

# FRANCE

## Market Profile 2019



France is the fourth-largest market for overseas tourism to the island of Ireland

### Tourist Market

The island of Ireland welcomed 557,000 tourists from France in 2019, 5% of all overseas tourists.

Source within France:

Paris	South-West	West	Mediterranean	South-East	East	North
50%	13%	11%	10%	8%	6%	2%

**557k** 557k tourists in 2019. 55k or 10%, included Northern Ireland as part of their trip.

**56m** France is Europe's third-largest outbound travel market. French tourists made 56m trips globally in 2019, with 69% (38m) of those trips taken within Europe.

Access the latest performance on tourists, holidaymakers and revenue from France. [Read more here.](#)



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


# Revenue and Bednights

French tourists spent 9.9 nights on average on the island of Ireland in 2019, making France an especially valuable source market.

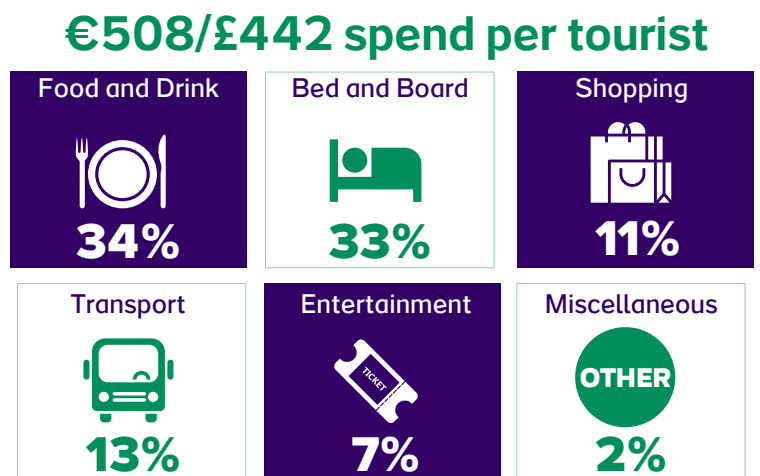
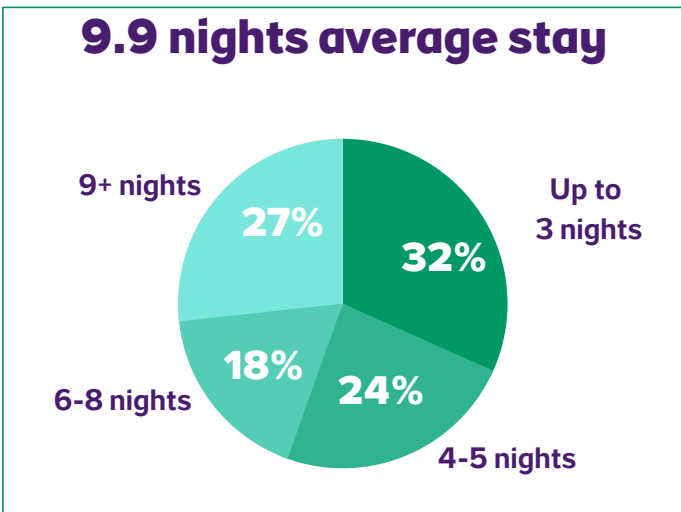


**€283m/£246m**  
**REVENUE**  
5% of all tourist revenue to the island

**5.5m**



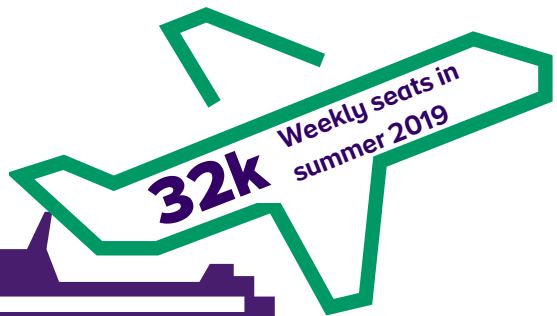
Rented accommodation is the most popular type of paid accommodation, accounting for one in four bednights of French tourists spent on the island. Hotels account for a further 14%, just ahead of guesthouses/B&Bs at 10%.



