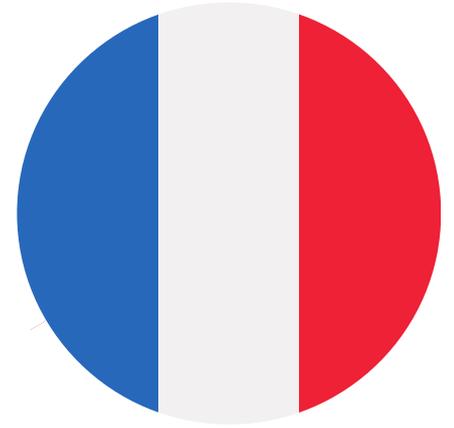


# FRANCE

## Market Profile 2019



France is the 4th largest overseas market for the island of Ireland.

### Tourist Market

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

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.

**53M** 56m France is Europe's 3rd largest outbound 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](#)



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

# Revenue & Bednights

French tourists spend on average 9.9 nights on the island of Ireland, making them an especially valuable source market.

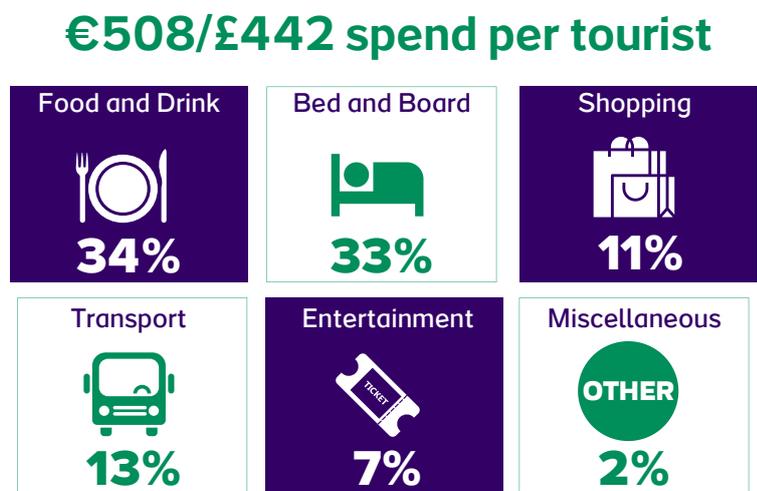
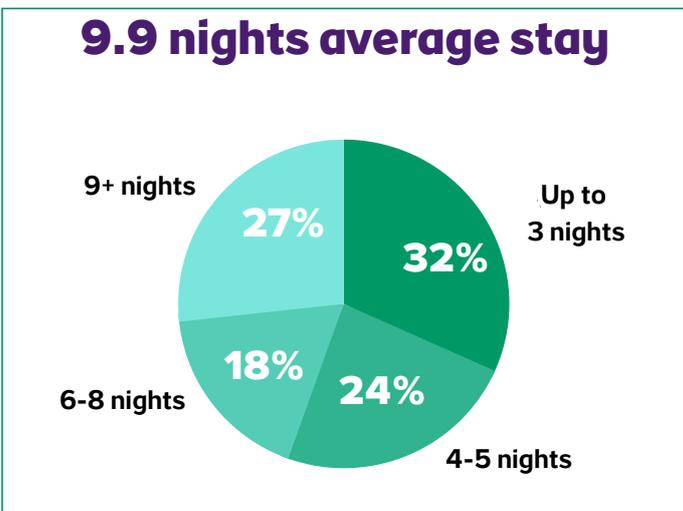


**€283M/£246M**  
**REVENUE**  
5% of all tourist revenue to the island

**5.5M**



Rented accommodation is the most popular type of paid accommodation accounting for 1-in-4 bed nights of French tourists spent on the island. Hotels account for a further 14% just ahead of Guesthouses/B&B's 10%.



# Air & 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 weekly from France.

**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 air/sea carriers to create co-operative marketing opportunities for our industry partners to get involved. [Read more](#)



**32k** Weekly seats in summer 2019

**5k** car spaces available weekly throughout summer 2019 via ferries

# Holiday Market

In 2019, 347k French holidaymakers from France visited the island of Ireland, the 4th largest source of overseas holidaymakers, accounting for 6% of all holidaymakers to the island.

