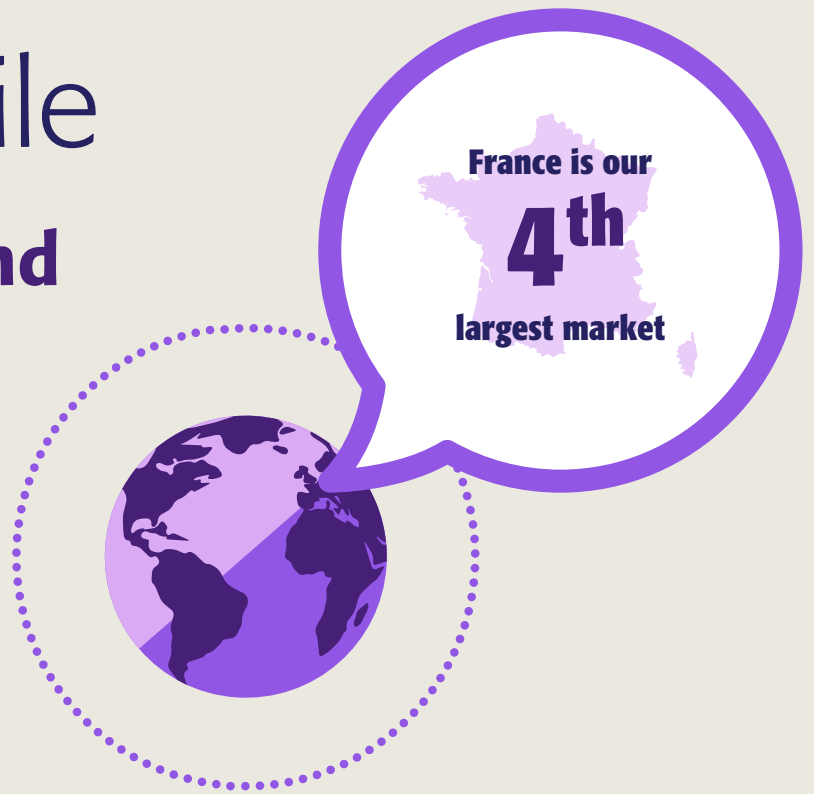


France

Market Profile

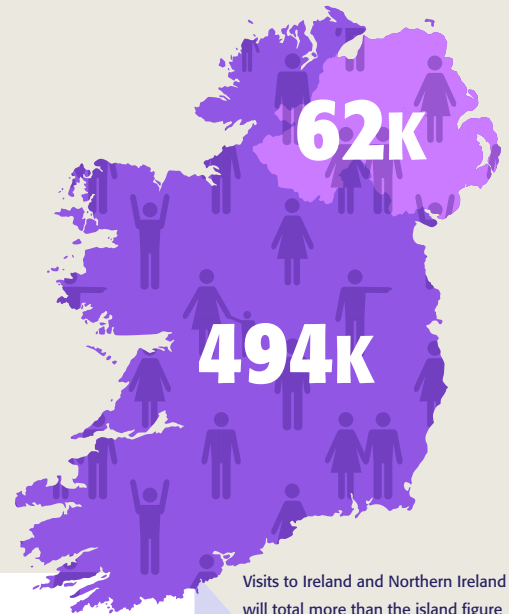


Visitor Market

France accounts for 5% of all visitors to the island of Ireland. We welcomed **524k** visitors from France in 2016.

Where do they come from?

47% of French visitors were from the Paris Region
14% from the West



Visits to Ireland and Northern Ireland will total more than the island figure due to visitors spending time in both locations.

+6%

Visitor growth in 2016



Ireland Northern Ireland

49M

Outbound visits

France is Europe's 3rd largest outbound visitor market. French visitors made 49 million trips in 2016 with 70% (35m) of those visits within Europe.

