



WELCOME

Press conference

4/9/2013

DATE THE FRENCH

www.addictedtofrance.com

*Did you know that France has more than 40.000 classified sites and monuments,
33 UNESCO's World Heritage sites and almost 500 festivals ?*

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Addicted to France in figures

2011

35 tables and 47 French partners

695 meetings

Number of exhibitors

Pre-programmed meetings

2013

56 tables and 64 French partners

1200 expected meetings



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Key figures for tourism in France

” Tourism must be established as a national priority”, says Francois Hollande

- France, stays 1st worldwide destination in 2012 with 83 millions visitors
- Tourist spending's has increased in 2012 by 6.3% for the first time since 2008
- More than 7 % of the national GDP (biggest economic sector in France)
- More than 1 million direct jobs in tourism
- 12.7 billions € invested yearly
- 4 000 sites, monuments and tourist events receiving 300 million visits per year



Key figures from the Nordics

Number of Tourists to France from

Denmark: 476 000 (2011)

Finland: 233 000 (2012)

Norway: 327 000 (2012)

Sweden: 563 000 (2011)

- Increase of 10.6% of hotel nights from January till May 2013 from the Nordic countries
- 3% of hotel nights consumed by foreign customers in France for the first 6 months consumed by tourists from the Nordic countries



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MICE in France – key figures 2011

By number of hosting international conferences, France had :

- 5th position in the world ranked by ICCA (4th in Europe)
- 4th position in the ranking UIA (with 5.4% market share in the world)

France is leading in Europe in terms of equipment with:

- 120 convention centers (95 palaces) with 147,000 seats
- 2000 reception facilities accommodating at least 200 people and 15 convention palaces with more than 4000 seats
- 80 exhibition centers being 1,800,000 m², including 3 centers with more than 100,000 m² each. (Marseille, Lyon and Paris)
- In 2011 - 250 million euros were invested in convention centers and fairs

Source : Atout France - Investissements touristique



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France, leading ski destination

Key figures 2011/2012

- 1,2 billion euros
- 7 billion euros
- 55,3 million skiing days sold
- More than 5 million tourist beds
- 10 million ski visitors in the French Alps
- 120.000 jobs in tourism in the French Alps



Fête de la gastronomie – key figures

September 20th, 21st and 22nd 2013

- ❖ More than 800 000 participants all over France in 2012
- ❖ Events in more than 1700 cities
- ❖ Nearly 6 000 restaurants
- ❖ 23 regions (2 overseas)
- ❖ 150 000 professionnels from all industries



The country of wine

- ❖ 8 358 km² of vineyards
- ❖ 95 000 wine producers
- ❖ 5.2 billion litres of wine produced (oct. 2011)
- ❖ 383 appellations of which 307 are AOC and AOP
appellation d'origine contrôlée, appellation d'origine protégée (the first appellation dates from November 2nd 1945).
- ❖ "Vineyards & Discoveries" label since 2009



Meetings 2014 for the Tour Operators

- ❖ **Grand Ski – January 21st and 22nd in Chambéry**
- ❖ **Rendez-vous en France - April 1st and 2nd in Clermont-Ferrand**
- ❖ **France meeting Hub – October (dates and place TBC)**
- ❖ **Destination Vignobles – October 14th and 15th in Lyon**



2014 en France

World Equestrian Games in Normandy
Route du rhum 2014
Fête de la Musique
Fête de la Gastronomie
Nuit blanche
24h Le Mans
Tour de France
Jazz à Juan
Surf Worlwide Women championship in Seignosse
Chorégies d'Orange
Calvi on the rocks
Fête des Lumières à Lyon



Air France extends its range of “Mini” fares to Paris
As from 25 April 2013, Air France extended its range of
“Mini” fares to Paris from
Copenhagen from 509 DKK*,
Stockholm from 649 SEK* and
Oslo from 768 NOK*.

From Paris and beyond, there is more “Mini” fare offers to
more European destinations.

Combine Air France and KLM fares

www.airfranceklm.com



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