

Holidays to France - UK - February 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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“France needs to promote two contrasting messages to UK visitors; the first is being a slow and sensuous destination which offers a tranquil escape from the modern, over-busy, ‘always connected’ world, the second highlighting a vibrant, quirky, dynamic and contemporary country.”
– **John Worthington, Senior Analyst**

This report looks at the following areas:

- **No-fly France remains a key selling-point despite rise in air travel**
- **Singles potential**
- **Families on tour**
- **Budget families**

The number of holidays to France increased in 2017. This cancelled out the fall seen in the previous year in the wake of the 2015/16 wave of terrorist attacks in Paris and Nice. However there has been an underlying decline in the UK source market over the past decade. Current trip volumes are still down on 2007, and expenditure growth is heavily lagging behind the overseas holiday market as a whole.

In an era of cheap flights, all-inclusive package deals and unparalleled destination choice for travellers, France is no longer the automatic choice for a holiday abroad that it once was. Its reputation as a relatively expensive place to visit is a double-edged sword – helping to project an upmarket, sophisticated image, but likely to deter visitors in a period of rising living costs and a weak Pound. However, the destination retains some strong pull factors – gastronomy, diversity of regions and tourism products, and its accessibility by a range of transport options.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Ferry
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Sporting chance
Green France

Launch Activity and Innovation – What You Need to Know

Eurostar entertainment
New holiday parks
Visitor attractions
Golf opportunity
Design hotels

Launch Activity and Innovation

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Appendix – Data Sources, Abbreviations and Supporting Information

Definition

Abbreviations

Consumer research methodology

CHAID methodology

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