# Air and Sea Access Links

Weekly air seats to the island of Ireland from France increased by +5% in the summer of 2019. In addition to the 191 flights each week, 11 ferry crossings provided capacity for almost 4,000 cars each week.

<b>30k</b>	Seats per week to Ireland 18 French airports 4 airlines
<b>2k</b>	Seats per week to Northern Ireland 3 French airports 1 airline
	Industry Opportunities Tourism Ireland works with air/sea carriers to create co-operative marketing opportunities in which our industry partners can get involved. <a href="#">Read more here.</a>




**32k** Weekly seats in summer 2019

**4k** car spaces available each week during summer 2019 via ferries

# Holiday Market

In 2019, 347,000 French holidaymakers visited the island of Ireland. France was our fourth-largest source of overseas holidaymakers and accounted for 6% of all holidaymakers to the island.

**2.4m**  
BEDNIGHTS



Holidaymakers from France spent an average of 7 nights on the island of Ireland.

- Ireland: 6.8 nights
- Northern Ireland: 3.1 nights



**347k**  
Holidaymakers in 2019



## Interest in Visiting


The island of Ireland is the fifth most popular overseas destination French holidaymakers are interested in visiting - for a holiday or short break.

**47%**  
intend to visit in the next 3 years

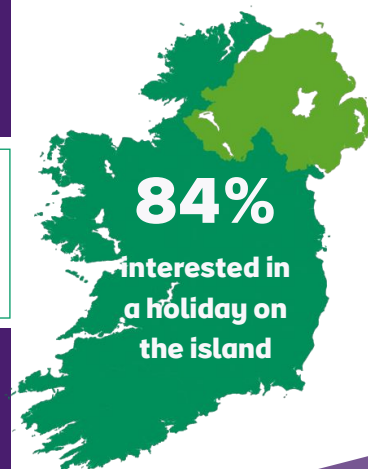
To drive general interest to intent to visit in the next three years, we remind potential French holidaymakers about how easy it is to get here and that it is a great place to spend quality time with loved ones.

**20%**  
actively planning to come in 12 months

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

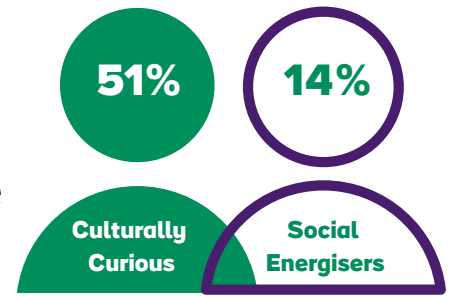


Tourism Ireland has created a tailor made marketing programme targeting French holidaymakers to stimulate interest and holiday booking. [Read more here.](#)



# Our Best Prospects

The island of Ireland attracts holidaymakers from France with varying motivations. Two core segments accounted for 64% of all French holidaymakers who visited in 2019.



**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 to feel connected to nature.

**1.9m**  
**Social Energisers**  
**in France**

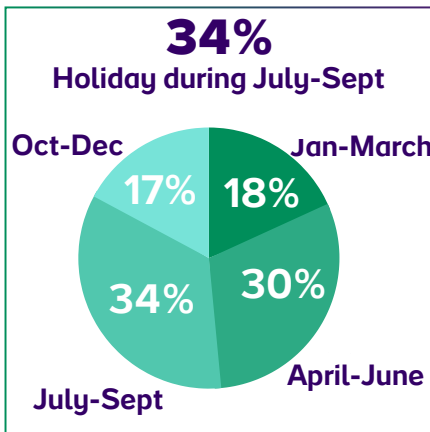
Social Energisers are particularly interested in meeting other tourists, partying and experiencing adrenaline-filled adventures and things that are new to them.

