Remembrance Tourism in Normandy: Study Of Visitors’ Behaviour And Economic Impact

Data from a study conducted by the Egis-Voltere firm and commissioned by the Normandy Region.

Visitors’ profile

Average age of visitors 53 years
Main type of visitors 35% retirees

58% French
42% foreigners

Top 5 nationalities in 2022:
1st Netherlands
2nd Belgium
3rd GB-Ireland
4th Germany
5th USA

52% of visitors are repeaters or visitors who have been in Normandy before.

Visitors are mainly tourists staying or passing through Normandy.
51%
of visitors are staying in Normandy.
25%
of visitors are traveling through Normandy.
18%
of visitors are staying in Normandy and other regions.
6%
of visitors are day trippers.

Visits and accommodation

5.52 million visits recorded in 2022 to the D-Day Landing and Battle of Normandy sites
1.78 million visitors

Tourists visit an average of 3.1 sites during their stay

The most visited areas
OMAHA BEACH
UTAH BEACH

57% of visitors stay on the D-Day Landing area

Visitors are mainly tourists staying or passing through Normandy.
9 out of 10 visitors stay in rented accommodations, with over half of them in rentals, hotels or holiday villages.

32% Rentals
29% Hotels or holiday villages

Economic benefits

Operators’ financial turnover reached €25.2 million excluding tax

€19.1 million in ticketing at 32 sites with entry fees.

450 salaried jobs in the touristic sites of the Battle of Normandy (including at least 70 Norman guides).

A total of 8,410 direct, indirect, and induced jobs in the sector.

Average spend per stay for French visitors €365
Average spend per stay for foreign visitors €557

€700 million total touristic spendings in the D-Day Landing and Battle of Normandy sites in 2022. 49% in accommodation.

€78.1 million invested in the D-Day Landing and Battle of Normandy sites between 2012 and 2022.