



KEY INFO IN

**10**  
POINTS

# AN ATTRACTIVE SECTOR IN FRANCE

# 1 FRANCE ATTRACTS GLOBAL LEADERS

Sport's biggest names are investing in France including Dutch health club chain Basic-Fit, which has opened a hundred gyms, creating more than 800 jobs in 2018. British sports brand David Lloyd has bought a fitness club in Savoie (Auvergne-Rhône-Alpes region), while South African company Gaea Sport, specializing in consulting and services in high-performance sport, has set up in Paris. (Business France)

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# 2 AMAZON SPONSORS FRENCH CLUBS

American e-commerce leader Amazon has made a number of sponsoring investments in France, signing a partnership with the French basketball association (LNB) and the top two leagues, Pro A and Pro B.

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# 3 FRANCE: THE WORLD'S #3 SKIING DESTINATION

France is the world's third most popular destination for skiers, with 53.4 million skiing days sold in 2018-19. Twenty-eight percent of the clientele was foreign (French Ski Operators Association, 2019). Val Thorens (Savoie) was voted the number one ski resort for the fifth time at the 2018 World Travel Awards.

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# 4 INTERNATIONALLY RENOWNED EVENTS

Every year, major sporting events are organized in France: the Tour de France since 1903, the 24 Hours of Le Mans since 1923, Roland Garros since 1928, the Paris Marathon since 1976, the Vendée Globe since 1989, and the Grand Prix de France Formula 1, held on the Paul Ricard circuit since 2018.

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# 5 TONSSER SETS UP AT LE TREMPLIN

Danish company Tonsser has developed an application that enables football players to manage their careers and showcase their performances, and already collaborates with clubs like Red Star and brands like Nike. It chose France for its second location abroad and joined Le Tremplin, an incubator specializing in sports. Tonsser, which raised €5.5 million at the end of 2018, plans to hire 10 people in the next three years in France.

# 6

## **MOUNTAIN PLANET TRADE SHOW**

This event for mountain professionals will next be held in Grenoble on April 22-24, 2020. Some 18,000 visitors from more than 70 countries around the world are expected, along with 900 international exhibitors.

# 7

## **A WARM WELCOME FOR FOREIGN ATHLETES**

In 2019, foreign footballers accounted for 46% of players in Ligue 1, France's top football division (lfp.fr). The Pro A Basketball league had 108 foreign players (44%) on its 2017-18 roster. (LNB)

# 8

## **RYDER CUP SUCCESS IN 2018**

The 42nd edition of the golf Ryder Cup was held in France in September 2018, at the Golf National de Saint-Quentin-en-Yvelines. The CDES has estimated its total economic impact at the national level to be between €76 and €82 million. It generated €6 million in additional tax revenue and 644 full-time work hours in 2018. Eighty-one channels broadcast the event in nearly 120 countries.

# 9

## **GLOBAL TOURNAMENTS IN FRANCE**

After hosting the Ryder Cup, the Gay Games, and the European Women's Handball Championship in 2018, along with the Women's World Cup in 2019, France will host the Rugby World Cup in 2023 and the Olympic Games in 2024.

# 10

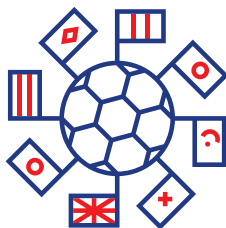
## **PARIS 2024**

The 2024 Olympic and Paralympic Summer Games will be held in Paris, with 15,000 athletes and 20,000 journalists expected in France. Some 150,000 jobs are set to be created between 2019 and 2024, with the economic benefits estimated at more than €8 billion for Paris and its region. (CEDs)



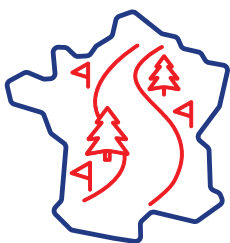
**IN 2024**  
PARIS WILL HOST  
THE OLYMPIC GAMES  
FOR THE THIRD TIME

(OLYMPIC.ORG)



**46%**  
OF FOOTBALL  
PLAYERS IN FRANCE'S  
LIGUE 1 WERE FROM  
OVERSEAS IN 2019

(LFP.FR)



**FRANCE,**  
THE WORLD'S  
**#3**  
SKI DESTINATION

(SKI AREAS OF FRANCE)



**227,000**  
JOBS IN SPORT  
IN FRANCE

(FRANCE STRATÉGIE)

**BUSINESS FRANCE**

77, boulevard Saint-Jacques

75680 Paris Cedex 14

Tel.: +33 1 40 73 30 00

