

France

Market Profile



Visitor Market

The island of Ireland welcomed **547k** tourists from France in 2018, that represents 5% of all overseas tourists.

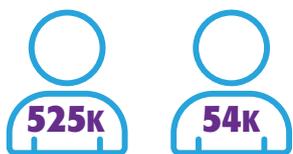
Where do they come from?



Visits to Ireland and Northern Ireland will total more than the island figure due to visitors spending time in both locations.

547k

Tourists in 2018



Ireland

Northern Ireland

54M

Outbound visits

France is Europe's 3rd largest outbound market. French visitors made 54 million trips in 2018 with 68% (37M) of those visits within Europe.

Latest performance

Read more to access the latest performance on visitors, holidaymakers and revenue from France.

[READ MORE](#)

Revenue and Bednights

French tourists spend on average 9.8 nights on the island of Ireland, making them an especially valuable source market.

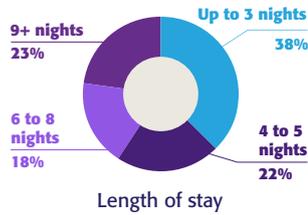


5.4M
Bednights

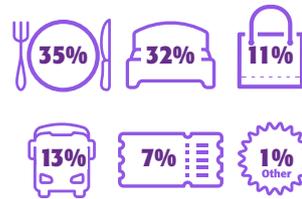
Over two thirds (79%) of French nights were spent in paid accommodation, principally in rented accommodation or B&B's, with the rest staying with friends, relatives.

9.8

Average nights on island

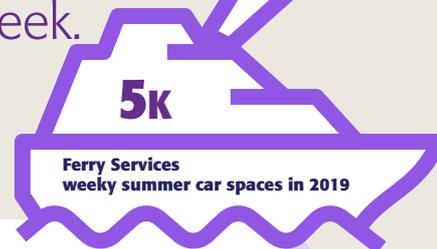


€559/£486
Spend per visitor



Air and Sea Access Links

Weekly air seats to the island of Ireland increased by +5% in the summer of 2019. In addition to the 191 weekly flights, 11 ferry crossings provide capacity for almost 4k cars from France each week.



30k

One-way seats per week to the Republic of Ireland



18 airports in France
4 airlines

2k

One-way seats per week to Northern Ireland



1 airline
3 French airports

Industry opportunities

Tourism Ireland works with airlines and sea carriers to create co-operative marketing opportunity for our industry partners to get involved with.

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Holiday Market

The volume of holidaymakers from France increased by +5% in 2018, France accounts for 6% of all holidaymakers to the island.



2.6M

Holidaymaker nights

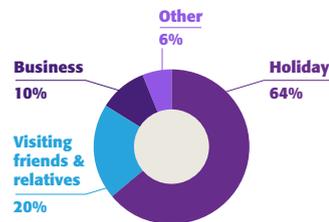
Holidaymaker nights have increased by +1% versus 2017. Holidaymakers from France spend an average of 7.3 nights on the island of Ireland. The average stay in Northern Ireland is 5.1 nights.

€191M/£166M

Holiday Revenue

Holidaymakers from France spend an average of €531 in the Republic of Ireland and £189 in Northern Ireland.

Reasons for visiting



Interest in Visiting

The island of Ireland is the 5th most popular destination among French holidaymakers in terms of future interest in visiting.



47%

Intend to holiday to the island in the next 3 years

To drive general interest to specific intent we stimulate visitors through reminding potential holidaymakers of how easy it is to get there and that it is a great place to spend quality time with loved ones.

20%

Actively planning a holiday to the island within 12 months

The island of Ireland competes with Italy, Spain, Britain and Portugal in terms of destinations that French holidaymakers are actively planning on visiting.

Driving holiday growth

Tourism Ireland has created a tailor-made marketing programme targeting French holidaymakers to stimulate interest and holiday booking from our 4th largest holiday market.

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Our Best Prospects

The island attracts holidaymakers from France with varying motivations, three core segments account for 65% of all French holidaymakers to the island 2018.



6.2M

Culturally Curious in France

Culturally Curious are particularly interested in meeting the locals, getting off the beaten track to explore the area and feel connected to nature. Culturally Curious also enjoy visiting areas that are filled with historical importance.