**2.5m**  
**Great Escapers**  
**in France**

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

# Regions and Seasons

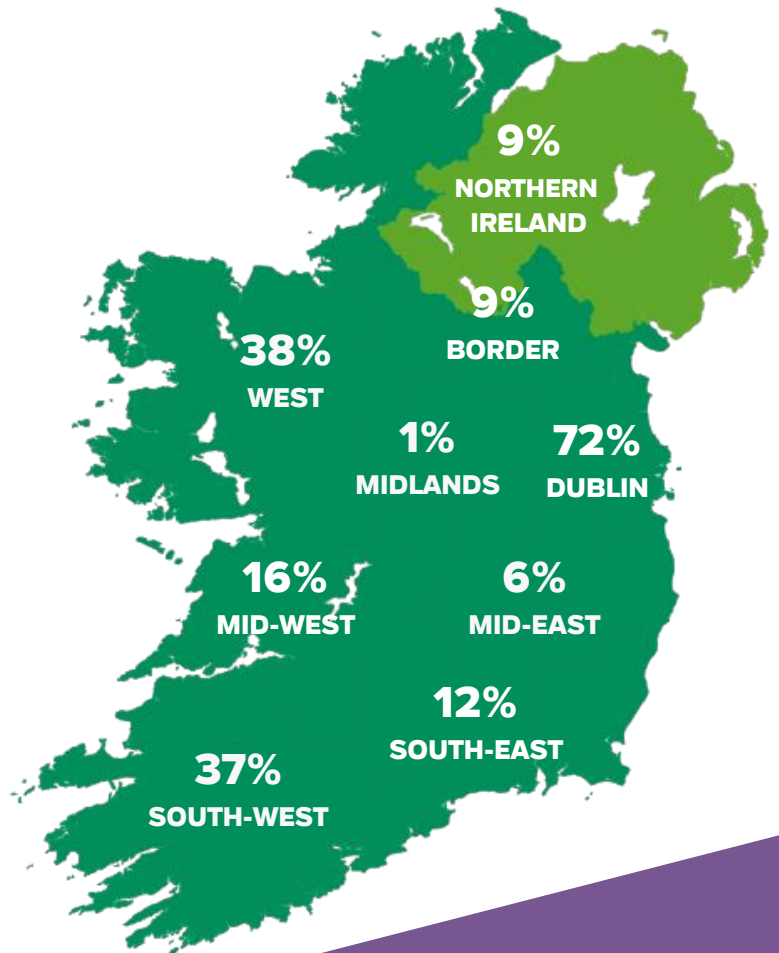
Three in seven French holidaymakers use a car while on the island of Ireland; most (66%) hire a car and many (30%) travel by ferry, bringing their own car.



**Personalised campaigns**

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

[Get involved](#)

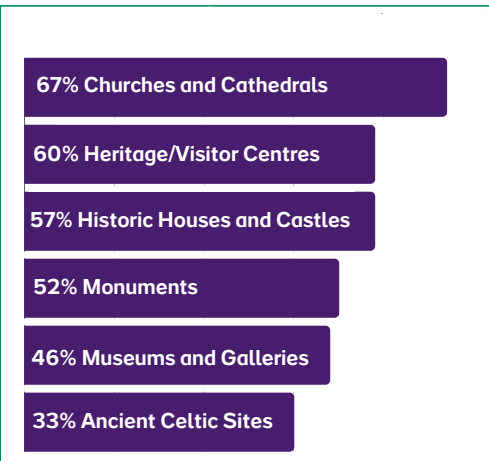


# Active Holidaymakers

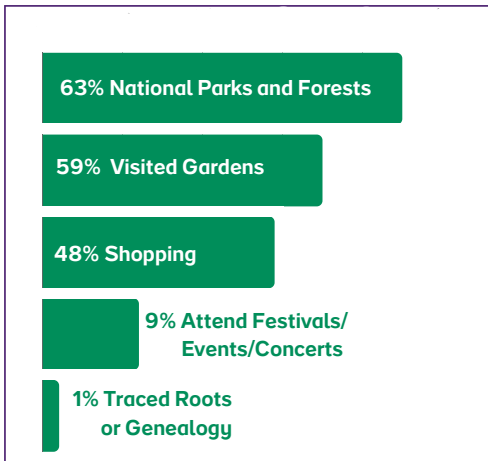
French holidaymakers are active tourists, exploring our historical sites and engaging in multiple events and activities while on the island of Ireland.



