



## France Market Profile - 2005



Armagh city, Co. Armagh

### The Size of the French Market to the island of Ireland.

The island of Ireland welcomed 309,000 visitors from France in 2004. Holiday visits grew by 1% and revenue grew by 9% to €165m/£114m.

#### Numbers & Revenue

	2000	2001	2002	2003	2004	% CHANGE 03/04
Total Visits (000's)	294	288	309	331	309	-7%
Holiday Visits (000's)	158	154	149	161	162	+1%
Promotable Visitors (000's)*	174	171	170	189	171	-9%
Revenue (€M)	125	167	192	152	165	+9%
Revenue (£M)	86	115	132	105	114	+9%

1 Euro = 0.69 Sterling \*Holiday + Conference/Incentive + English as a Foreign Language (EFL).

Total visitor numbers have fallen by -7% since 2003 but there has been an overall growth of 15,000 visits since 2000.

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France is the fourth largest market to the island of Ireland and accounts for almost **20% of total visits from mainland Europe.**

The **average spend** per trip of the French visitor on the island of Ireland is **€533/£368.**



## French outbound travel

### Size of the French outbound market

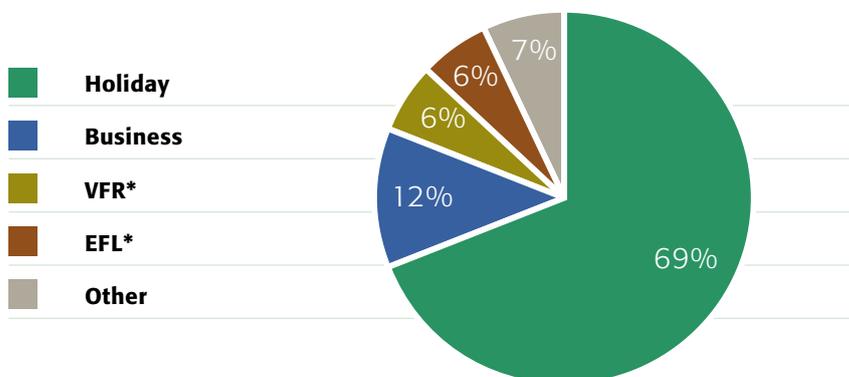
In 2004 the French took 26.2 million outbound trips. This represents an increase of almost 10% following a particularly repressed year for outbound travel in 2003.

#### France Outbound Facts

- The mean spend per outbound holiday trip is €798.
- August is still the main month for long stay holidays and accounted for 27% of outbound departures in 2004.
- The average length of stay for outbound holidays in 2004 was 13.2 nights.
- Almost six out of ten outbound holiday trips are taken by women.
- More travelers come from Paris (27%) than any other French region.
- Almost 50% of outbound travel is by plane.

More detailed facts and figures on the French Outbound market are included in the full France report, downloadable at [www.tourismireland.com/corporate](http://www.tourismireland.com/corporate).

Holiday trips made up 69% of these trips, Business 12% and both VFR\* and EFL\* made up just 6% each.



\*VFR = Visiting friends and relatives  
\*EFL = English as a foreign language

### Favourite destinations abroad

Spain is the most popular outbound leisure destination for the French and it accounted for 28% of all holiday trips in 2004. Great Britain and Italy are also popular destinations and accounted for 9% and 7% share respectively.



Cashel, Co. Tipperary

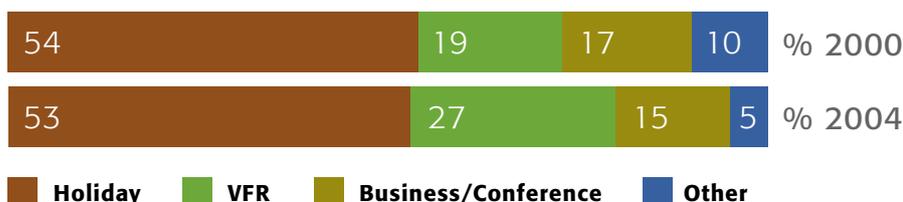
MAIN DESTINATIONS 2004	ALL TRIPS (m)	HOLIDAY TRIPS (m)	SHARE OF HOLIDAY %
<b>Total Trips</b>	<b>26.2</b>	<b>18.1</b>	
Spain	6.1	5.0	28
Great Britain	2.7	1.6	9
Italy	1.8	1.2	7
Germany	1.4	0.6	3
Morocco	1.0	1.0	5
Tunisia	1.0	0.9	5
Portugal	0.9	0.8	5
USA	0.9	0.5	3
Belgium	0.8	0.5	3
Caribbean	0.7	0.6	3
Switzerland	0.7	0.4	2

Ireland ranked 20th in terms of outbound visits but ranked joint 16th in terms of holiday share.

