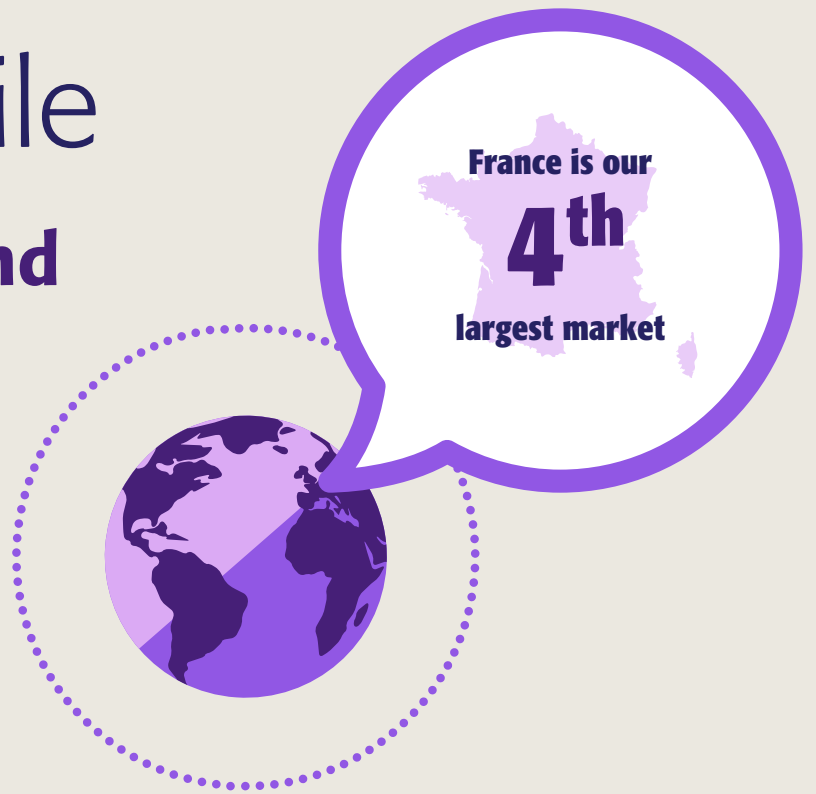


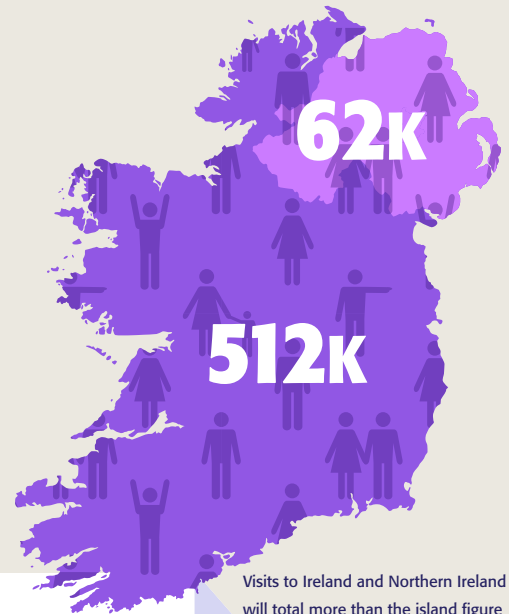
France

Market Profile

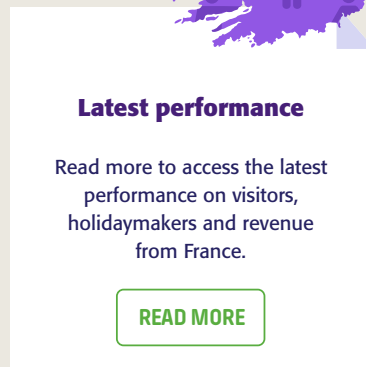


Visitor Market

France accounts for 5% of all visitors to the island of Ireland. We welcomed **539k** visitors from France in 2017.