1.9M

Social Energiser in France

Social Energisers are particularly interested in meeting other tourists, partying and experiencing adrenaline filled adventures and things that are new to them.

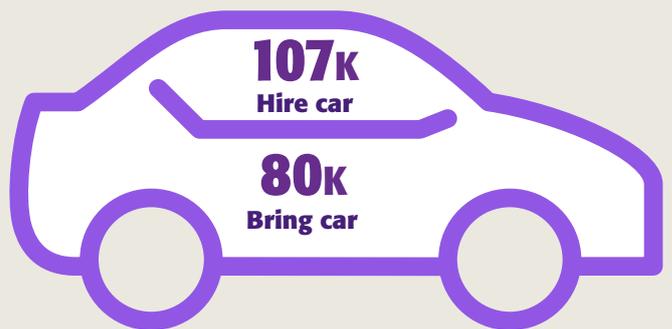
2.5M

Great Escaper in France

Great Escapers like to revisit places of nostalgic importance, enjoy peace and quiet, and like to feel connected to nature.

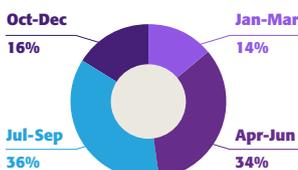
French Tourer

French holidaymakers like to bring and use cars while on the island of Ireland, with 53% using a car and 36% of holidaymakers arriving in Q3 from July to September.



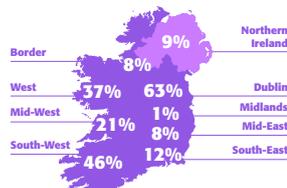
70%

Holiday during Apr-Sept



9%

Visit Northern Ireland



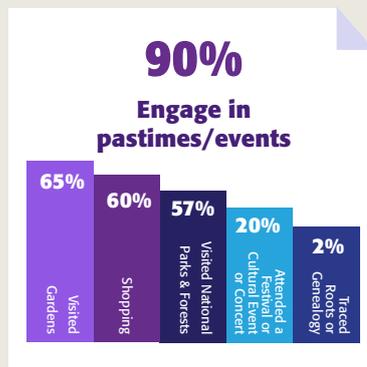
Personalised campaigns

Tourism Ireland runs targeted marketing campaigns timed to coincide with critical holiday decision-making times. Get involved in our eMarketing partnership programme.

[GET INVOLVED](#)

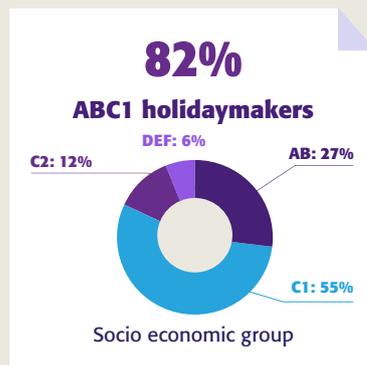
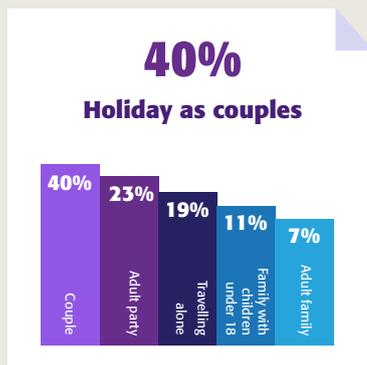
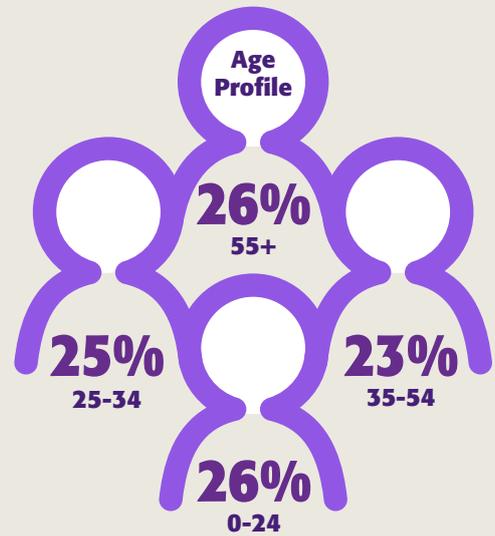
Active Holidaymakers

The French holidaymaker is an active visitor, exploring our historical sites and engaging in multiple events/activities while on the island.



