

Good year 2012 for French Polynesia

In contrary to earlier expectations which pointed to a slight decline, French Polynesia -with the flagship island of Tahiti- enjoyed a rather good tourism year in 2012. European markets –except France- meanwhile weakened, as the economic crisis took its toll last year on demand.

French Polynesia managed to record a growth of 3.8% in 2012 with 168,978 tourists visiting the French Pacific territory. However, the evolution of arrivals has been contrasted from one market to the other. Not to a surprise comes the weakening of demand from Europe. From 2011 to 2012, total arrivals from Europe are down by 2.5%, slipping from 64,272 to 62,661 tourists last year. The market share of Europe continues to shrink, getting from 39.5% of all arrivals in 2011 to 37.1% last year.

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Consultez la source sur Veille info tourisme: [Bonne année pour la Polynésie française](#)