

# Tourism Flows in France

September 2023

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## Tourism Flows in France - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Economic pressures mount but tourism flows remain buoyant  
Domestic tourism thriving as cash-strapped locals focus on staycations

#### PROSPECTS AND OPPORTUNITIES

Continuous recovery expected but economic pressures will likely dictate demand  
Paris Games 2024 offers potential for significant growth as large numbers of visitors are expected to descend on participating cities

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## Travel in France - Industry Overview

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