

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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DID YOU KNOW?

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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Table of Contents

Overview

What you need to know

Covered in this report

Executive Summary

Holidays to France recover from 2016 shock but long-term market share still down

Figure 1: Forecast of holidays to France, by volume, 2012-22

One in five adults have holidayed in France in past five years

Figure 2: Participation in holidays to France, November 2017

Paris most popular location, but wide distribution of UK visitors

Figure 3: Regions in France visited on holiday in the past 5 years, November 2017

Niche holiday opportunities

Figure 4: Types of holiday taken in France in the past 5 years, November 2017

Sharing economy is drawing a new generation of travellers

Figure 5: Types of accommodation used for holidays in France, November 2017

Seven-month booking window

Figure 6: Month of booking and taking last holiday in France, November 2017

Potential to promote rural retreats

Figure 7: Main attractions of France as a holiday destination, November 2017

Pace of life both a draw and a deterrent

Figure 8: Further attitudes towards holidays to France, November 2017

What we think

Issues and Insights

No-fly France remains a key selling-point despite rise in air travel

The facts

The implications

Singles potential

The facts

The implications

Families on tour

The facts

The implications

Budget families

The facts

The implications

The Market – What You Need to Know

Holidays to France regain momentum

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60% of trips remain 'no-fly' but air travel up 24% over the past two years
 Over-65s are fastest growing visitor segment
 Overseas holiday market hits record levels but growth now slowing
 Influx of British tourists to Spain may offer opportunity for France
 Expensive reputation may be a problem
 Atout France takes sensory approach

Market Size and Forecast

Holidays to France recovered in 2017 but long-term trend still down
 Figure 9: Holidays to France market, by volume and value, 2012-22
 Le nouveau normal
 Forecast
 Figure 10: Forecast of holidays to France, by volume, 2012-22
 Figure 11: Forecast of holidays to France, by value, 2012-22

Segment Performance

Packages in decline
 Figure 12: Volume of holidays to France, independently booked versus package trips, 2012-17
 Air travel on the rise
 Figure 13: Volume of holidays to France, by mode of travel, 2012-17
 Short breaks offer highest spend per day
 Figure 14: Holidays to France, by volume, value, number of nights and average spend per night/day, by trip duration, 2016
 Over-55s are highest spenders
 Figure 15: Volume of holidays to France, by age, 2016
 Figure 16: Percentage volume of holidays to France, by age, 2011-16

Market Background

Consumer habits becoming more deal-oriented
 Overseas holidays reach record high but growth rates slowing
 Figure 17: Domestic and overseas holiday volume and expenditure, 2012-17
 Spain has seen big increase in market share
 Figure 18: Top 10 overseas holiday destinations, by number of trips, 2012-17
 Pound stays weak but has stabilised
 Figure 19: Spot exchange rate, Pound Sterling vs euro and US\$, June 2016-January 2018
 France overtakes Italy as most expensive European destination
 Figure 20: Worldwide holiday resort costs*, 2014-18
 Driving costs have risen but are still lower than five years ago
 Figure 21: Motoring costs per 1,000 miles, 2013-17
 New transport developments
 Air
 Rail

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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

Eurostar Odyssey
Disney meets Center Parcs
Disneyland Paris reaches 25
New holiday village in Normandy
New visitor attractions
Golf tourism
Shopping in Lyon
New design hotels targeting Millennials

The Consumer – What You Need to Know

France number one choice for AB travellers
Special interest, cruise and escorted tours offer opportunities
Boomers under-represented in luxury hotels
Airbnb attracting new generation of travellers
Bookings peak from February to August
Food & drink and landscape are biggest draws
Laid back, but lacking excitement

Experience of Holidaying in France

Consumer penetration stays flat at 21%
Figure 22: Participation in holidays to France, November 2017

France appeals to a younger crowd
Figure 23: Demographic profile of those who have taken holidays to France, Spain and Italy in the past 5 years, November 2017

France attracting more ABs and families than main rivals

Future potential
Figure 24: Interest in visiting France on holiday in future, November 2017

Regions of France Visited on Holiday

Paris, south east & south west most visited
Solo travellers head to the city

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North West has strongest family bias

Figure 25: Regions in France visited on holiday in the past 5 years, November 2017

Types of Holiday Taken in France

City break is top but France has broad tourism mix

Figure 26: Types of holiday taken in France in the past 5 years, November 2017

Other cities have benefited slightly from Paris's decline

Figure 27: Types of holiday taken in France, November 2015 versus November 2017

Visitors heading for the country

Families attracted by a range of holiday types

Special interest potential

French Holiday Accommodation

Under-45s prefer broadest mix of hotel types

Figure 28: Types of accommodation used for holidays in France, November 2017

Airbnb appeals to under-35s

Families on a budget may opt for 'Frenchcation'

Holiday Booking and Departure Times

Main booking window is February to August

Figure 29: Month of booking and taking last holiday in France, November 2017

Figure 30: Month of taking last holiday in France, family versus non-family, November 2017

Main Holiday Attractions of France

Gastronomy & landscape are leading attractions

Figure 31: Main attractions of France as a holiday destination, November 2017

C'est chic

Shopping a draw for younger city breakers

Attitudes towards Holidays to France

'No-fly destination' still an important selling-point despite rise in air travel

Figure 32: Agreement with attitudes towards holidays to France, November 2017

Rail potential

Families most sensitive to weak Pound and security concerns

The Francophiles

French way of life seen as an attractive quality

Figure 33: Further attitudes towards holidays to France, November 2017

France lacks buzz for Millennials

Diversity could be more strongly promoted

Contrasting slow/fast messages needed

Figure 34: Target groups, based on attitudes towards holidays to France – CHAID – Table output, November 2017

Figure 35: Target groups, based on attitudes towards holidays to France – CHAID – Tree output, November 2017

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Appendix – Data Sources, Abbreviations and Supporting Information

Definition

Abbreviations

Consumer research methodology

CHAID methodology

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