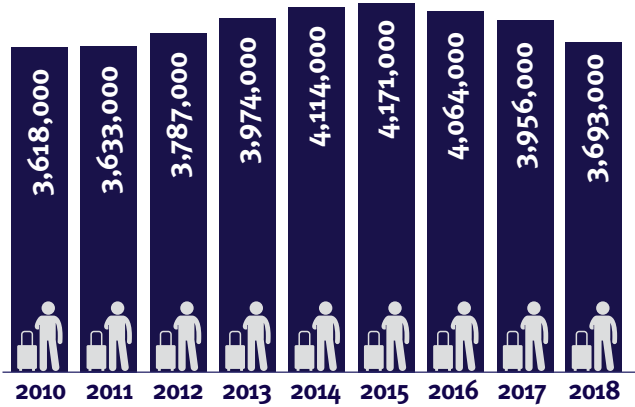




France

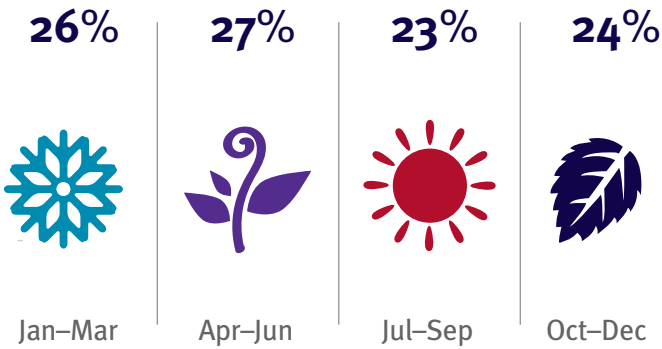
Inbound tourism overview

Annual visits*

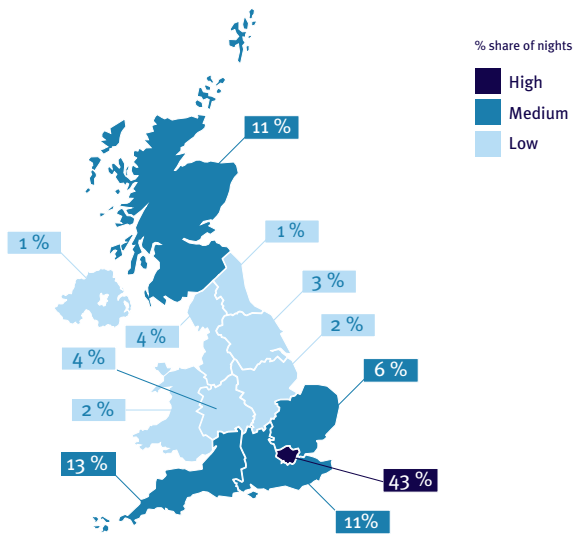


#2 Global ranking for inbound visits to the UK in 2018

Seasonal spread of travel* (2018)

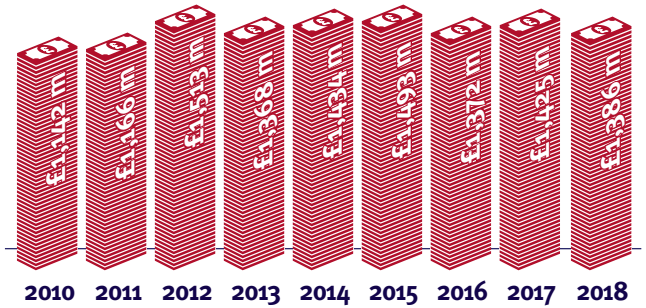


Regional spread of travel* (2018)



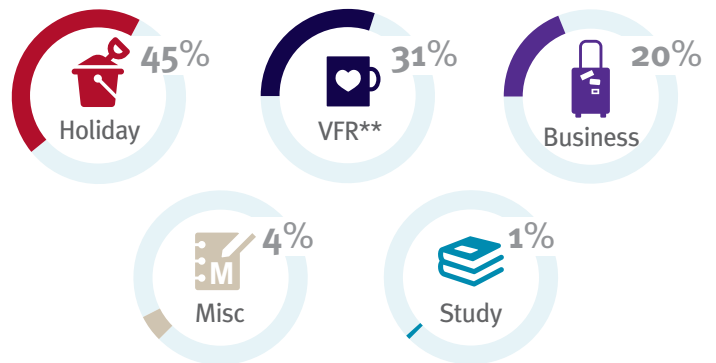
Annual visitor spend*

2018 average spend per visit
£375



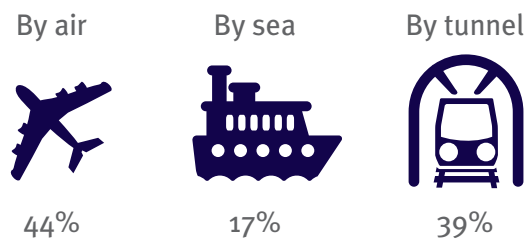
#3 Global ranking for inbound spend in the UK in 2018

