### France

#### Visitor Profile

**Annual visits (000s)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,562</td>
</tr>
<tr>
<td>2012</td>
<td>3,763</td>
</tr>
<tr>
<td>2013</td>
<td>3,750</td>
</tr>
<tr>
<td>2014</td>
<td>3,852</td>
</tr>
<tr>
<td>2015</td>
<td>3,909</td>
</tr>
<tr>
<td>2016</td>
<td>4,040</td>
</tr>
<tr>
<td>2017</td>
<td>3,783</td>
</tr>
<tr>
<td>2018</td>
<td>3,592</td>
</tr>
<tr>
<td>2019</td>
<td>3,561</td>
</tr>
<tr>
<td>2022</td>
<td>2,830</td>
</tr>
</tbody>
</table>

*Global ranking for inbound visits to the UK in 2022 #2

**Annual visitor spend (£m)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£1,142</td>
</tr>
<tr>
<td>2012</td>
<td>£1,495</td>
</tr>
<tr>
<td>2013</td>
<td>£1,291</td>
</tr>
<tr>
<td>2014</td>
<td>£1,343</td>
</tr>
<tr>
<td>2015</td>
<td>£1,389</td>
</tr>
<tr>
<td>2016</td>
<td>£1,356</td>
</tr>
<tr>
<td>2017</td>
<td>£1,360</td>
</tr>
<tr>
<td>2018</td>
<td>£1,347</td>
</tr>
<tr>
<td>2019</td>
<td>£1,398</td>
</tr>
<tr>
<td>2022</td>
<td>£1,575</td>
</tr>
</tbody>
</table>

**Global ranking for inbound spend in the UK in 2022 #2**

*2022 average spend per visit £557

**Regional spread of travel**

- Scotland: 14%
- South West: 40%
- South East: 10%
- London: 47%
- East Midlands: 6%
- Wales: 7%
- Northern Ireland: 1%
- Northern West: 1%
- Yorkshire and the Humber: 4%
- West Midlands: 6%
- East of England: 2%
- Yorkshire: 2%
- North East: 5%
- North West: 6%

**Seasonal spread of travel**

- Jan-Mar: 16%
- Apr-Jun: 29%
- Jul-Sep: 25%
- Oct-Dec: 30%

*Record spending by the French visiting the UK in 2022 (nominal terms): £1.6bn overall, within that a record £419m from visits to friends and/or relatives and a record £348m from business visitors.

**Purpose of travel**

- Holiday: 38%
- Visit friends/relatives: 39%
- Business: 18%
- Misc: 4%
- Study: 1%

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**Market Access**

- Consumer website: visitbritain.com
- Corporate website: visitbritain.org
- Image Library: assets.visitbritain.org
- Trade website: trade.visitbritain.com
- Media centre: media.visitbritain.com

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**VisitBritain**

35 rue du Faubourg Saint-Honoré
75008 Paris – France

**Séverine Tharreau**

Country Manager France
Séverine.Tharreau@visitbritain.org
Key demographics* (2022)

Age groups
- 0-15: 13%
- 16-24: 19%
- 25-34: 21%
- 35-44: 20%
- 45-54: 19%
- 55-64: 12%
- 65+: 8%
- 75+: 5%

Top drivers for holiday destination choices*** (2022)

1. There is beautiful coast and countryside to explore
2. Offers good value for money
3. Is a welcoming place to visit
4. It's easy to get around once there
5. I can roam around visiting many types of places

VisitBritain/Kubi Kalloo MIDAS research project 2022

Perceptions of the UK**** (2022)

The UK ranks within the top 10 out of 60 nations for:

- Culture
- Contemporary culture
- Sports
- Historic buildings
- Vibrant cities
- Cultural heritage

Travel companions*** (2022)

- 7% On their own
- 67% Spouse / Partner
- 16% With adult friends
- 29% With children under 18
- 17% With other adult family members
- 3% Part of a tour group

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2022
Top 5 activities desired on a holiday/short break abroad:

1. Explore local food and beverage specialities
2. Experience coastal places and scenery
3. Explore history and heritage
4. Visit famous/iconic tourist attractions and places
5. Experience rural life and scenery

Top 5 sustainable actions by visitors to Britain:

1. Buying local when I can
2. Visiting places outside of peak season
3. Using public/greener transport
4. Enjoying unpolluted nature
5. Choosing options that allow me to ‘live like a local’

Share who state holidays benefit their wellbeing: 71%

Share of French visitors “likely” or “extremely likely” to recommend Britain: 97%

Share of French visits which were repeat visits: 74%

Share of French travellers with accessibility requirements: 21%

Share of French who would visit again as the UK is easy to get to: 50%

Sources:
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers

1 based on previous visitors to Britain