Business Events – French MICE Market

July 2022

Bristol International Balloon Fiesta, England
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Country profile

• France has a population of just over 67 million.

• The official language is French; English often is the first or second foreign language taught in schools.

• The highest populated areas are in the north and southeast of France as well as cities led by Paris.

• According to Trading Economics - French GDP is projected to grow 4.5% in 2022 and 1.9% in 2023.

• Capgemini World Wealth Report 2020 - there were 702,000 High Net Worth Individuals (HNWI)* resident in France. This represents Europe’s second-largest and globally the fifth largest HNWI population globally behind the US, Japan, Germany and China.

• France was the UK’s largest European and second largest global source market overall in terms of visits, and fourth most valuable in terms of visitor spending in 2019.

• The largest proportion of French visitors who came to the UK reside in the Île-de France area, Hauts-de-France or the southern regions of Auvergne-Rhône-Alpes and Occitanie (2019).

• 45% arrivals from France are on plane, followed by 39% via the Channel Tunnel by rail or car.

Doing business with France

Top tips working with French event buyers and organisers

• Appointments are mandatory and should be made one month in advance and reconfirmed the day before. Be punctual and allow for flexibility around the duration of the meeting.

• Meetings are important to the French. They like to meet the people they work with to build a relationship. First meetings are important for introductions with further interactions to maintain relationships, discuss business opportunities and make decisions. The French tend to be direct, ask probing questions, analyse the details of a proposal and raise issues they would like to solve with debating skill. Try to avoid high-pressure sales tactics. Agendas tend to be rarely used and not necessarily be adhered to.

• Communication tends to be formal and you should expect written communication, both to back up decisions and to maintain a record of decisions and discussions. Following the established protocol is critical to building and maintaining business relationships. Once a firm business relationship has been established it is appropriate to relax rules and to become more informal.

• French business behaviour emphasises courtesy, is usually formal and tends to be hierarchical. Mutual trust and respect is earned over time and close personal business alliances are important.

• Expectations for standards and services are high – any issues should be resolved promptly. The French look for excellent value for money across all business dealings so be prepared for negotiation.

• Make sure your sales material is available in both English and French and that you use the metric system when describing meeting spaces alongside capacities.

• Speaking French is an advantage in this market; if, however, you do not speak French, do try to use some French in your first approach.
Our experience – Meeting & Incentive trends 2022

Top trends in France from VisitBritain enquires / meetings

• The French events sector is currently undergoing change due to the pandemic. Several notable agencies have
merged or acquired other agencies, e.g. Hopscotch/ Le Public Système/ Sagarmatha and La Fonderie/ Vista/ Fancy
Voyages.

• MICE bookings from France tend to come from agencies specialised in this market or directly from corporates. They
mainly book meetings and incentives and include a team building element.

• French buyers tend to book short trips with 2-3 day duration in Europe. Direct flight routes and air capacity strongly
influences destination choice – particularly where not all air routes have been re-established following the pandemic.

• French agencies book both with suppliers directly and through DMCs – the latter normally with French speakers.

• Group sizes tend to be less than 100 passengers due to airline capacity limits for group bookings on European
airlines.

• Events are generally booked year-round, except for July and August. Peak months are from September to November.

• Buyers also consider the attractiveness of the region / city when choosing a destination for their event. They also
consider potential business reasons to travel to a region, e.g. visiting a branch office, access to local customers.
Non-stop flight connectivity from France to the UK (1/5)

Based on capacity data from May 2022 - October 2022

From Ajaccio to
- London-Stansted with Air Corsica (May 2022)

From Avignon-Caum to
- Birmingham with Flybe (from July-September 2022)
- Southampton with Flybe (from July-September 2022)

From Bastia-Poretta to
- London-Gatwick with easyJet
- London-Heathrow with British Airways