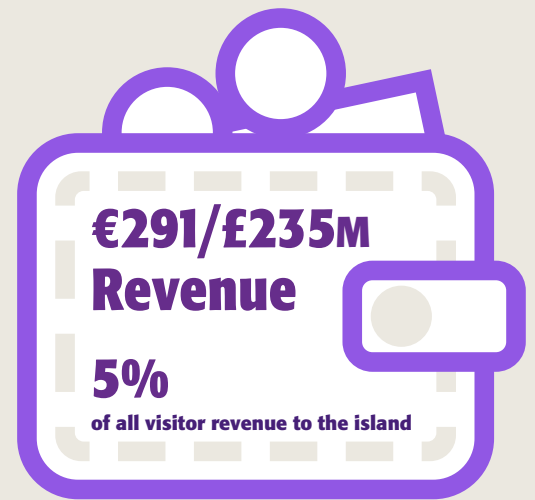
Latest performance

To access the latest performance on visitors, holidaymakers and revenue from France.

[READ MORE](#)

Revenue and Bednights

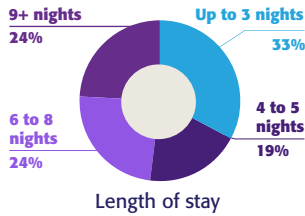
Spend by visitors from France increased by +14% in 2016, generating an additional €36M/£29M compared to 2015.



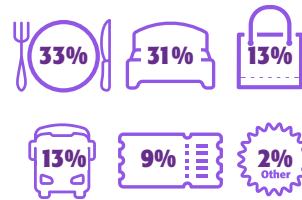
5.4M
Bednights

Over half (57%) of French visitors stayed in paid accommodation, principally in rented accommodation, with the rest staying with friends, relatives or in holiday homes.

10.3
Average nights on island

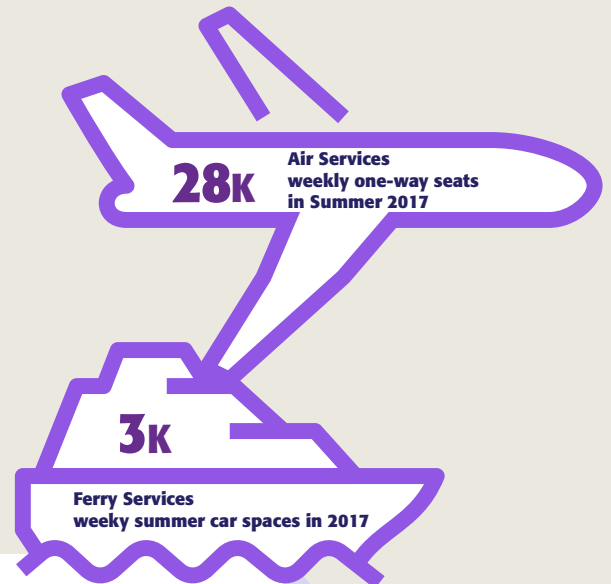


€555/£448
Spend per visitor



Air and Sea Access Links

Sea services remain constant with four routes serviced by three ferry operators. Air routes to the island recorded a marginal decline (-5%) in Summer 2017.



26k
One-way seats per week to the Republic of Ireland



18 French Cities
5 Airlines

1.6k
One-way seats per week to Northern Ireland

Easyjet fly to three locations in France creating opportunities for French holidaymakers to start their holiday in Northern Ireland.

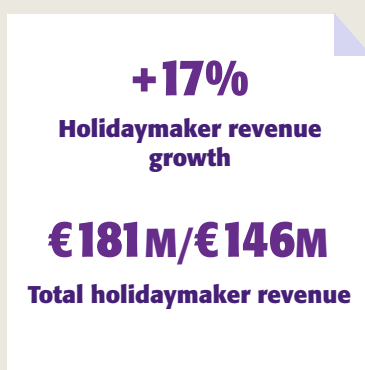
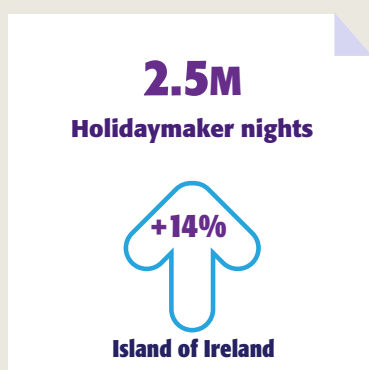
Industry opportunities

Tourism Ireland works with airlines and sea carriers to create co-operative marketing opportunity for our industry partners to get involved with.