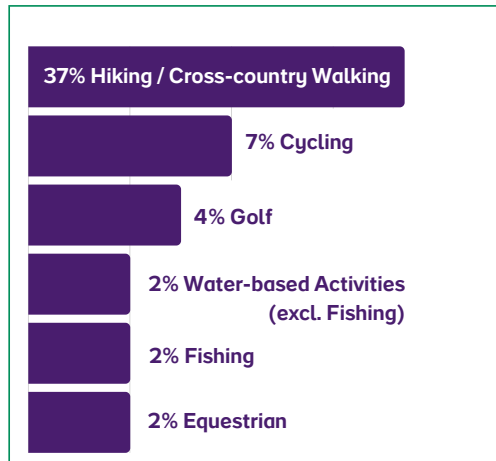
**89%** Visited sites of historical interest



**93%** Engaged in pastimes/events

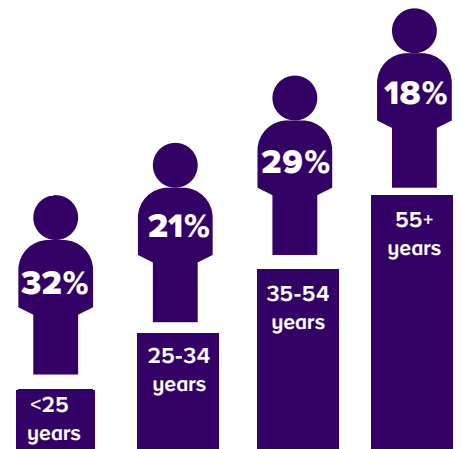


**52%** Participated in activities



# Holidaymaker Profile

Over half of French holidaymakers to the island of Ireland are under 35 years of age, with one-third under 25 years of age.

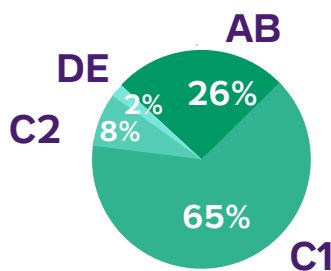


**43%**

**Holiday as a couple**

- Couple - 43%
- Travel alone - 20%
- Other adult party - 21%
- Family with children U18 - 10%
- Adult family - 6%

**90% ABC1 Holidaymakers**



**30%**

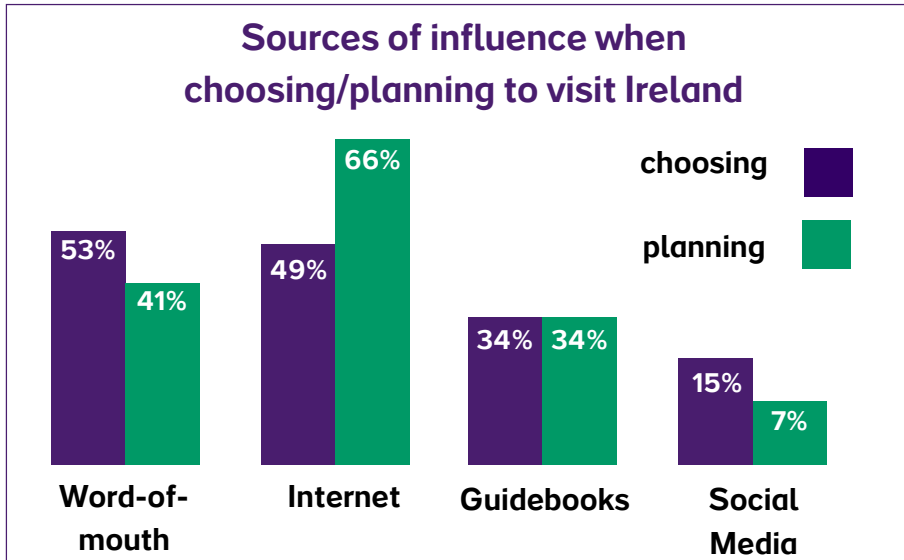
**Repeat holidaymakers**

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

[Find out more here.](#)

# Online and Offline Inspiration

When choosing Ireland as a destination, 53% of all French holidaymakers were inspired by word-of-mouth from friends or family.



## Planned via the internet



Of the French holidaymakers who used the internet to help plan their holiday to Ireland, over half (55%) planned their trip via an accommodation provider's website; and almost one third (31%) used a tourist board website.



## Partnering for Success

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



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

[Read More](#)

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

[Read More](#)

Select the marketing opportunity that's right for you to help attract additional tourists 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 Passenger Card Inquiry, Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.