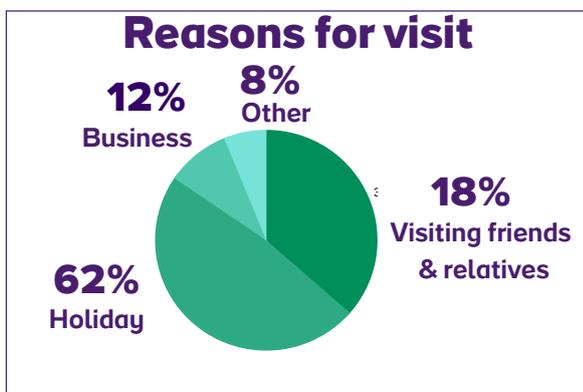
**2.4m**  
BED NIGHTS

Holidaymakers from France spend 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 5th most popular overseas destination French holidaymakers are interested in visiting for a holiday or short break.

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

To drive general interest to intent to come in the next 3 years, we encourage visitation by reminding potential holidaymakers of 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

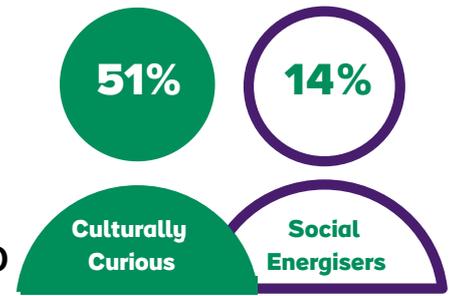
The island of Ireland competes with Italy, Spain, Britain and Portugal in terms of destinations that French holidaymakers are actively planning on visiting.

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



# Our Best Prospects

The island attracts holidaymakers from France with varying motivations. Two core segments account for 64% of all French holidaymakers to the island of Ireland 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 feel connected to nature.

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

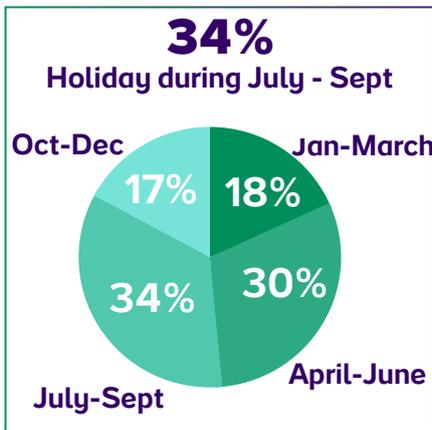
Social Energisers are particularly interested in meeting other tourists, partying and experiencing adrenaline filled adventures and things that are new to them.

**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

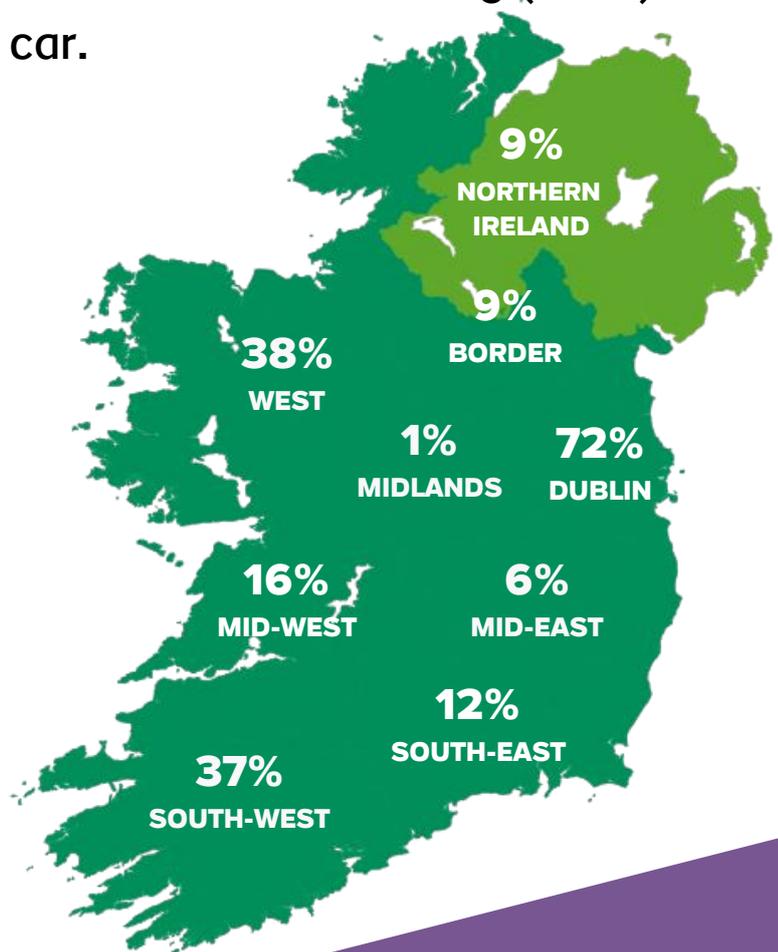
Three-in-seven French holidaymakers use a car while on the island of Ireland, most of whom (66%) will hire a car and many (30%) will travel by ferry bringing their own car.