Holidaymaker Profile

Just over half (51%) of French holidaymakers to the island are under 35 years of age.



40% Repeat holidaymakers

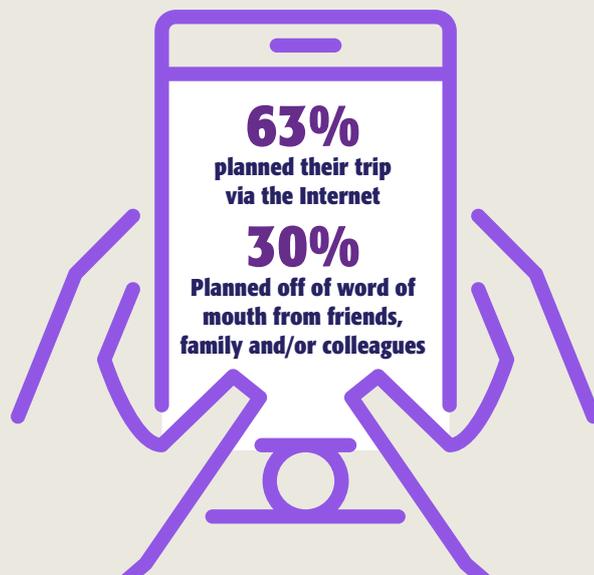
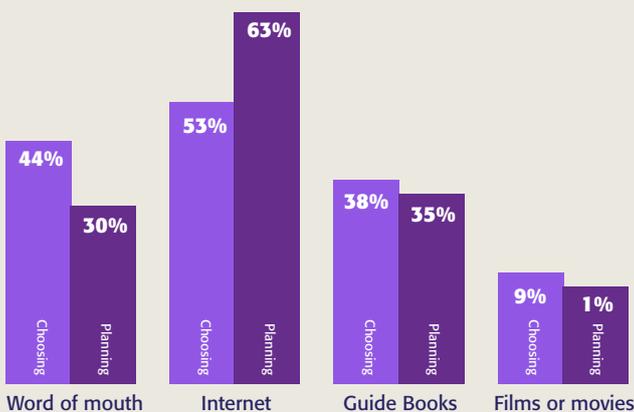
Past holidaymakers can be a great source of future business. Enrich your website and email marketing campaigns with great content from our archive.

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Online & Offline Inspiration

When choosing a destination to visit, 53% of visitors from France were inspired via the internet to come to Ireland.

Just some of the sources of influence when choosing/planning visit



Planned via Social Media

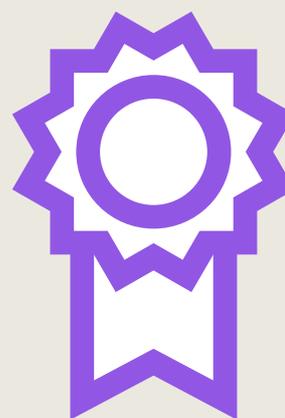
Of those who used Social Media, Facebook was the most popular social media outlet for holidaymakers with just under two thirds (64%) using it when planning to visit the island of Ireland, followed by Youtube (42%) and Instagram (30%).

Planned via the Internet

33% of all holidaymakers who used the internet to choose to visit the island of Ireland did so using a tourist board website and 42% used an accommodation website.

Partnering for Success

Tourism Ireland is the organisation responsible for marketing the island of Ireland overseas as a tourist destination.



Contact us

Get in contact with our French team who can partner with you to help deliver more visitors and revenue from France to your business, and the island of Ireland.

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Market Insights

Learn about opportunities in other markets and keep up-to-date on latest visitor numbers and market intelligence.

[READ MORE](#)

Marketing Opportunities

Select the marketing opportunity that's right for you to help attract additional visitors and grow your business from France and other markets.

[READ MORE](#)

All the information contained within this publication is based on information provided by: NISRA's Northern Ireland Passenger Survey, The CSO's Country of Residence Survey and the Passenger Card Inquiry, Fáilte Ireland's Survey of Overseas Travellers and Port Survey, and Tourism Ireland overseas research programme.