

Holidays to France - UK - March 2020

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- 'Beyond the beach' packages
- Stress-free France
- New generation foodie travel

The number of holidays taken by UK travellers to France fell by an estimated 7.5% in 2019, dropping to 5.5 million trips, as consumers switched to value-for-money package holiday destinations. Since 2014 the number of visits has fluctuated between 6.2 million and 5.5 million. However, the value of holiday visits has steadily increased over this period, with average spend up by an estimated 27%. There has been a strong surge in people taking city breaks. Some 50% of visitors to France in the past five years have taken a city break, an increase from 39% in the five years to November 2017.



"Growing rail connectivity, along with the country's low reliance on fossil fuels for its electricity, offers the opportunity to position France as a low-carbon holiday choice in the era of climate emergency and 'flight shame'."

– John Worthington, Senior Analyst

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- Stress-free France
- The facts
- The implications
- New generation foodie travel
- The facts
- The implications

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- **Active/hobby breaks have risen**

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