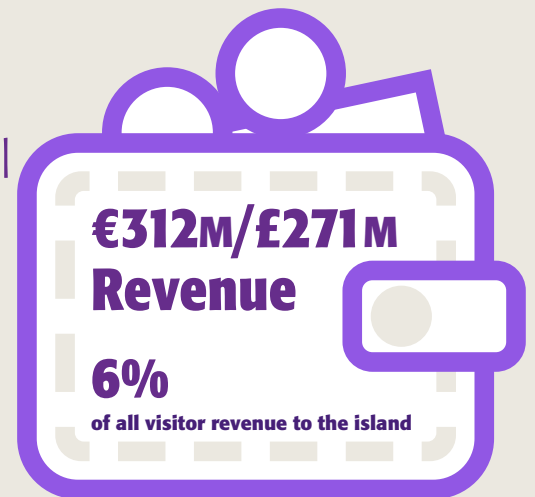
Where do they come from?



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

Revenue and Bednights

Spend by visitors from France increased by +8% in 2017, generating an additional €22M/£20M compared to 2016.



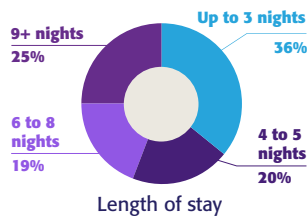
5.5M

Bednights

Over two thirds (79%) of French visitors stayed in paid accommodation, principally in rented accommodation, with the rest staying with friends, relatives or in holiday homes.

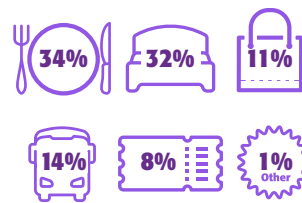
10.2

Average nights on island



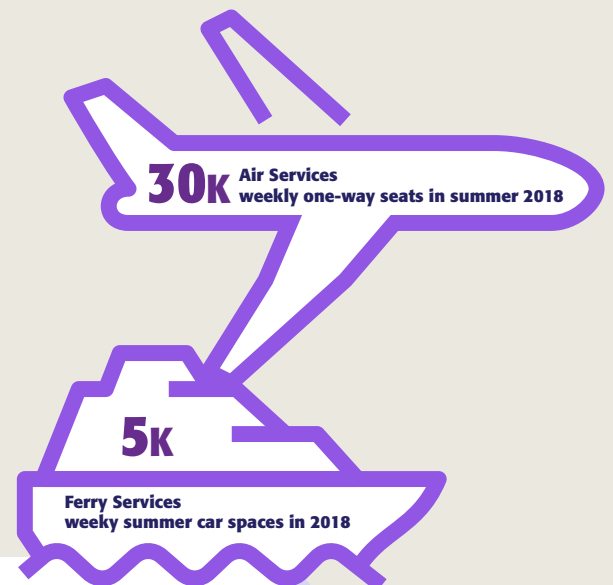
€579/£503

Spend per visitor



Air and Sea Access Links

Air routes to the island have increased by +8% in the summer of 2018.



28K

One-way seats per week to the Republic of Ireland



21 cities in France
5 airlines

1.9K

One-way seats per week to Northern Ireland



1 airline
3 French airports

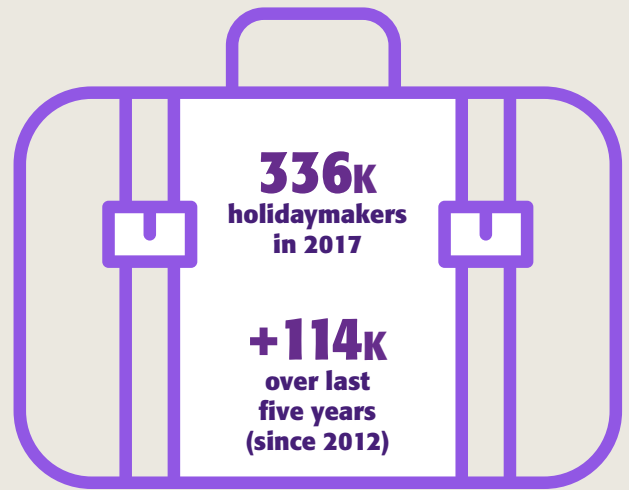
Industry opportunities

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 +10% in 2017, France accounts for 7% of all holidaymakers to the island.



