

# INTERNATIONAL MARKET PROFILE FRANCE



## Market Overview

France is a small yet reliable market for South Australia.

Youth travellers and those visiting on a Working Holiday Visa have a high length of stay and dispersal to the regions.

The honeymoon and mature experience seeker segments are experiencing growth.

79% of French visitors to SA are first time visitors to Australia, indicating that South Australia's product offering has strong appeal.

South Australia's nature, wildlife and landscapes are the most appealing features of the state for French visitors.

## Air Access

Airlines which provide direct access to Adelaide from France with one stopover include Singapore Airlines, Cathay Pacific, Emirates and Malaysia Airlines.

## Key Themes

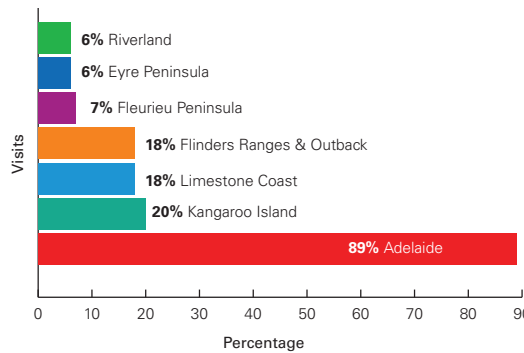
Coastal; nature and wildlife, outback, soft adventure; self-drive

## Fast Facts and Figures

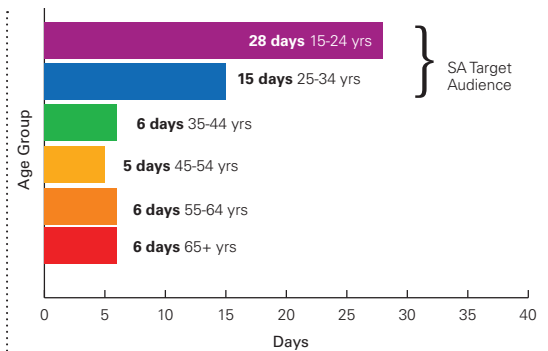
Data is based on a 3 year average for the years ending June 2012 to June 2014 for all purpose visitors.

FRANCE					
South Australia	Holiday	VFR	Business	Other	Total
Visits	12,000	1,600	700	1,300	14,000
Nights	122,000	22,000	4,000	83,000	232,000
Average Length of Stay (nights)	10	14	6	64	17
<b>Expenditure</b>					<b>\$12,000,000</b>

## Key South Australian Overnight Destinations



## Length of stay in South Australia by age group

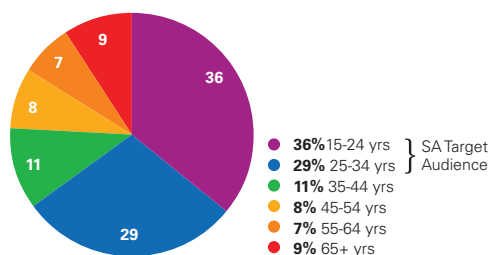


Average length of stay is influenced by longer staying education and VFR sectors.

## Appealing Experiences

- Kangaroo Island's diverse and abundant nature and wildlife.
- Authentic Outback and wilderness experiences of the Flinders Ranges and Eyre Peninsula combined with "Outback in Style" food and wine experiences.
- Journeys that highlight Adelaide's location at the crossroads of several of the greatest Australian journeys.

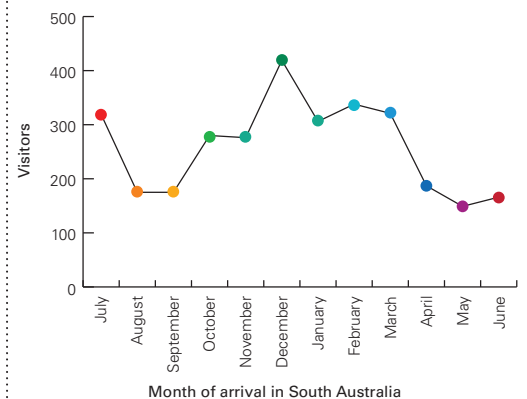
## Visitor Age Profile



## Target Market Profile

Youth travellers and those visiting Australia on a Working Holiday Visa. The honeymoon segment and the more mature experience seeker markets are experiencing growth.

