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.

RÉGION NORMANDIE

Visitors' profile

Average age of visitors

53 years

Main type of visitors

35% retirees

Top 5 nationalities in 2022:

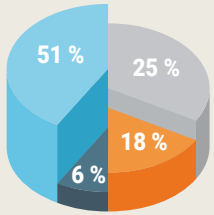
58 % French

42 % foreigners

1st	2nd	3rd	4th	5th
Netherlands	Belgium	GB-Ireland	Germany	USA

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

Visitors are mainly tourists staying or passing through Normandy.



- of visitors are staying in Normandy
- are traveling through Normandy
- are staying in Normandy and other regions
- are day trippers

Visits and accommodation

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

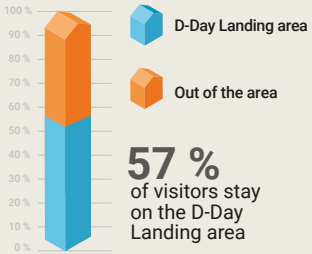
which is estimated to be

1.78 million visitors

Tourists visit an average of **3.1 sites** during their stay

The most visited areas are

- OMAHA BEACH
- UTAH BEACH



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

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

including

€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
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.