

FRANCE



French Market overview

- Population : 67 million inhabitants
- GDP grew 0.3% in the first quarter of 2019 compared to the previous quarter.
- Unemployment rate: 9.2%
- The EURO remains fairly strong €1 = \$1.13

Travel Trends : French Market

(Sources : Brand USA / US Department of Commerce **Source : Survey by Petit Futé Mag)

- Holidays: 6 to 9 weeks paid holidays per year
- Bank holidays: 11 public bank holidays per year
- Average budget of French travelers: €2,227 (approx. \$2,535)
- Source used in Destination selection to book last leisure trip:
 - 1 - Websites via computer or laptop (64%)
 - 2 - Printed travel guidebooks (37%)
 - 3 - Recommendation from family & friends (36%)

Top Travel Motivators:

- 1 - Local lifestyle (63%)
- 2 - Cultural Historical Attractions (56%)
- 3 - Beaches/Seaside Attractions (40%)
- 4 - Excursions/Urban Attractions/Nightlife (36%)

Most important criterias for choosing a holiday destination?

- 1 - Culture (88%)
- 2 - Budget (70%)
- 3 - Singularity (53%)
- 4 - Food (45%)

Travel Trends : USA

- USA : #1 long-haul destination
- French Visitors in 2018: 1.77 million (+6%)
- Visitors on vacation: 61%
- Visiting friends/relatives: 17%
- Travelers on business: 19%
- Repeat visitors: 73%
- French visitors are on average: 38-41 years old
- Average length of stay: 16 nights
- Average # of states visited per trip: 1.6
- Visitors staying in hotels/motels: 78%

Main activities while on travel to the USA:

- 1 - Shopping (86%)
- 2 - Sightseeing (78%)
- 3 - National Parks and Monuments (48%)

- 4 – Fine dining (46%)
- 5 – Art galleries & Museums (42%)
- 6 – Small Towns / Countrysides (33%)

How do the French travel ?

- Rent a car and are on a “fly and drive” itinerary.
- Motorcycle trips are popular among the French travelers.
- Small groups (12 people max) begin to be developed more and more

What do the French expect when they travel ?

- The French expect a breakfast at their hotel. (it is standard in France)
- Free wifi (90% of the French travelers stay connected during their vacation)
- Hotel rooms that can accommodate up to 5 persons (2 adults + 3 children)
- Rates that are inclusive of all tax (it takes a while before the French traveler gets used to the “tip” or “service charge”)
- A French TV channel in their hotel room (usually TV5 Monde)

Where are the French traveling ?

- In 2018, 74.3% of the French population took at least one vacation trip. 65% of them stayed in France (French Riviera, Atlantic Coast, Normandy, Alps, Corsica and Provence), 35% took a trip abroad.
- Top international destinations for the French travelers : Spain, Italy, Morocco, Turkey and Greece
- Top city break destinations: London, Rome, Barcelona, Amsterdam, Prague, New York City, Venice and Berlin
- Top long haul destinations: USA (#1 every year), Canada, Mexico, Thailand, China, India, Mauritius, Australia

Top 3 U.S. destinations for the French:

- 1 - New York City
- 2 - Southwest (CA, UT, AZ and NV)
- 3 - Florida

Why New England is appealing to the French ?

- History and culture
- Gastronomy
- Charming accomodation and B&B's
- Outdoor activities
- Yachting
- Native American Heritage

Should you have any questions, please contact me !
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