	Rank In 2014	Destination	Arrivals In 2014 (In millions)	Change 2014/2013** (In %)
1	1	France	83.8	0.2
2	2	United States	74.8	6.8
3	3	Spain	65.0	7.1
18	4	China*	55.6	-0.1
4	5	Italy	48.6	1.8
52	6	Turkey	39.8	5.3
9	7	Germany	33.0	4.6
7	8	United Kingdom	32.6	5.0
nd	9	Russia	29.8	5.3
8	10	Mexico	29.3	21.5
Total world			1,133	4.2

Source: World Tourism Organization.

International tourism revenue by country of destination

Rank In 1980	Rank In 2014	Destination	Revenue In 2014 (p) (In billions of euros)	Change 2014/2013** (In %)
1	1	United States	133.4	2.5
4	2	Spain	49.1	4.2
2	3	France	43.2	1.5
34	4	China*	42.8	10.2
nd	5	Macao	38.2	-1.9
5	6	United Kingdom	34.5	6.2
3	7	Italy	34.3	3.7
6	8	Germany	32.6	4.9
27	9	Thailand	28.9	-2.7
19	10	Hong Kong	28.9	-1.5
Total world			940	4.2

*Excluding Hong Kong and Macao.

(p): Provisional.

** Expressed in local currency at current prices (in USD for China)

nd: Not determined.

Source: World Tourism Organization.

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Publication manager: Pascal Faure
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Publication coordinator : Abdel Khiati
Editorial secretariat: Martine Automme, Nicole Merle-Lamoot
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