2.5M

Holidaymaker nights

Holidaymaker nights have increased by +3% versus 2016. Holidaymakers from France spend an average of 7.6 nights on the island of Ireland. The average stay in Northern Ireland is 3.6 nights.

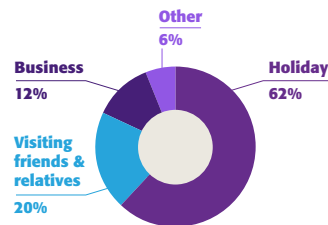
€195M/£170M

Holiday Revenue



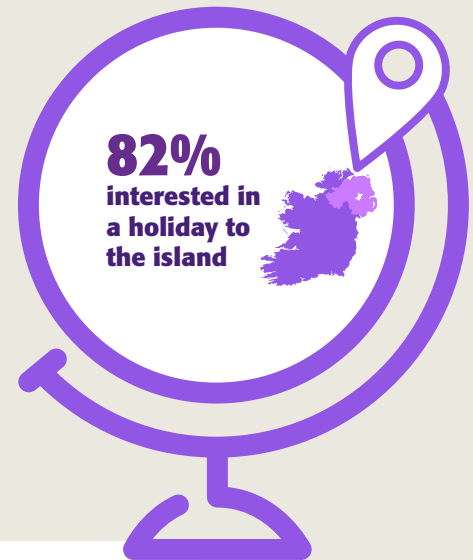
versus 2016

Reasons for visiting



Interest in Visiting

The island of Ireland is the 5th most popular destination among French holidaymakers in terms of future interest in visiting.



45%

Intend to holiday to the island in the next 3 years

To drive general interest to specific intent we stimulate visitors through reminding potential holidaymakers of how easy it is to get there and that it is a great place to spend quality time with loved ones.

19%

Actively planning a holiday to the island within 12 months

The island of Ireland competes with Italy, Spain, Britain and Portugal in terms of destinations that French holidaymakers are actively planning on visiting.

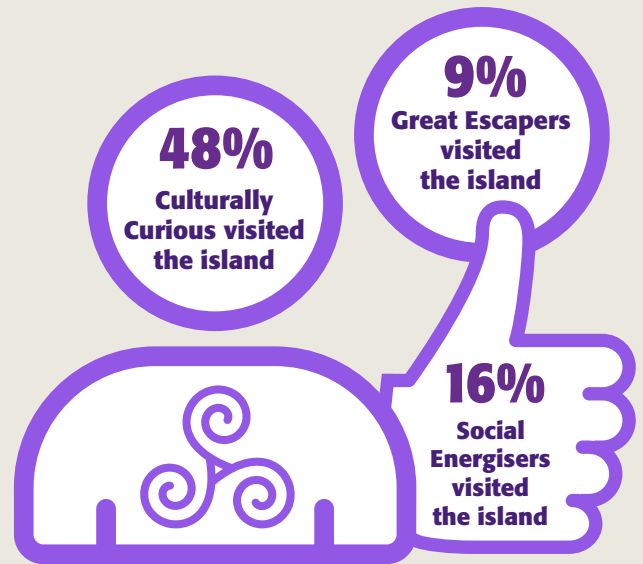
Driving holiday growth

Tourism Ireland has created a tailor-made marketing programme targeting French holidaymakers to stimulate interest and holiday booking from our 4th largest holiday market.

[READ MORE](#)

Our Best Prospects

The island attracts holidaymakers from France with varying motivations, three core segments account for 72% of all French holidaymakers to the island 2017.