From Bergerac-Roumanieres to
- Birmingham with Jet2 (to September 2022)
- Bournemouth with Ryanair (June-September 2022)
- Bristol with Ryanair (June-August 2022)
- East Midlands with Ryanair (June-August 2022)
- Leeds/Bradford with Jet2 (to September 2022)
- Liverpool with Ryanair
- London Stansted with Ryanair
- London City with British Airways (to September 2022)
- Manchester International with Jet2 (to September 2022)
- Southampton with British Airways (to September 2022)

From Beziers Vias to
- Bristol with Ryanair (June-August 2022)
- Edinburgh with Ryanair
- London Luton with Ryanair (June-September 2022)
- London Stansted with Ryanair
- Manchester International with Ryanair

From Biarritz Anglet Bayonne to
- Bristol with easyJet
- London Gatwick with easyJet
- London Stansted with Ryanair

From Bordeaux to
- Belfast with easyJet (June-September 2022)
- Birmingham with Ryanair (from June 2022)
- Bristol with easyJet
- Edinburgh with Ryanair
- Glasgow International with easyJet (June-August 2022)
- London Gatwick with British Airways, or easyJet
- London Heathrow with British Airways (to March 2022)
- London Luton with easyJet

Source: Apex; correct as of 16 May 2022
Non-stop flight connectivity from France to the UK (2/5)

Based on capacity data from May 2022 - October 2022

From Bordeaux to (cont.)
- London Stansted with Ryanair
- Manchester International with easyJet, or Ryanair

From Brest Bretagne to
- Birmingham with Flybe (July-September 2022)

From Brive Souilac to
- London Stansted with Ryanair

From Calvi to
- London Stansted with Air Corsica (to September 2022)

From Carcassonne to
- East Midlands with Ryanair
- Edinburgh with Ryanair
- London Stansted with Ryanair
- Manchester International with Ryanair

From Figari – Sud Corse to
- London Gatwick with easyJet (July-September 2022)
- London Heathrow with British Airways

From La Rochelle Laleu to
- Bristol with easyJet (July-September 2022)
- London Gatwick with easyJet
- London Stansted with Ryanair
- Manchester International with easyJet (July-September 2022), or Jet2 (to September 2022)

From Limoges Bellegarde to
- Bristol with Ryanair (June-August 2022)
- East Midlands with Ryanair (except September 2022)
- Leeds/Bradford with Ryanair
- London Gatwick with easyJet
- London Stansted with Ryanair
- Manchester International with Ryanair
- Southampton with British Airways (to September 2022)

Source: Apex; correct as of 16 May 2022
Non-stop flight connectivity from France to the UK (3/5)

Based on capacity data from May 2022 - October 2022

From Lyon to
- Bristol with easyJet
- Edinburgh with easyJet
- London Gatwick with easyJet
- London Heathrow with British Airways
- London Luton with easyJet

From Marseille to
- Bristol with easyJet
- East Midlands with Ryanair
- Edinburgh with Ryanair
- Glasgow International with easyJet (June-September 2022)
- London Gatwick with easyJet
- London Heathrow with British Airways
- London Stansted with Ryanair
- Manchester International with Ryanair

From Montpellier Mediterranee to
- London Gatwick with easyJet
- London Luton with easyJet (June-September 2022)

From Nantes Atlantique to
- Birmingham with easyJet (June-September 2022)
- Bristol with easyJet (June-September 2022)
- Edinburgh with Ryanair
- London Gatwick with easyJet
- London Stansted with Ryanair
- Manchester International with Ryanair

From Nice Cote d’Azur to
- Belfast with easyJet
- Bristol with easyJet
- Edinburgh with easyJet
- Leeds/Bradford with Jet 2 (to September 2022)
- Liverpool with easyJet
- London Gatwick with British Airways, or easyJet
- London Heathrow with Air France (May, July, August 2022), or British Airways
- London Luton with easyJet
- London Stansted with Ryanair
- London City with British Airways
- Manchester International with easyJet or Jet2
- Southampton with British Airways (to September 2022)

Source: Apex; correct as of 16 May 2022
Non-stop flight connectivity from France to the UK (4/5)

