Business Events – French MICE Market
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Country Profile
Country Profile: France

- 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).

Doing Business with France
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.

Expectation levels 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.
Event Trends
Events are generally booked year round with the exception of July and August.

Peak months are from September to November.

Our experience – Meeting & Incentive trends 2022

Top trends in France from VisitBritain enquiries / meetings

- The French events sector is currently undergoing change as a result of 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 at the moment where not all air routes have been re-established following the pandemic.
- French agencies book both with suppliers directly and also 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.
- 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.
Air Accessibility Update
Non-stop flight connectivity from France to the UK (1/5)

Based on capacity data from October 2022 to March 2023

From Bastia-Poretta to
- London-Gatwick with easyJet (October 2022)
- London-Heathrow with British Airways (October 2022)

From Bergerac-Roumanieres to
- Liverpool with Ryanair (October 2022)
- London Stansted with Ryanair

From Beziers Vias to
- Edinburgh with Ryanair (October 2022)
- London Luton with Ryanair
- London Stansted with Ryanair (October 2022)
- Manchester International with Ryanair (October 2022)

From Biarritz Anglet Bayonne to
- London Gatwick with easyJet (October 2022 and March 2023)
- London Stansted with Ryanair

From Bordeaux to
- Birmingham with Ryanair
- Bristol with easyJet (October-November 2022 and from March 2023)
- Edinburgh with Ryanair (October 2022)
- London Gatwick with British Airways, or easyJet
- London Luton with easyJet
- London Stansted with Ryanair
- Manchester International with easyJet, or Ryanair

From Brive Soulac to
- London Stansted with Ryanair (October 2022)

From Carcassonne to
- East Midlands with Ryanair (October 2022)
- Edinburgh with Ryanair (October 2022)
- London Stansted with Ryanair
- Manchester International with Ryanair

Source: Apex; correct as of 11 October 2022
Non-stop flight connectivity from France to the UK (2/5)

Based on capacity data from October 2022 to March 2023

From Chambéry:
- Birmingham International with Jet2, or TUI Airways (both from December 2022)
- Bristol with Jet2, or TUI Airways (both from December 2022)
- East Midlands with TUI Airways (from December 2022)
- Edinburgh with British Airways or TUI Airways (from December 2022)
- Exeter International with TUI Airways (from December 2022)
- Glasgow International with TUI Airways (from December 2022)
- Leeds/Bradford with Jet2 (from December 2022)
- London Gatwick with TUI Airways (from December 2022)
- London Stansted with Jet2 or TUI Airways (both from December 2022)
- London City with British Airways (from December 2022)
- Manchester International with Jet2 or TUI Airways (from December 2022)
- Southampton with British Airways (from December 2022)

From Grenoble:
- Edinburgh with easyJet or Ryanair (from December 2022)
- Liverpool with easyJet (from December 2022)
- London Gatwick with British Airways, easyJet, or Wizz Air (all from December 2022)
- London Heathrow with British Airways (from December 2022)
- London Luton with easyJet, Ryanair, or Wizz Air (from December 2022)
- London Stansted with Jet2 or Ryanair (from December 2022)
- Manchester International with Jet2 or Ryanair (from December 2022)
- Newcastle with Jet2 (from December 2022)

From La Rochelle Laleu:
- London Gatwick with easyJet (October 2022 and from March 2023)
- London Stansted with Ryanair (October 2022)

From Limoges Bellegarde:
- East Midlands with Ryanair (except November 2022)
- Leeds/Bradford with Ryanair (October 2022)
- London Gatwick with easyJet (October 2022)
- London Stansted with Ryanair (except November 2022)
- Manchester International with Ryanair (except November 2022)

Source: Apex; correct as of 11 October 2022
Non-stop flight connectivity from France to the UK (3/5)

Based on capacity data from October 2022 to March 2023

From Lyon to
- Belfast with easyJet (from December 2022)
- Bristol with easyJet (from December 2022)
- Edinburgh with easyJet (except January 2023)
- London Gatwick with British Airways (from December 2022) or easyJet
- London Heathrow with British Airways
- London Luton with easyJet
- Manchester International with easyJet or Jet2 (from December 2022)