160K

Culturally Curious in France

Culturally Curious are particularly interested in meeting the locals, getting off the beaten track to explore the area and feel connected to nature. Culturally Curious also enjoy visiting areas that are filled with historical importance.

53K

Social Energiser in France

Social Energisers are particularly interested in meeting other tourists, partying and experiencing adrenaline filled adventures and things that are new to them.

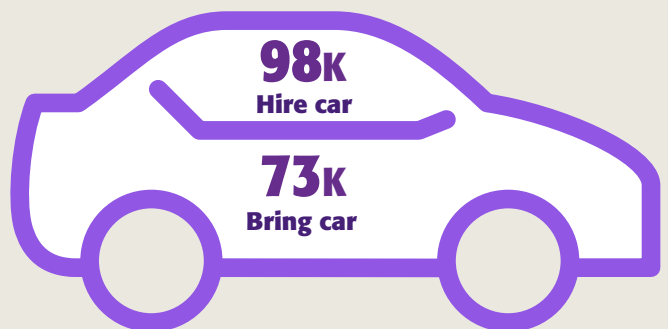
29K

Great Escaper in France

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

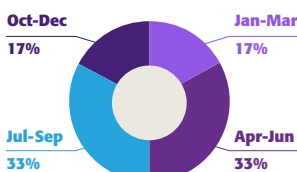
French Tourer

French holidaymakers like to bring and use cars while on the island of Ireland, with 52% using a car and 33% of Holidaymakers arriving in Q2 from April to June.



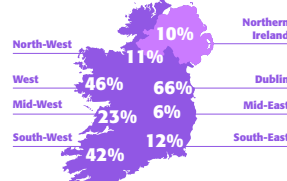
66%

Holiday during Apr-Sept



10%

Visit Northern Ireland



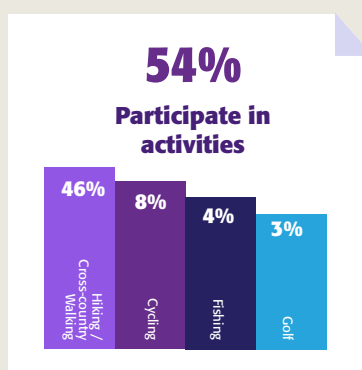
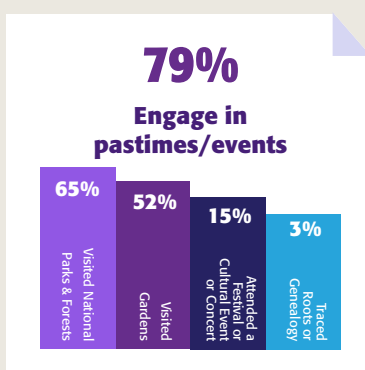
Personalised campaigns

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

[GET INVOLVED](#)

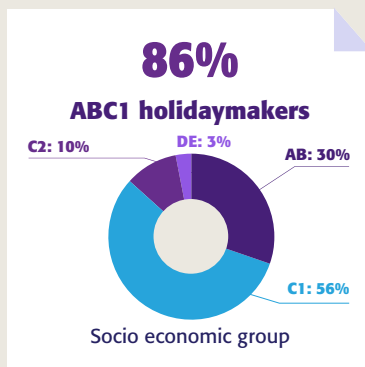
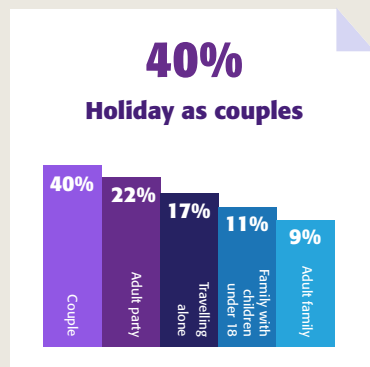
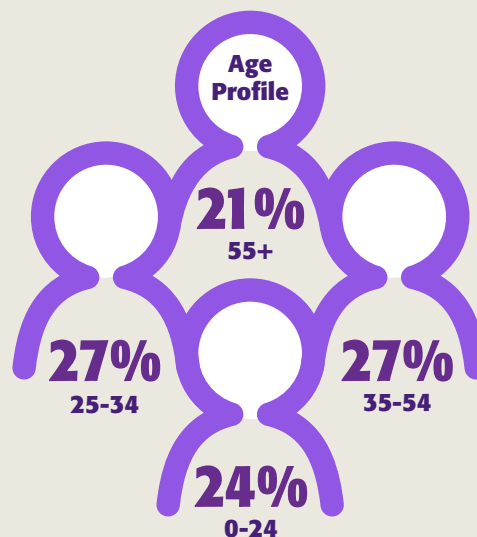
Active Holidaymakers

