



press release

Tuesday 24 January 2023

[FRENCH CONNECTIONS PLUS](#)

« France's thriving tourism industry »

Thursday 26 January at 4.15 pm*



Presented by: Florence Villeminot and Genie Godula

Duration: 15 minutes

Watch the trailer [HERE](#)

France is the number one tourism destination in the world, ahead of Spain and the United States - and it has been for decades. 2019 saw nearly 90 million people visit the country. After several tough years following the onset coronavirus pandemic in 2020, what's the future of France's travel trade look like? How can the country avoid being a victim of its success and welcome tourists in a sustainable way?

In this episode of [French Connections](#) Plus, **Florence Villeminot and Genie Godula** take a snapshot of France's thriving tourism industry and meet Simon Burke, who has just launched his business by offering a sidecar tour of Paris.

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