

A POSITIVE OUTLOOK FOR TOURISM IN FRANCE



Receipts from international tourists in France in the first quarter increased by +21% compared to 2019. American travelers continue to show strong momentum that has been observed for several months. Additionally, guests from Asia, while still not yet at 2019 levels, are showing positive signs of a rebound.

The recovery in most Asian markets can also be seen in 3-month air reservations. Air traffic was down 15% in March compared to 2019, mainly due to weak flows from Asia (particularly from China and Japan).

In March 2023, receipts from international tourism in France amounted to €3.9 billion, up €0.4 billion from their 2019 level.

Outdoor accommodation trends suggest an outstanding season

With an occupancy rate of 62% in March (-3 points compared to 2019), tourist activity in hotel accommodations has not entirely returned to its pre-crisis level.

With an occupancy rate of 51% in March, P2P rentals (between individuals) continued to grow with an occupancy rate higher than in 2019 (+4 points).

The first trends for the outdoor hotel industry point to a very good season, particularly a very promising month of May due to the many public holidays. With 26 million overnight stays recorded in May, international customers confirmed their return already set in 2022 (+30% compared to 2022).

The booking rates for the next few months make estimating good travel industry performances possible, particularly in the Paris metropolitan area and France's coastal regions.

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