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



Holidaymaker Profile

Just over half (51%) of French holidaymakers to the island are under 35 years of age.



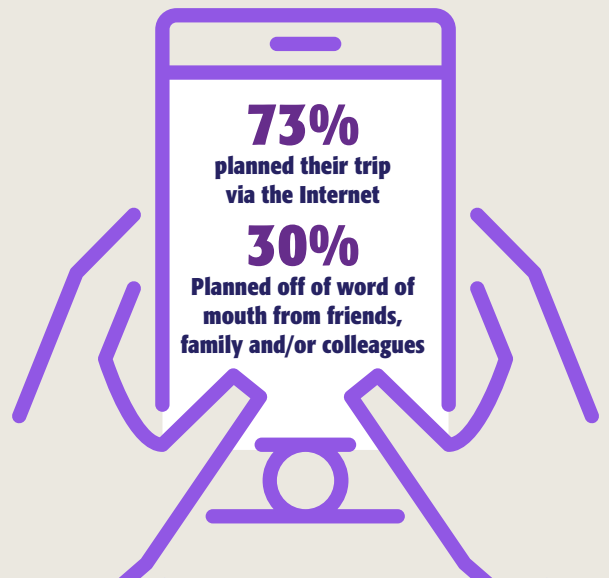
32% Repeat holidaymakers

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

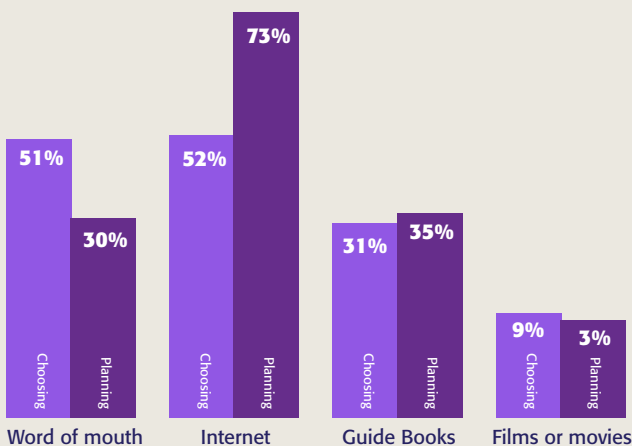
[READ MORE](#)

Online & Offline Inspiration

When choosing a destination to visit, 52% of visitors from France were inspired via the internet to come to Ireland.



Just some of the sources of influence when choosing/planning visit



Planned via Social Media

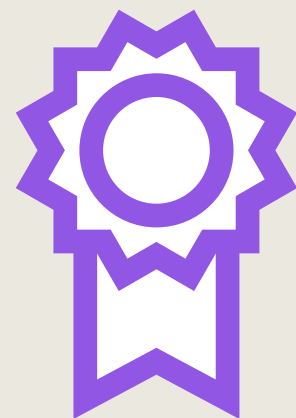
Of those who used Social Media, Facebook was the most popular social media outlet for holidaymakers with just under two thirds (64%) using it when planning to visit the island of Ireland, followed by Youtube (42%) and Instagram (30%).

Planned via the Internet

36% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using a carrier website and 36% used an accommodation website.

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, Fáilte Ireland's Survey of Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.