


**Choose
France™**

FRANCE: A LEADING TOURIST DESTINATION

1

THE WORLD'S LEADING TOURIST DESTINATION

In 2018, 89.3 million international tourists visited mainland France, up 3% compared with 2017. Visitors from the United Kingdom make up the largest number of tourists to the country, amounting to 13 million in 2018, while the number of tourists from outside Europe continues to grow by 4.9%. (French government figures (DGE), 2019)

2

A KEY SECTOR OF THE FRENCH ECONOMY

In 2017, the French tourism sector generated €173 billion in revenue, nearly one-third of which came from foreign visitors. Tourism accounted for 7.4% of French GDP in 2017, with the number of people employed in this sector reaching 1.127 million. France is ranked third in the world for tourism receipts (€55.5 billion in 2017). (French government figures (DGE); UNWTO, 2019)

3

OUTSTANDING CULTURAL HERITAGE

With 45 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, Reims cathedral, and Mont Saint-Michel all attract more than 1.5 million.

4

RENOWNED FRENCH CUISINE

The 'gastronomic meal of the French' was added to UNESCO's intangible cultural heritage list in 2010. In 2019, Frenchwoman Jessica Préalpato was named World's Best Pastry Chef, succeeding fellow countrymen Cédric Grolet, Dominique Ansel and Pierre Hermé, who were awarded the title in 2018, 2017 and 2016, respectively. (The World's Best Pastry Chef)

5

FRANCE'S HIGH-QUALITY HOTELS

There are 17,720 hotels in mainland France and 229 in overseas départements, including more than 1,800 four-star and 340 five-star hotels, with 31 establishments labeled ultra-luxurious (Atout France; INSEE, 2019). France also has nearly 25,000 B&Bs (French government figures (DGE), 2018). The Peninsula in Paris was voted Europe's leading luxury hotel for the second year running at the 2019 World Travel Awards, while La Réserve, also in Paris, was named best hotel in the world in 2017 by Conde Nast Traveler.

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 World Rowing Indoor Championships in 2020, 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 9.6 million visitors in 2019 (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 best theme park and the "most fun brand" in the OC&C Fundex 2019 rankings. It received 2.3 million visitors in 2019. At the 2018 World Travel Awards, Disneyland Paris was voted Europe's best theme park for the second year in a row.

9

THE WORLD'S #3 SKI DESTINATION

With 53.4 million skier days sold in 2018-2019 (up 5.3% compared with 2016-2017), France is ranked third after the United States (59 million) and Austria (54.1 million). France has 250 ski resorts spread across six mountain ranges (Domaines skiabiles de France, 2019), with 28% of resort clientele coming from abroad. Val Thorens was voted best ski resort for the sixth year in a row at the 2019 World Ski Awards.

10

LEADING BUSINESS LOCATION

In 2018, Paris was ranked first in the ICCA rankings (International Congress and Convention Association) ahead of Vienna and Madrid, with 212 international conferences welcoming more than 126,000 attendees. Overall, France was ranked fourth in the list, with 579 conferences having taken place in 2017, after the United States, Germany and Spain. (ICCA, 2019)



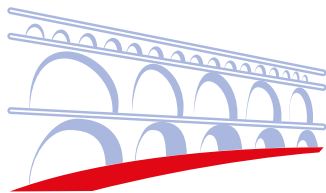
FRANCE:
#1
DESTINATION IN
EUROPE FOR FOREIGN
INVESTMENT

(EY, 2020)

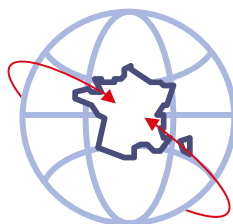


THE WORLD'S
#1
TOURIST DESTINATION

(DGE, 2020)



HOME TO
45
UNESCO WORLD
HERITAGE SITES



FRANCE ATTRACTED
MORE THAN
11%
OF FOREIGN
INVESTMENTS IN 2019

(BUSINESS FRANCE, 2020)

BUSINESS FRANCE

77, boulevard Saint-Jacques

75680 Paris Cedex 14

Tel.: +33 1 40 73 30 00

