

Tourism Flows in France

Market Direction | 2024-09-12 | 28 pages | Euromonitor

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Report description:

The 2024 Paris Olympic Games is expected to have a positive impact on inbound and domestic tourism flows in 2024. They expect the event to have a more significant effect than when it hosted the 1998 FIFA World Cup, with the Olympics having an estimated four billion global viewers. In 2020, 50 million French people watched the Tokyo games, a number that is expected to be higher in 2024 due to France being the host country. Physical spectators in Paris and other Olympic cities (Nice, Lyon, Marseil...

Euromonitor International's Tourism Flows in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Domestic Tourism, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Tourism Flows market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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