Based on capacity data from May 2022 - October 2022

From Nimes Garons to
- Edinburgh with Ryanair
- London Stansted with Ryanair (June-August 2022)

From Paris Beauvais-Tille to
- Edinburgh with Ryanair
- Leeds/Bradford with Ryanair
- Liverpool with Ryanair
- Manchester International with Ryanair

From Paris Charles De Gaulle to
- Belfast International with easyJet
- Birmingham International with Air France
- Bristol with easyJet
- Edinburgh with Air France or easyJet
- Glasgow International with easyJet
- Leeds/Bradford with Jet2
- Liverpool with easyJet (May 2022)
- London Gatwick with easyJet
- London Heathrow with Air France or British Airways
- London Luton with easyJet

From Paris Orly to
- Birmingham International with Vueling
- Bristol with easyJet
- Cardiff with Vueling
- Edinburgh with Transavia, or Vueling
- Glasgow International with Transavia, or Vueling
- Liverpool with Vueling (May 2022)
- London Gatwick with Vueling
- Newcastle with Vueling (to March 2022)

From Perpignan Llabanere to
- Birmingham International with Ryanair
- London Stansted with Ryanair

From Poitiers Biard to
- Edinburgh with Ryanair
- London Stansted with Ryanair

Source: Apex; correct as of 16 May 2022
Non-stop flight connectivity from France to the UK (5/5)

Based on capacity data from May 2022 - October 2022

From Quimper to
- London City with British Airways (June-September 2022)

From Rennes St Jacques to
- London Gatwick with easyJet

From Rodez Marcillac to
- London Stansted with Ryanair (June-September 2022)

From Tarbes Ossun Lourdes to
- London Stansted with Ryanair

From Toulon Hyeres to
- London Gatwick with easyJet (from June 2022)
- Southampton with Flybe (July-September 2022)

From Toulouse Blagnac to
- Bristol with easyJet
- Edinburgh with Ryanair
- London Gatwick with easyJet
- London Heathrow with British Airways
- London Stansted with Ryanair

From Tours St Symphorien to
- London Stansted with Ryanair

Please also note that Eurostar offers 13 direct trains from Paris to London St Pancras every day and the journey takes 2h 16m.

Source: Apex; correct as of 16 May 2022
## MICE Media & Event Association

### Media:

<table>
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<th>Publication</th>
<th>Magazine frequency/ circulation</th>
<th>Readership</th>
<th>Website visitors</th>
<th>Newsletter frequency/ no. of recipients</th>
<th>Countries covered</th>
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<td>Voyages &amp; Stratégie</td>
<td>4 issues annually 20.5k average circulation</td>
<td>75% corporate 25% agencies</td>
<td>30k average monthly visitors to <a href="http://www.voyages-strategie.com">www.voyages-strategie.com</a></td>
<td>Once monthly to 14.5k subscribers</td>
<td>France, Belgium, Switzerland</td>
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<td>6 issues print annually 25 digital issues annually 15k average circulation</td>
<td>54% corporate 41% agencies 5% associations</td>
<td>55k average monthly visitors to <a href="http://www.tnmedianetwork.com">www.tnmedianetwork.com</a></td>
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<td>MeeT and TRaVeL MaG</td>
<td>5 print issues annually 10 digital issues annually 5.3 average circulation</td>
<td>65% corporate 25% agencies 10% associations</td>
<td>6.2k average monthly visitors to <a href="http://www.meetandtravelmag.com">www.meetandtravelmag.com</a></td>
<td>Weekly to 30k subscribers</td>
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### Association of event organisers:

L’événement : https://levenement.org/

Largest network of event planners in France, : 90 Event agencies covering 80% of the market
Most international event agencies are based in the Paris region but located in various parts of the city and suburbs. In addition, there are other strong agencies in Lyon and Toulouse.

<table>
<thead>
<tr>
<th>Company</th>
<th>Country</th>
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<tr>
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<td>Courbevoie</td>
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</tbody>
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Contact for further information:

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