

# AN ATTRACTIVE SECTOR IN FRANCE

KEY INFO IN

**10**  
POINTS

# 1

## ▶ FRANCE ATTRACTS GLOBAL LEADERS

Sport's biggest names are investing in France to develop their business internationally and expand their presence in the country, including Adidas (Germany) and Foot Locker (United States) in 2017, along with Asics (Japan) in 2015. CTS Eventim (Germany) acquired Top Ticket France in 2015 for €25 million.

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# 2

## ▶ AMAZON SPONSORS FRENCH CLUBS

American e-commerce leader Amazon has made a number of sponsoring investments in France, signing a partnership with the French basketball association (LNB) and the top two leagues, Pro A and Pro B.

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# 3

## ▶ FRENCH STARTUPS REVOLUTIONIZING SPORT

Coureur du Dimanche offers products made entirely in France, for a 100%-French running experience. Playeur.co is an interactive website helping sportspeople find a sports field, facilities or coaching services near them. Metabolic tracker LSee tells you in real time how much fat your body is burning after eating or physical activity.

# 4

## ▶ FRANCE: THE WORLD'S #3 SKIING DESTINATION

France is the world's third most popular destination for skiers, with 51.1 million skiing days sold in 2016-17. Twenty-seven percent of the clientele was foreign (French Ski Operators Association, 2017). Val Thorens was voted the number one ski resort for the third time at the 2016 World Travel Awards.

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# 5

## ▶ GLOBALLY RENOWNED FRENCH SPORTING EVENTS

France hosts major international sporting events every year, including the Tour de France since 1903, the Le Mans 24 Hours motor race since 1923, the French Open (Roland Garros) since 1928, and the Vendée Globe yacht race since 1989.

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# 6

## ▶ MOUNTAIN PLANET TRADE SHOW

This event for mountain professionals will next be held in Grenoble on April 18-20, 2018. Some 18,000 visitors from sixty countries around the world are expected, along with more than 900 international exhibitors.

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# 7

## ▶ A WARM WELCOME FOR FOREIGN ATHLETES

In 2017, foreign footballers accounted for 35% of players in Ligue 1, France's top football division (lfp.fr). The Pro A Basketball league had 108 foreign players (44%) on its 2017-18 roster. (LNB)



# 8

## ▶ HUAWEI SPORT ACADEMY COMES TO FRANCE

Huawei, the world's third largest smartphone maker, is supporting establishing and upcoming sports stars in France. Among the first to sign a partnership with the Huawei Sport Academy are footballer Antoine Griezmann and Paralympic champion Arnaud Assoumani.

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# 9

## ▶ SUCCESS OF EURO 2016


The 2016 UEFA European Football Championship – the world's third largest sporting event with a cumulative television audience of 8.1 billion – swelled French coffers by €1.22 billion. This figure included €596 million generated by the event itself, plus a €625.8 million boost to tourism from 613,000 foreign football fans. (Limoges Center for Sports Law and Economics – CDES, Euro 2016 impact assessment)


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# 10



## ▶ UPCOMING GLOBAL TOURNAMENTS IN FRANCE

After organizing the handball, surfing, ice hockey, wrestling and canoe slalom world championships in 2017, France is preparing to host golf's Ryder Cup in 2018, along with the Formula 1 French Grand Prix, the Gay Games, and the Women's European Handball Championship, before the Women's Football World Cup in 2019, the Rugby World Cup in 2023, and the Paris Olympics in 2024!





For further information, please visit:  
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**PARIS TO HOST  
THE OLYMPICS  
FOR THE THIRD TIME**

**(OLYMPIC.ORG)**



**64%**

**OF FRENCH PEOPLE  
PLAY SPORT  
AT LEAST  
ONCE A WEEK**

**(FRENCH MINISTRY FOR SPORT, 2017)**



IN FRENCH FOOTBALL'S LIGUE 1,  
**35%** OF PLAYERS



IN 2017  
WERE FROM OVERSEAS

(LFP.FR)

FRANCE IS  
THE **#3**



**SKIING DESTINATION  
IN THE WORLD**

(FRENCH SKI OPERATORS ASSOCIATION, 2017)