# France to the Island of Ireland

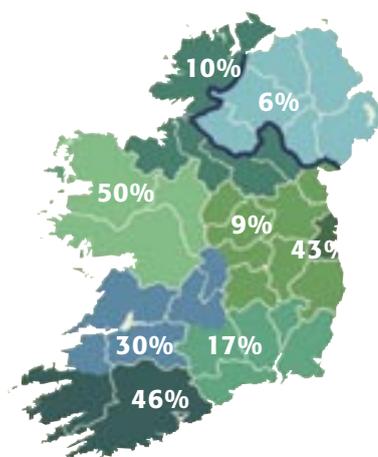
## Why they come

Holiday remains the most popular reason to visit the island of Ireland and in 2004 it accounted for 53% of total visits from the French market. The number of French coming for the purpose of VFR\* is increasing and over a quarter cited this as their main purpose of visit to the island in 2004. Business/Conference accounted for 15% and Other (mainly EFL\*) is in decline and only accounted for 5% in 2004.



## Where they go

The French market is unique as the West and the South West regions attract more holidaymakers than the Dublin Region. The West is the most popular region, with 50% of total visitors spending at least one night there.



Region	VISITED 2004	000'S	%
Dublin	69	43	
Midlands/East	15	9	
South East	28	17	
South West	74	46	
Shannon	49	30	
West	81	50	
North West	16	10	
Northern Ireland	10	6	

## France Inbound Facts

- Length of stay for French holidaymakers remains high at 8.7 nights despite a sharp dip in 2004.
- French holidaymakers to the island of Ireland come mainly in the summer months of June, July and August.
- Air travel continues to grow and brought 73% of holidaymakers to the island in 2004.
- Independent travel is growing with 80% booking their own holiday in 2004.
- French holidaymakers are younger than the average and 16-44 year olds made up 75% of holidaymakers in 2004.

More detailed facts and figures on the French Inbound market to the island of Ireland are included in the full France report, downloadable at [www.tourismireland.com/corporate](http://www.tourismireland.com/corporate).

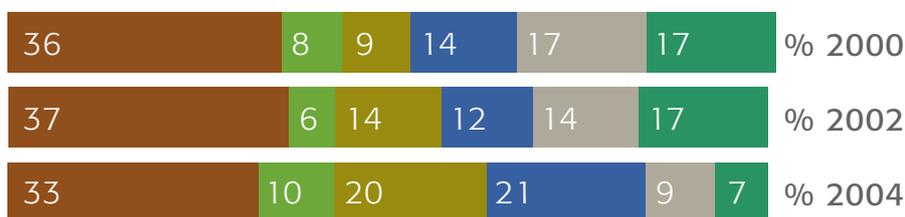


Beehive huts at Skellig Rock, Co. Kerry

## Where they stay

French holidaymakers stay predominantly in guesthouses and B&B's (a third in 2004). An increase is evident in the number of French choosing to stay with friends/relatives (20%), or in rented accommodation (21%).

### Accommodation Nights



- Guesthouse/B&B's**
- Hotels**
- Friends/Relatives**
- Rented**  
(individual premises, holiday cottage complex)
- Caravan/Campsite**
- Other**  
(includes hostels, horse-drawn caravans & holiday homes)

## Holiday activities\*

When holidaying in Ireland, the French are most interested in visiting places of historical & cultural interest.

Hiking/hill walking is the most popular outdoor activity, while small numbers participate in other active pursuits. Gardens are also of interest to the French.

ACTIVITIES ENGAGED IN	2001	2004
Historical/Culture	50	54
Gardens	17	17
Hiking/Hill walking	13	14
Angling	4	4
Cycling	3	5
Golfing	1	1
Equestrian Pursuits	-	*

\*Activities refer to ROI only.

# Download your full France Market Profile report from [www.tourismireland.com/corporate](http://www.tourismireland.com/corporate)

This report contains **invaluable information** on French visitors to the island of Ireland.

Just follow these steps to download the document:

- 1 Log onto [www.tourismireland.com/corporate](http://www.tourismireland.com/corporate)
- 2 Hover over the link **Intelligence, Insight & Strategy**
- 3 Click on **Visitor Facts & Market Profiles**, select France & download!



100 page interactive pdf

### Interactive PDF Contents:

**Country Profile** - Background information on the country.

**France Travel Profile** - Statistical information illustrated by charts including size of market and profile of general outbound holidaymaker.

**France to the Island of Ireland** - Detailed breakdown including size of market and the profile, motivations and attitudes of holidaymakers visiting the island.

**Trade Structure** - How the trade operate on our behalf in the marketplace.

**Sightseers & Culture Seekers** - As Tourism Ireland's key target segment in 2006, this gives an overview of who they are and what messages motivate them.

**Tourism Ireland Activities** - Lists all advertising and promotional activity in the market along with cooperative opportunities.

**Tourism Ireland Contacts** - Details of who's who.



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