[READ MORE](#)

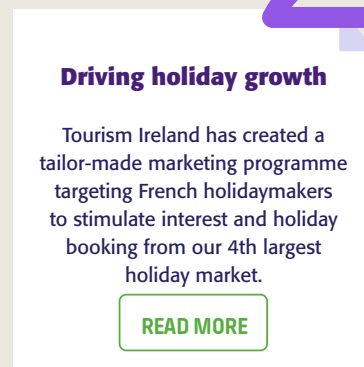
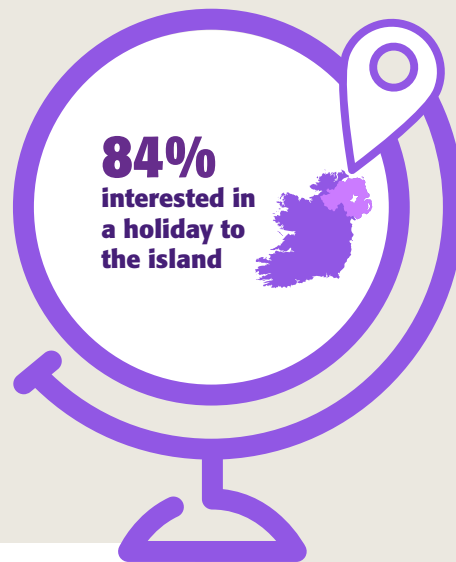
Holiday Market

The volume of holidaymakers from France increased by 2% in 2016, France accounts for 6% of all holidaymakers to the island.



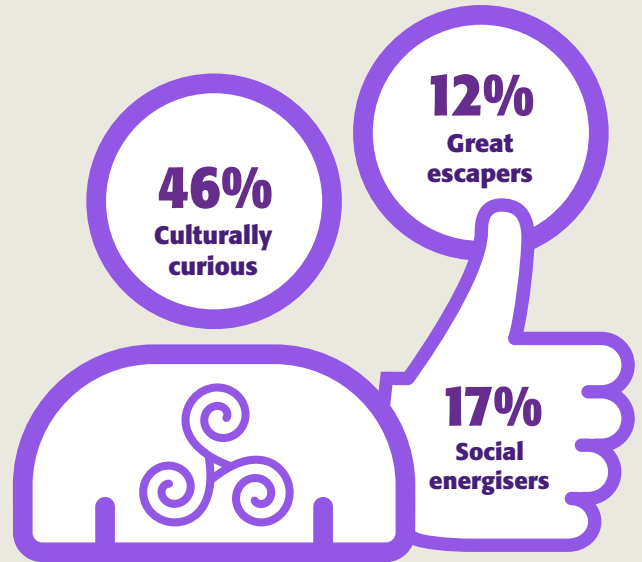
Interest in Visiting

The island of Ireland is the 4th most popular destination among French holidaymakers in terms of future interest in visiting.



Our Best Prospects

The island attracts holidaymakers from France with varying motivations, two core segments account for 70% of all French holidaymakers to the island in 2016.



125K

Culturally curious holidaymakers

Culturally Curious are particularly interested in meeting the locals, getting off the beaten track and soaking up the atmosphere.

52K

Social energiser holidaymakers

Social Energisers are particularly interested in meeting other tourists, partying and experiencing adrenaline filled adventures.

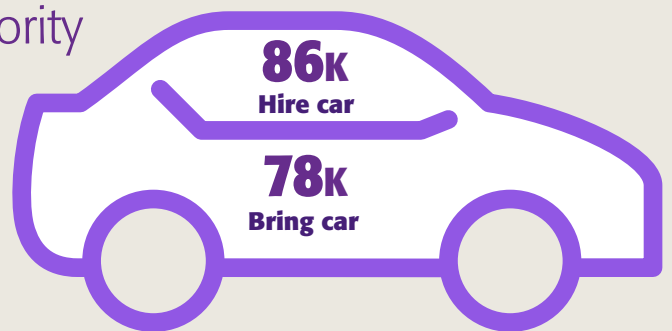
38K

Great Escaper holidaymakers

Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet, and like to feel connected to nature.

