



**FRANCE:
A LEADING
TOURIST
DESTINATION**

KEY INFO IN
10
POINTS

FRANCE'S KEY STRENGTHS

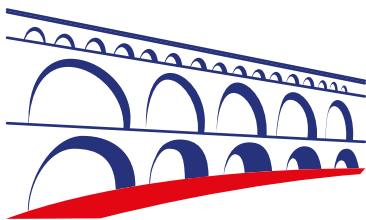
ACCESS TO A MARKET OF
67
MILLION CONSUMERS
AND A GATEWAY TO EMEA MARKETS

(INSEE)



THE WORLD'S
#1
DESTINATION
FOR
FOREIGN
TOURISTS

(FRENCH GOVERNMENT
FIGURES (DGE), 2018)



44
SITES ON UNESCO'S
WORLD HERITAGE LIST

(UNESCO, 2018)



NEW FOREIGN
INVESTMENT DECISIONS
EVERY WEEK

(BUSINESS FRANCE)

BUSINESS FRANCE

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1

THE WORLD'S LEADING TOURIST DESTINATION

In 2017, 87 million international tourists visited mainland France, up 5.1% compared with 2016. Visitors from the United Kingdom make up the largest number of tourists to the country, amounting to 12.7 million in 2017. (French government figures (DGE), 2018)

2

A KEY SECTOR OF THE FRENCH ECONOMY

In 2016, the French tourism sector generated €159 billion in revenue, nearly one-third of which came from foreign visitors. Tourism accounted for 7.1% of French GDP in 2016, with 1.3 million people employed in the sector. France is ranked fifth in the world for tourism receipts (€38.4 billion in 2016). (French government figures (DGE); UNWTO, 2017)

3

OUTSTANDING CULTURAL HERITAGE

With 44 designated sites, France is one of the largest contributors to UNESCO's World Heritage list. The Palace of Versailles and the Eiffel Tower both attract more than seven million visitors every year, while the Château des Ducs de Bretagne and museum, the Millau Viaduct, and Mont Saint-Michel all attract more than one million.

4

RENOWNED FRENCH CUISINE

The 'gastronomic meal of the French' was added to UNESCO's intangible cultural heritage list in 2010. In 2018, Frenchman Cédric Grolet was named World's Best Pastry Chef, succeeding fellow countrymen Dominique Ansel and Pierre Hermé, who were awarded the title in 2017 and 2016, respectively.

5

FRANCE'S HIGH-QUALITY HOTELS

There are 18,100 hotels in mainland France and 240 in overseas départements, including more than 1,800 four-star and 340 five-star hotels (INSEE, 2018). France also has nearly 27,000 B&Bs (French government figures (DGE), 2017). The Peninsula in Paris was voted Europe's leading luxury hotel for the second year running at the 2018 World Travel Awards, while Le Bristol, also in Paris, was named best hotel in the world in 2015 by the Gallivanter's Guide.

6

MAJOR CULTURAL AND SPORTING EVENTS

Every year, France holds events that put it firmly on the international cultural map, including the Cannes Film Festival, the International Contemporary Art Fair (FIAC), the Deauville American Film Festival, the Avignon Festival, and the Angoulême International Comics Festival, among others. France will also host the FIFA Women’s World Cup in 2019, the Rugby World Cup in 2023, and the Summer Olympic Games in 2024.

7

MUSEUMS GOING GLOBAL

France has more than 1,200 museums. Foremost among them is the Louvre in Paris, home to millennia-old collections, and the world’s most visited museum with more than 10 million visitors in 2018 (Musée du Louvre). The United Arab Emirates called on French expertise to help create the first universal museum in the Arab world, the Louvre Abu Dhabi, which opened in November 2017.

8

OUTSTANDING THEME PARKS

The “Puy du Fou” was voted the world’s best theme park in 2014, while Disneyland Paris was Europe’s leading theme park resort for the second year running at the 2018 World Travel Awards.

9

THE WORLD’S #2 SKI DESTINATION

With 53.8 million skier days sold in 2017-2018 (up 5.3% compared with 2016-2017), France is ranked second after Austria (54.5 million). France has 250 ski resorts spread across six mountain ranges (Domaines skiabiles de France, 2018), with 27% of resort clientele coming from abroad. Val Thorens was voted best ski resort for the fifth year in a row at the 2018 World Ski Awards.

10

LEADING BUSINESS LOCATION

In 2017, Paris was ranked second in the ICCA rankings (International Congress and Convention Association) after Barcelona, with 190 international conferences welcoming more than 112,000 attendees. Overall, France was ranked sixth in the list, with 506 conferences having taken place in 2017. (ICCA)