



# French Sightseers & Culture Seekers



*A Sightseer & Culture Seeker (S&CS) is someone for whom “exploring a country’s sights and finding out about its culture” is the key motivator for going on holiday*

## The French Sightseer and Culture Seeker... In France - Who we target

How many S&CS's in France? **4.6 million**

Heart of Segment They want **authentic, enriching** experiences and to **immerse** themselves in local culture

Who is the French S&CS? ABC1 socio demographic, tend to be married, older than the average French holidaymaker - **predominantly 35+**, Likely to live in the greater Paris region (37%) or in the West or South of France.

Who do Tourism Ireland target? ABC1, **younger and mid aged S&CS** (25-54), **Paris, Nantes and Lyon** offer the best opportunities as the key access points.

What matters on holiday? **Beautiful scenery**, engagement with history and culture, and friendly people are all important holiday considerations for French S&C's. **Getting away from it all** is also a key motive. They like to have **stories** to uncover and talk about and to come back feeling relaxed and refreshed. Experiencing **local food/drink/cuisine**, visiting **natural attractions** and exploring small towns and villages are all important activities for this group.

## The French Sightseer and Culture Seeker... On the island of Ireland

What they think of the island?

Very **positive associations** with the island but they tend to be broadly **landscape based**. Perceive the island as beautiful, welcoming, accessible and with lots of culture. It is seen as an “old” country steeped in **tradition**. They need convincing of the value available on the island and while food is not a huge motivator for them, they don't rate the island highly in this regard.

How many visit?

French S&CS make up almost 70% of all inbound French holidaymakers to the island (approx 140,000) - **Our product matches their holiday need**

What do they do when they visit?

French S&CS to the island stay an average of **9 nights**. While the majority are here for the first time, a third are returning for **a repeat visit** due to the high levels of satisfaction they experience. They visit mainly in the Summer months and the West, in particular **Connemara**, holds special appeal for them. **Using a car** to tour around is very popular. Many stay in B&B's or guesthouses but hotels and self-catering are also popular. The island is attracting **a younger S&CS** in recent years with the majority under 45. Most travel **with their partner** but a significant proportion also travel with their family. City breaks are growing in popularity but there is an opportunity to grow even more.

NI Potential?

**76% are open to a holiday in Northern Ireland** and S&CS's are more likely to visit the North than the average French visitor

How do I reach them?

**Word of mouth** both on and off line is key for French S&CSs when choosing and planning holidays. In recent years the use of **blogs and review sites** has also greatly increased. **Newspapers and magazines** are widely read in France.