Visitor Market
France accounts for 5% of all visitors to the island of Ireland. We welcomed 539k visitors from France in 2017.

Where do they come from?
- 33% Paris region
- 10% South-West
- 10% South-East
- 16% West

Visitor growth in 2017
+3%

50M Outbound visits
France is Europe's 3rd largest outbound market. French visitors made 50 million trips in 2017 with 70% (35m) of those visits within Europe.

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

France is our 4th largest market
Visits to Ireland and Northern Ireland will total more than the island figure due to visitors spending time in both locations.
Revenue and Bednights
Spend by visitors from France increased by +8% in 2017, generating an additional €22M/£20M compared to 2016.

£312M/£271M
Revenue
6%
of all visitor revenue to the island

5.5M
Bednights
Over two thirds (79%) of French visitors stayed in paid accommodation, principally in rented accommodation, with the rest staying with friends, relatives or in holiday homes.

10.2
Average nights on island

€579/£503
Spend per visitor

Air and Sea Access Links
Air routes to the island have increased by +8% in the summer of 2018.

28K
One-way seats per week
to the Republic of Ireland
21 cities in France
5 airlines

1.9K
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.
Holiday Market
The volume of holidaymakers from France increased by +10% in 2017, France accounts for 7% of all holidaymakers to the island.

2.5M Holidaymaker nights
Holidaymaker nights have increased by +3% versus 2016. Holidaymakers from France spend an average of 7.6 nights on the island of Ireland. The average stay in Northern Ireland is 3.6 nights.

€195M/£170M Holiday Revenue
+8% versus 2016

336K holidaymakers in 2017
+114K over last five years (since 2012)

Reasons for visiting

82% interested in a holiday to the island

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

45% 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.

19% 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.

READ MORE
Our Best Prospects
The island attracts holidaymakers from France with varying motivations, three core segments account for 72% of all French holidaymakers to the island 2017.

160K 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.

53K 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.

29K 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 52% using a car and 33% of Holidaymakers arriving in Q2 from April to June.

66% Holiday during Apr-Sept
10% 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% Holiday as couples
86% ABC1 holidaymakers
32% 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.
Online & Offline Inspiration

When choosing a destination to visit, 52% of visitors from France were inspired via the internet to come to Ireland.

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Planned via Internet</th>
<th>Planned via Social Media</th>
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</thead>
<tbody>
<tr>
<td>Word of mouth</td>
<td>51%</td>
<td>51%</td>
</tr>
<tr>
<td>Internet</td>
<td>52%</td>
<td>30%</td>
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<td>Youtube</td>
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<td>31%</td>
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<td>Instagram</td>
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<td>3%</td>
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</tbody>
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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%).

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.

Market Insights

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

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.

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.