Purpose of travel* (2018)



Market access* (2018)

Visits from France



Average length of stay* (2018)



**Visit friends and/or relatives.

Visit Britain
35 rue du Faubourg St Honoré
75008 Paris
France

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#LoveGreatBritain

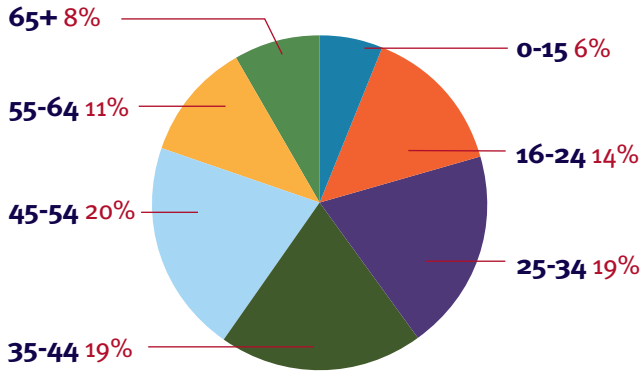
Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com



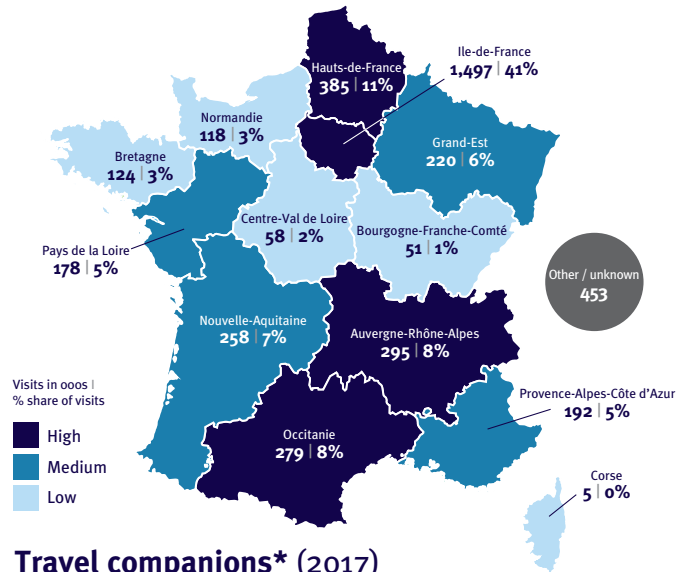
France

Visitor profile

Key demographics* (2018)



Visitors' origin* (2014)



Priority market segments & attributes

Buzzseekers
 Dominance of singles, pre-family couples and young professionals. Youthful and adventurous mind set. Active, enjoy foreign cultures. Motivated by cultural attractions, ease of access, vibrant cities, and a variety of places to visit.

Explorers
 Higher income families and empty nesters who look for authentic experiences often in the outdoors. Enjoy culture and heritage, scenic countryside, a mix of tradition and off-the-beaten track.

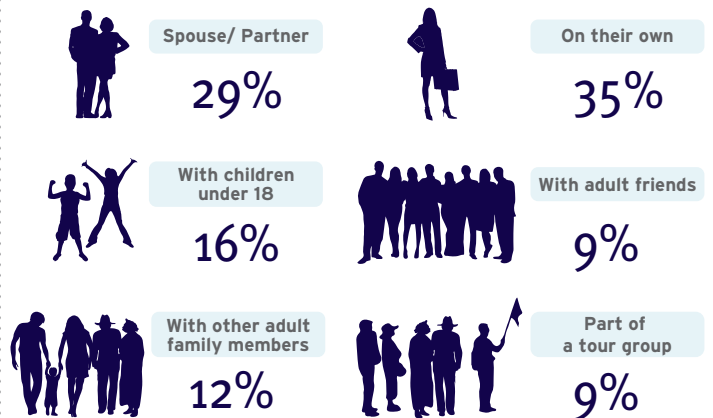
Top influences in visiting Britain** (2016)



Top three activities in the UK* (2007-2017)



Travel companions* (2017)



Top motivations for choosing Britain for a holiday** (2016)

- ✓ Ease of access
- ✓ Cultural attractions
- ✓ A different culture
- ✓ Vibrant cities
- ✓ Wide variety of places to visit

Perceptions of Britain*** (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the French for:



97% of French visitors were “likely” or “extremely likely” to recommend Britain in 2017*

73% of French visitors were repeat visitors in 2015*

Sources: * International Passenger Survey (IPS) by ONS, ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), *** Anholt Nation Brands Index powered by IPSOS.