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# Market Insights

France

# Market insights

## Introduction

This section of the toolkit will help you to better understand your customer – essential no matter how small or big your operation is, and no matter whether you are experienced or new to developing visitor experiences.

Read the profiles of the domestic market and of Ireland's four main overseas markets to understand who the customer is and what they like to do.

Over these pages, we profile the French market.



## International markets

Before ever we heard of Covid-19, over 70% of our international tourism revenue came from four markets: Great Britain (GB), United States (US), Germany and France.

While international travel will take some time to recover, it is likely that when it does these markets will continue to play a key role for Ireland.

Recovery will take place within a very competitive landscape but it's all to play for, with the majority of holidaymakers in the early stages of holiday planning, either just thinking through ideas, or starting to research.

The opportunities are there – make sure your experience appeals to your target customer and that it is visible and bookable in the online channels they use for holiday planning.

Let's look at the French market.



# France

## 10 facts about the French market

01.

France is our third largest market (534,000 tourists in 2019).

02.

50% of our visitors come from the Paris region.

03.

Rented accommodation is the most popular (25% of bednights), followed by hotels (14%) and guesthouses/B&Bs (10%).

04.

French holidaymakers stay in Ireland an average of 6.8 nights.

05.

Three in seven French holidaymakers use a car while in Ireland.

06.

The most popular sources of information when planning a holiday in Ireland are internet searches such as Google (73%), travel guidebooks (35%) and recommendation from friends/colleagues/family (30%).



07.

Over half are under 35 and one third are under 25.

08.

43% travel as a couple, 20% travel alone, 21% are here with another adult party and 10% are families with children.

09.

Like our German visitors, travel guidebooks are popular (34% of French visitors use them).

10.

Quality French speaking guides and interpretation materials are very important.



## What do French tourists do when in Ireland?



### 89% visit sites of historical interest

- ✓ 67% Churches / cathedrals
- ✓ 60% Heritage/visitor centres
- ✓ 57% Historic houses / castles
- ✓ 52% Monuments
- ✓ 46% Museums and galleries
- ✓ 33% Ancient Celtic sites



### 93% engage in pastimes/events

- ✓ 63% National parks / forests
- ✓ 59% Gardens
- ✓ 48% Shopping
- ✓ 9% Festivals/ events/ concerts
- ✓ 1% traced roots or genealogy



### 52% participate in activities

- ✓ 37% hiking/cross-country walking
- ✓ 7% cycling
- ✓ 4% golf
- ✓ 2% water-based activities
- ✓ 2% Fishing
- ✓ 2% Equestrian

## Experiences that French visitors are interested in doing in Ireland

1.	Spend an afternoon exploring/strolling around a picturesque town	52%
2.	Go whale and dolphin watching off the west coast	52%
3.	Walk along some of the highest sea cliffs in Europe	50%
4.	Explore spectacular scenery by bike or on foot	50%
5.	Take a boat tour around Ireland's coastal villages	49%
6.	Take trip to the rugged, remote islands off the coast	45%
7.	Driving tour visiting a number of historical sites	42%
8.	Sit outside a pub/cafe and people watch	41%
9.	Visit tombs and historical sites older than the pyramids	40%
10.	Take a tour where a guide tells you the story of the area	40%
11.	Visit a festival celebrating local culture, food and heritage	39%
12.	Shop for something that would remind you of your time in Ireland	38%
13.	Listen to live traditional music in a local pub	38%
14.	Hear stories behind historical houses, buildings and monasteries	38%

## How can we ensure they have the best possible experience?

- ✓ Ireland's scenery is a big draw for them. Do you incorporate landscape into your experience?
- ✓ Engaging with authentic local culture at a relaxed pace appeals to this market. Is this an opportunity for your experience?
- ✓ Experiences that incorporate the water or the coast attract this market, are there opportunities for them to explore dramatic scenery by boat?
- ✓ The French like activity but anything too strenuous does not appeal; experiences for all ages and abilities will suit this market.
- ✓ Touring holidays appeal to the French, are there opportunities to cross promote and provide local knowledge and recommendations for the next leg of their holiday?
- ✓ Can your experience stimulate their senses through music, food and drink?

The information presented here is sourced from Fáilte Ireland and Tourism Ireland.

See *France Market Profile* and *Targeting French Holidaymakers* and *French Market Profile 2019*.

Irrespective of wealth, the French are extremely conscious of value for money.



French holidaymakers appreciate simplicity and authenticity. It's important to keep things real for them – they want to experience Ireland as it really is – not a contrived version.



They are truly interested in going off the beaten track. They love to do and learn new things on holiday and interaction with Irish people is important to them.



Not all French are confident in their English language capabilities so any effort to converse in French is welcomed.