## Seasonality

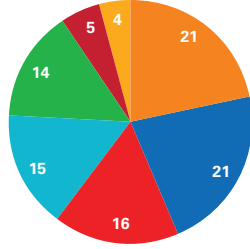


Government of South Australia

South Australian Tourism Commission

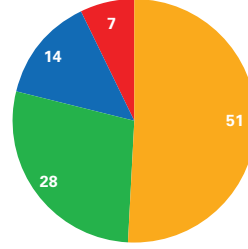
**Market Insights**

- Given the South Australian Tourism Commission's (SATC) primary focus is on the youth and backpacker segments in this market, the SATC has a direct to consumer approach with a strong social media presence to engage the youth market.
- SATC has strong relationships with the major wholesalers to promote to the honeymoon and older FIT traveller and continues to engage in trade activities with both airlines and tour operators. This allows South Australia to maximise its presence across all trade channels whilst still increasing demand via consumer digital engagement.
- Consider special honeymoon offers (ie free spa treatment for the Bride) as this is a growing market.
- The best time to visit the market is October to early December. If you are unable to visit the market, make contact with preferred wholesalers during this time of year.
- Australia is perceived as an expensive destination compared to other long haul destinations.
- The French like to eat late and like to spend time at the dinner table.
- Generally French consumers are relationship oriented.



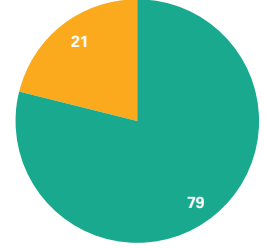
**Accommodation used (visitor nights)**

- 21% Backpacker/hostel
- 21% Caravan
- 16% Home of friend/relative
- 15% Hotel/resort/motel/motor inn
- 14% Rented house/apartment/unit/flat
- 5% Other
- 4% Homestay



**Travel party description**

- 51% Unaccompanied
- 28% Adult couple
- 14% With Friends/relatives
- 7% Family Group



**Package Tours**

- 79% Non Package Tour
- 21% Package Tour

This data includes Education and VFR purpose sectors.

**Key Distribution Partners**

Key Wholesale Partners	Inbound Representative Company in Australia
East West Travel (Australie Tours, Australie Autrement)	AOT
Australie à la Carte	ATS
Asia Voyages	ATS - Across Australia
Voyageurs du Monde	ATS
Comptoir des voyages (Voyageurs group)	ATS
Marco Vasco (formerly Planetveo)	AOT - Across-Australia
Cercle des Vacances	Rendez-Vous-Fute (based in Cairns)
Maison de l'Océanie	AOT
Fare Voyages	AOT
TUI (Aventuria, Nouvelles Frontieres)	Across Australia
Meltour	AOT

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**Top Travel Websites**

Booking.com	Expedia.com	Lastminute.com.fr
TripAdvisor	Trivago	Hotels.com
Opodo (Odigeo Group)	L'internaute Voyage	Voyage Prive
eDreams (Odigeo Group)	eBookers	GO Voyages (Odigeo Group)

**Social Media**

Facebook:  
www.facebook.com/  
AustralieduSud

Twitter:  
www.twitter.com/AustralieduSud

France Blog:  
www.australie-du-sud-blog.com

Source: International Visitor Survey, Tourism Research Australia, Canberra | Department of Immigration and Citizenship (DIAC) | VFR = Visiting Friends and Relatives Definition of Package Tour: Where the international airfares plus some other travel component (transport, accommodation, tour) are paid for before arrival in Australia.

Disclaimer: This summary has been prepared by the South Australian Tourism Commission (SATC) in good faith. While every care has been taken in preparing the information, the SATC does not represent or warrant that it is correct, complete or suitable for the purposes for which you wish to use it. By using this information you acknowledge that it is provided by SATC without any responsibility on behalf of the SATC and agree to release and indemnify the SATC for any loss or damage that you or any third party may suffer as a result of your reliance on this information.