**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, engaging in multiple events/activities while on the island.



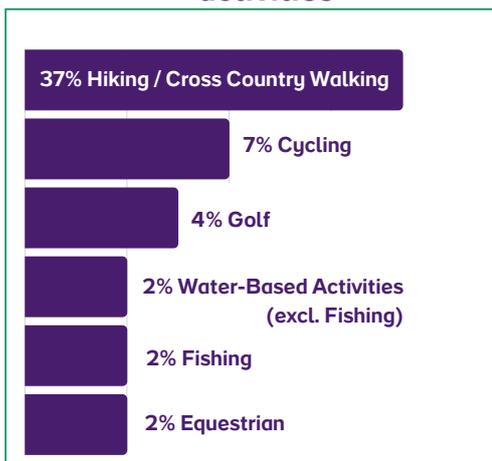
**89%** Visited sites of historical interest



**93%** Engage in pastimes/events

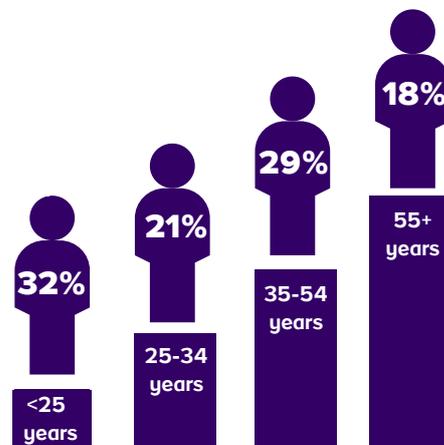


**52%** Participated in activities



# 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.

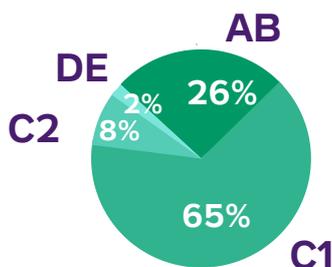


**43%**

**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%**

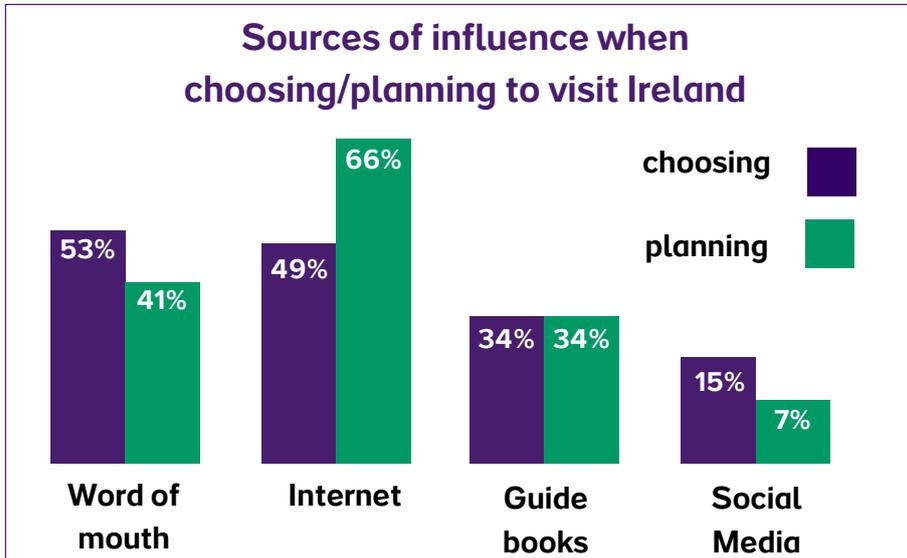
**Repeat holidaymakers**

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

[Read more](#)

# Online & Offline Inspiration

When choosing Ireland as a destination, 53% of all French holidaymakers were inspired to visit based on word of mouth from friends/family.



## Planned via the internet



Of the French holidaymakers that used the internet to help plan their holiday to Ireland, over half (55%) planned their trip via an accommodation providers 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 the teams that can partner with you to help deliver on our ambition of driving more tourists and revenue from France to 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 and Fáilte Ireland's Survey of Travellers and Tourism Ireland's overseas research programme.