From Marseille to
- Bristol with easyJet (October 2022 and from March 2023)
- East Midlands with Ryanair (October 2022)
- Edinburgh with Ryanair
- 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

From Nantes Atlantique to
- Edinburgh with Ryanair
- London Gatwick with easyJet
- London Stansted with Ryanair
- Manchester International with Ryanair

From Nice Cote d’Azur to
- Bristol with easyJet
- Edinburgh with easyJet (October 2022 and from March 2023)
- Liverpool with easyJet (October 2022 and from March 2023)
- London Gatwick with British Airways, or easyJet
- London Heathrow with Air France, or British Airways
- London Luton with easyJet (except November 2022 and January 2023)
- London Stansted with Ryanair (October 2022 and from March 2023)
- London City with British Airways (October 2022 and from March 2023)
- Manchester International with easyJet, or Jet2 (October 2022 and from March 2023)

Source: Apex; correct as of 11 October 2022
Non-stop flight connectivity from France to the UK (4/5)

Based on capacity data from October 2022 to March 2023

From Nimes Garons to
- Edinburgh with Ryanair (October 2022)

From Paris Beauvais-Tille to
- Belfast International with Ryanair (from March 2023)
- Edinburgh with Ryanair
- Leeds/Bradford with Ryanair (October 2022)
- 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
- Cardiff with Vueling (October 2022)
- Edinburgh with Transavia, or Vueling
- Glasgow International with Transavia, or Vueling (both October 2022)
- London Gatwick with easyJet

From Perpignan Llabanere to
- Birmingham International with Ryanair (October 2022)
- London Stansted with Ryanair (October 2022)

From Poitiers Biard to
- Edinburgh with Ryanair (October 2022)
- London Stansted with Ryanair

Source: Apex; correct as of 11 October 2022
Non-stop flight connectivity from France to the UK (5/5)

Based on capacity data from October 2022 to March 2023

**From Rennes St Jacques to**
- London Gatwick with easyJet

**From Tarbes Lourdes to**
- London Stansted with Ryanair

**From Toulon Hyeres to**
- London Gatwick with easyJet (October 2022 and from March 2023)

**From Toulouse Blagnac to**
- Birmingham International with Ryanair, or TUI Airways (from December 2022)
- Bristol with easyJet, or TUI Airways (from December 2022)
- Edinburgh with Ryanair
- London Gatwick with easyJet, or TUI Airways (from December 2022)
- London Heathrow with British Airways
- London Stansted with Ryanair
- Manchester International with TUI Airways (from December 2022)

**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. The journey takes 2h16m

Source: Apex; correct as of 11 October 2022
French MICE Media and Event Associations
## MICE Media & Event Association

<table>
<thead>
<tr>
<th>Media Publication</th>
<th>Description</th>
<th>Website</th>
<th>Country covered</th>
</tr>
</thead>
<tbody>
<tr>
<td>Voyages &amp; Stratégie</td>
<td>Voyages &amp; Stratégie brings a permanent reflection on the strategic advantages of business tourism, an overview of destinations, their characteristics and their assets, highlighting of the know-how of local actors.</td>
<td><a href="http://www.voyages-strategie.com">www.voyages-strategie.com</a></td>
<td>France, Belgium, Switzerland</td>
</tr>
<tr>
<td>TendanceNomade</td>
<td>Meeting Industry and Business Travel are brought together into this single magazine, with an unprecedented cross-functional approach. Committed and independent, the quality of the content is at the heart of their priorities.</td>
<td><a href="https://www.tnmedianetwork.com">https://www.tnmedianetwork.com</a></td>
<td>France, Belgium, Switzerland</td>
</tr>
<tr>
<td>MeeT and TRaVeL MaG</td>
<td>The French Meeting Industry magazine is a bimonthly information medium entirely devoted to news on MICE… in France and abroad. MeeT and TRaVeL MaG is also a partner for any production of publishing products, direct marketing actions, organization of workshops and educational tours.</td>
<td><a href="https://meetandtravelmag.com">https://meetandtravelmag.com</a></td>
<td>France, Belgium, Switzerland</td>
</tr>
</tbody>
</table>

