France

Market snapshot
Visitor Profile

Annual visits (000s)*

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

Visitor Profile

Annual visits (000s)*

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

Annual visitor spend (£m)*

|------|------|------|------|------|------|------|------|------|------|------|
| #2 Global ranking for inbound spend in the UK in 2022

Regional spread of travel* (average 2022)

- SCOTLAND: 14%
- NORTHERN IRELAND: 1%
- NORTHERN ENGLAND: 6%
- YORKSHIRE AND THE HUMBER: 4%
- WEST MIDLANDS: 6%
- EAST MIDLANDS: 10%
- SOUTHERN ENGLAND: 10%
- LONDON: 40%

Average length of stay (%) Share of nights

- High: 5%
- Medium: 40%
- Low: 55%

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.

Seasonal spread of travel* (2022)

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

Market Access* (2022)

- By Air: 47%
- By Sea: 11%
- By Tunnel: 42%

Purpose of travel* (2022)

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

Sources: *International Passenger Survey (IPS) by ONS. Data for 2020 and 2021 not displayed due to the disruption caused by the pandemic.

All spend is stated in nominal terms.
### France

**Visitor Profile**

#### Key demographics* (2022)

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

#### Visitors’ origin* (2019)

- Visits in 000s | % Share of visits
  - Ile-de-France: 1,218 | 39%
  - Centre-Val de Loire: 62 | 2%
  - Pays de la Loire: 123 | 4%
  - Occitanie: 247 | 8%
  - Bretagne: 72 | 2%
  - Normandie: 119 | 4%
  - Grand Est: 155 | 5%
  - Auvergne-Rhône-Alpes: 291 | 9%
  - Bourgogne-Franche-Comté: 28 | 1%
  - Hautes-Pyrénées: 24 | 0.7%
  - Corse: 9 | 0.3%

#### 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

#### Perceptions of the UK**** (2023)

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)

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

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Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kallo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2023
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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

Share who state holidays benefit their wellbeing: 71%

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 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