

## Holidays to France - UK - February 2013

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*"By offering products that are built around Eurostar, Eurotunnel or cross-Channel ferry services, companies can largely insulate themselves against shifts in consumer sentiment towards other European destinations."*

– Harry Segal, Research Analyst

### In this report we answer the key questions:

- How can France as a destination compete against other European rivals?
- How can the package holiday segment gain market share?
- How can the industry target consumers who have never visited France?
- Does rural France offer opportunities for expansion?

The effects of the recession continued to dampen consumer demand for holidays to France 2012, and the destination also ceded market share to rivals Spain, Greece and Italy. The industry faces a range of challenges in 2013; from increasing fuel prices to a weakening pound and a shift in consumer attitudes towards spending on holidays.

This report examines the holidays taken to France by UK residents, and forecasts what the market will look like over the next five years. It explores the challenges and opportunities that operators will face in 2013 and investigates the core drivers behind changes in the market. The report also examines consumer attitudes towards France as a holiday destination. This subject was last explored in Mintel's *Holidays to France – UK – February 2011*.

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