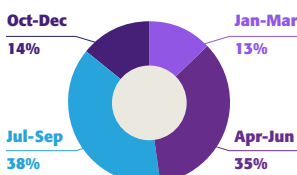
French Tourer

French holidaymakers like to bring and use cars while on the island of Ireland, with 53% using a car and the majority arriving from May to August.



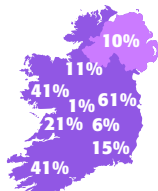
73%

Holiday during Apr-Sept



10%

Visit Northern Ireland



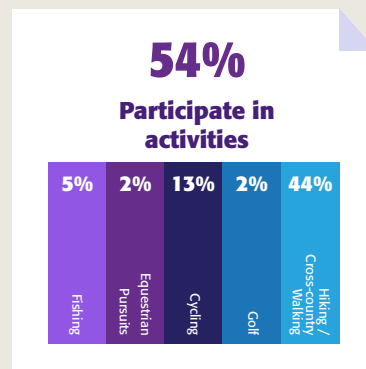
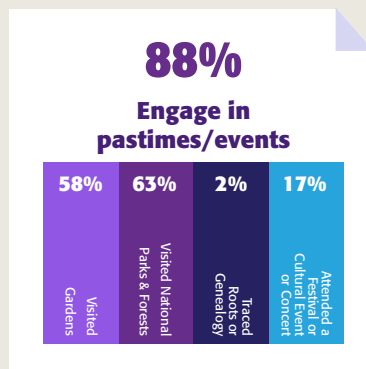
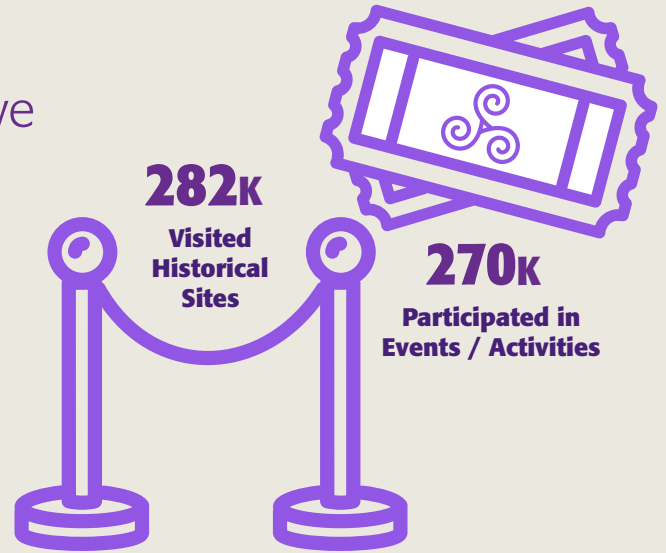
Personalised campaigns

Tourism Ireland runs targeted email marketing campaigns timed to coincide with critical holiday decision-making times. Get involved in our eMarketing partnership programme.

[GET INVOLVED](#)

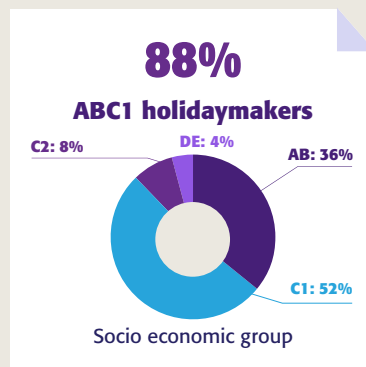
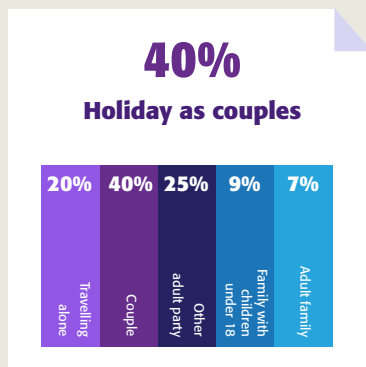
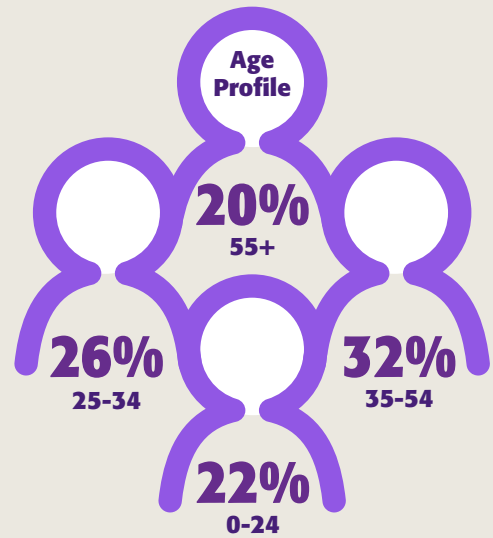
Active Holidaymakers