### Association of event organising: L'événement - [https://levenement.org/](https://levenement.org/)

Largest network of event planners in France; 90 event agencies covering 80% of the market.
French MICE Agencies
### MICE Agencies

#### 20 MICE Agencies in France:

<table>
<thead>
<tr>
<th>Company</th>
<th>Website</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boulevard De La Stim</td>
<td><a href="http://www.bdstim.com">www.bdstim.com</a></td>
<td>Boulogne-Billancourt</td>
</tr>
<tr>
<td>EGG</td>
<td><a href="http://www.egg-events.com">www.egg-events.com</a></td>
<td>Neuilly sur Seine</td>
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<tr>
<td>Equatour</td>
<td><a href="http://www.equatour.fr">www.equatour.fr</a></td>
<td>Paris</td>
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<tr>
<td>Eugène &amp; Co</td>
<td><a href="http://www.eugene-co.com">www.eugene-co.com</a></td>
<td>Paris</td>
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<tr>
<td>Exocet</td>
<td><a href="http://www.exocet.fr">www.exocet.fr</a></td>
<td>Paris</td>
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<tr>
<td>Facets</td>
<td><a href="http://www.facets.fr">www.facets.fr</a></td>
<td>Paris</td>
</tr>
<tr>
<td>Fancy Voyages</td>
<td><a href="http://www.fancy-voyages.fr">www.fancy-voyages.fr</a></td>
<td>Lyon</td>
</tr>
<tr>
<td>FC2 events</td>
<td><a href="http://www.fc2events.fr">www.fc2events.fr</a></td>
<td>Courbevoie</td>
</tr>
<tr>
<td>GL Events</td>
<td><a href="http://www.gl-events.com">www.gl-events.com</a></td>
<td>Lyon</td>
</tr>
<tr>
<td>Goodwill Travel</td>
<td><a href="http://www.goodwilltravel.fr">www.goodwilltravel.fr</a></td>
<td>Paris</td>
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<tr>
<td>Havas Events</td>
<td><a href="http://www.havas.com">www.havas.com</a></td>
<td>Puteaux</td>
</tr>
<tr>
<td>Hopscotch</td>
<td><a href="http://www.hopscotchgroupe.com">www.hopscotchgroupe.com</a></td>
<td>Paris</td>
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<tr>
<td>La Fonderie</td>
<td><a href="http://www.la-fonderie.fr">www.la-fonderie.fr</a></td>
<td>Pantin</td>
</tr>
<tr>
<td>Lever de Rideau</td>
<td><a href="http://www.ldr.fr">www.ldr.fr</a></td>
<td>Paris</td>
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<tr>
<td>Madiba</td>
<td><a href="http://www.madiba.fr">www.madiba.fr</a></td>
<td>Marseille</td>
</tr>
<tr>
<td>Maman L’Agence</td>
<td><a href="http://www.mamanlagence.com">www.mamanlagence.com</a></td>
<td>Boulogne-Billancourt</td>
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<tr>
<td>CWT - Meetings &amp; Events</td>
<td><a href="http://www.mycwt.com">www.mycwt.com</a></td>
<td>Boulogne-Billancourt</td>
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<td>Profil Organisation</td>
<td><a href="http://wwwprofilorganisation.fr">wwwprofilorganisation.fr</a></td>
<td>Toulouse</td>
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<tr>
<td>Scape Chaikana</td>
<td><a href="http://www.scape-chaikana.com">www.scape-chaikana.com</a></td>
<td>Paris</td>
</tr>
</tbody>
</table>

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.
Contact for Further Information

Caroline.Phelan@visitbritain.org
Senior Meetings and Incentives Manager for Europe