France

Inbound tourism overview

**Annual visits**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>3,618,000</td>
</tr>
<tr>
<td>2011</td>
<td>3,633,000</td>
</tr>
<tr>
<td>2012</td>
<td>3,787,000</td>
</tr>
<tr>
<td>2013</td>
<td>3,974,000</td>
</tr>
<tr>
<td>2014</td>
<td>4,114,000</td>
</tr>
<tr>
<td>2015</td>
<td>4,174,000</td>
</tr>
<tr>
<td>2016</td>
<td>4,064,000</td>
</tr>
<tr>
<td>2017</td>
<td>3,956,000</td>
</tr>
<tr>
<td>2018</td>
<td>3,693,000</td>
</tr>
</tbody>
</table>

- **#2 Global ranking for inbound visits to the UK in 2018**

**Seasonal spread of travel** (2018)

- Jan–Mar: 26%
- Apr–Jun: 27%
- Jul–Sep: 23%
- Oct–Dec: 24%

**Regional spread of travel** (2018)

- High: 13%
- Medium: 11%
- Low: 76%

**2018 visitor spend**

- £1,386 m
- £1,386 m

**Market access** (2018)

- By air: 44%
- By sea: 17%
- By tunnel: 39%

**Average length of stay** (2018)

- 5 nights

- 9% of French visits did not include an overnight stay (vs. 4% all market average).

**Purpose of travel** (2018)

- Holiday: 45%
- VFR**: 31%
- Business: 20%
- Misc: 4%
- Study: 1%

---

Visit Britain
35 rue du Faubourg St Honoré
75008 Paris
France

Séverine Tharreau
VisitBritain Country Manager France
severine.tharreau@visitbritain.org

Visit Britain
Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

Sources: *International Passenger Survey (IPS) by ONS.

**Visit friends and/or relatives.**
**France**

**Visitor profile**

**Key demographics** (2018)

- **65+**: 8%
- **55-64**: 11%
- **45-54**: 20%
- **35-44**: 19%
- **25-34**: 19%
- **16-24**: 14%
- **0-15**: 6%

**Visitors’ origin** (2014)

<table>
<thead>
<tr>
<th>Region</th>
<th>Visits in 000s</th>
<th>% share of visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bretagne</td>
<td>124</td>
<td>3%</td>
</tr>
<tr>
<td>Pays de la Loire</td>
<td>178</td>
<td>5%</td>
</tr>
<tr>
<td>Normandie</td>
<td>118</td>
<td>3%</td>
</tr>
<tr>
<td>Centre-Val de Loire</td>
<td>58</td>
<td>2%</td>
</tr>
<tr>
<td>Bourgogne-Franche-Comte</td>
<td>259</td>
<td>7%</td>
</tr>
<tr>
<td>Nouvelle-Aquitaine</td>
<td>295</td>
<td>8%</td>
</tr>
<tr>
<td>Auvergne-Rhône-Alpes</td>
<td>192</td>
<td>5%</td>
</tr>
<tr>
<td>Ile-de-France</td>
<td>1,497</td>
<td>41%</td>
</tr>
<tr>
<td>Alsace</td>
<td>51</td>
<td>1%</td>
</tr>
<tr>
<td>Provence-Alpes-Côte d’Azur</td>
<td>192</td>
<td>5%</td>
</tr>
<tr>
<td>Other/unknown</td>
<td>453</td>
<td></td>
</tr>
</tbody>
</table>

**Visitor profile**

**Key demographics**

- **65+**: 8%
- **55-64**: 11%
- **45-54**: 20%
- **35-44**: 19%
- **25-34**: 19%
- **16-24**: 14%
- **0-15**: 6%

**Priority market segments & attributes**

**Buzzseekers**
Dominance of singles, pre-family couples and young professionals. Youthful and adventurous mind set. Active, enjoy foreign cultures. Motivated by cultural attractions, ease of access, vibrant cities, and a variety of places to visit.

**Explorers**
Higher income families and empty nesters who look for authentic experiences often in the outdoors. Enjoy culture and heritage, scenic countryside, a mix of tradition and off-the-beaten track.

**Top influences in visiting Britain** (2016)

1. Word of mouth
2. Travel guidebook
3. Information on search engines

**Top three activities in the UK** (2007-2017)

- Shopping
- Dining in restaurants
- Going to the pub

97% of French visitors were “likely” or “extremely likely” to recommend Britain in 2017*

73% of French visitors were repeat visitors in 2015*

**Travel companions** (2017)

- Spouse/Partner: 29%
- On their own: 35%
- With children under 18: 16%
- With adult friends: 9%
- With other adult family members: 12%
- Part of a tour group: 9%

**Top motivations for choosing Britain for a holiday** (2016)

- Ease of access
- Cultural attractions
- A different culture
- Vibrant cities
- Wide variety of places to visit

**Perceptions of Britain** (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the French for:

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

*Sources: * International Passenger Survey (IPS) by ONS, **VisitBritain/Ipsos ‘Decisions and Influences’ research (Applicable to people who visited Britain), ***Anholt Nation Brands Index powered by IPSOS.*