The French holidaymaker is an active visitor, exploring our historical sites and engaging in multiple events/activities while on the island.



Repeat Holidaymakers

Half of all French holidaymakers to the island are under 35 and two-in-five have been here before.



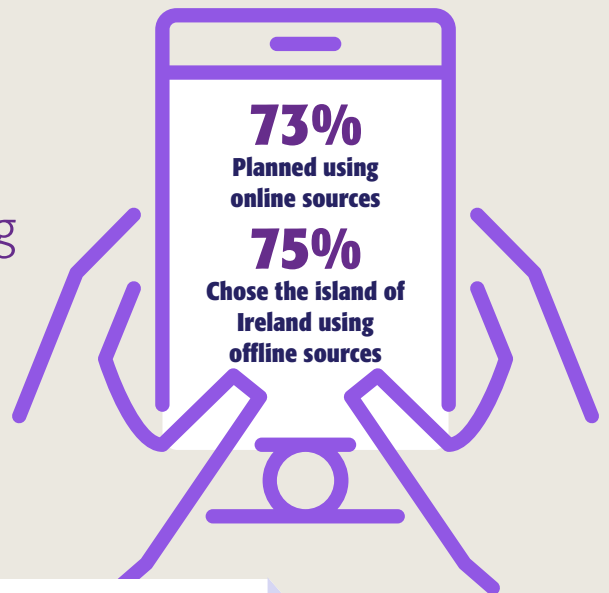
38%
Repeat holidaymakers

Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

[READ MORE](#)

Online & Offline Inspiration

French holidaymakers use multiple sources of information when looking for inspiration before ultimately booking their longer holidays.



58%

Use google search for inspiration

In 2016 French holidaymakers used a variety of sources to choose a holiday in Ireland. Carrier and accommodation provider websites are important influencers in choosing Ireland.

43%

Talk to friends & relatives for inspiration

Traditional media and other sources continue to be important with inspiration coming from friends, ads, guidebooks, TV and radio programmes.

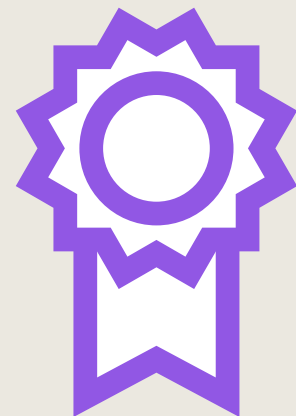
85%

Book non-packaged holiday to island

While the proportion of French package holidaymakers travelling to the island is declining, the island welcomed 46k French package holidaymakers in 2016.

Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



Contact us

Get in contact with our French team who can partner with you to help deliver more visitors and revenue from France to your business, and the island of Ireland.

[READ MORE](#)

Market Insights

Learn about opportunities in other markets and keep up-to-date on latest visitor numbers and market intelligence.

[READ MORE](#)

Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from France and other markets.

[READ MORE](#)

All the information contained within this publication is based on information provided by NISRA's Northern Ireland Passenger Survey, The CSO's Country of Residence Survey and the Passenger Card Inquiry and Fáilte Ireland's Survey of Overseas Travellers and Tourism Ireland overseas research programme.