



# tourism market insights FRANCE

**WESGRO**

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# 1. Overview of France

## About France

Where is France?	France is in Western Europe and extends from the Mediterranean Sea to the English Channel and the North Sea. France is bordered by Andorra, Monaco, Belgium, Luxembourg, Germany, Switzerland, Italy and Spain.
Population (millions)	67,8 (2020)
Time Difference	South Africa is an hour ahead of France
Language	French
Economy	<p>France is amongst the top ten largest economies in the world in terms of GDP.</p> <p>It has a diversified modern market economy with government presence in several strategic sectors.</p> <p>It maintains social equality by law and by tax and spending policies and it is the most-visited nation on earth.</p>
Formal Greeting	<p>Good day: 'Bonjour';</p> <p>Good evening: 'Bonsoir';</p> <p>Goodbye: 'Au revoir'</p>



# FRANCE



## 2. The French traveller to South Africa

### France Travel Market

Number of Arrivals	2015: 128 438
	2016: 154 226
	2017: 196 165
	2018: 186 251
	2019: 165 038

Purpose of visit to South Africa (2019)	Holiday (68,7%)
	Visiting Friends & Relatives (11,1%)

Average length of stay in South Africa (Number of nights)	2016: 12,4
	2017: 16,8
	2018: 18,7
	2019: 17,6

Age profile (2019)	18 – 24 yrs (13,7%)
	25 – 34 yrs (33,7%)
	35 – 44 yrs (14,8%)
	45 – 54 yrs (16,7%)
	55 – 64 yrs (12,2%)
65+ yrs (9,0%)	

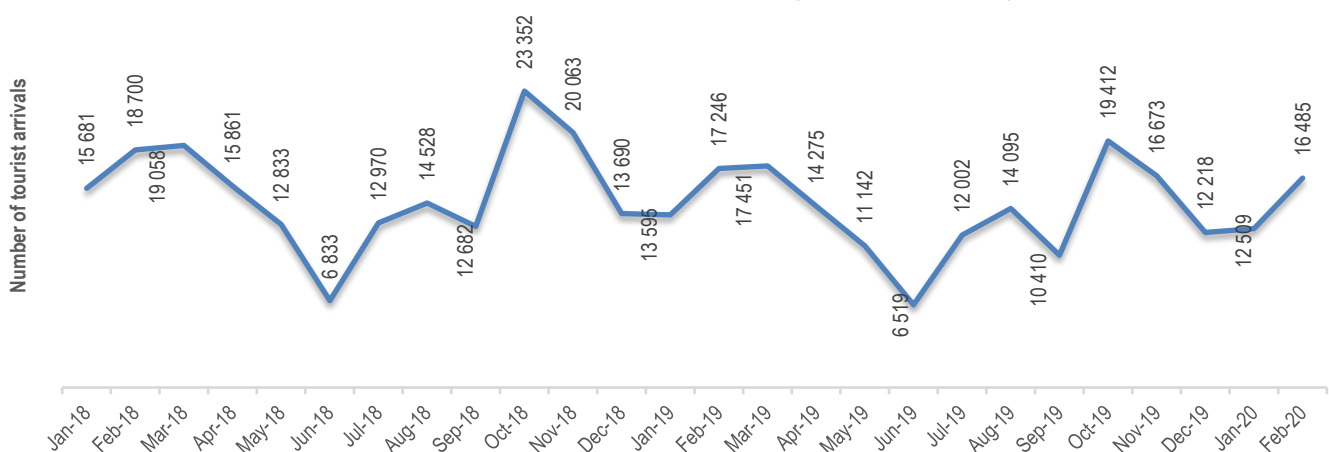
Repeater Rate of French Travellers (2019)	1. First Time: 68,7%
	2. 2 -3 times: 17,6%

Accommodation Usage (2019)	1. Hotels (674 779)
	2. Friends & Family (407 013)
	3. Game Lodge (254 632)

Total Foreign Direct Spend in South Africa (R in millions)	2016: R 1 837
	2017: R 2 765
	2018: R 2 714
	2019: R 2 701

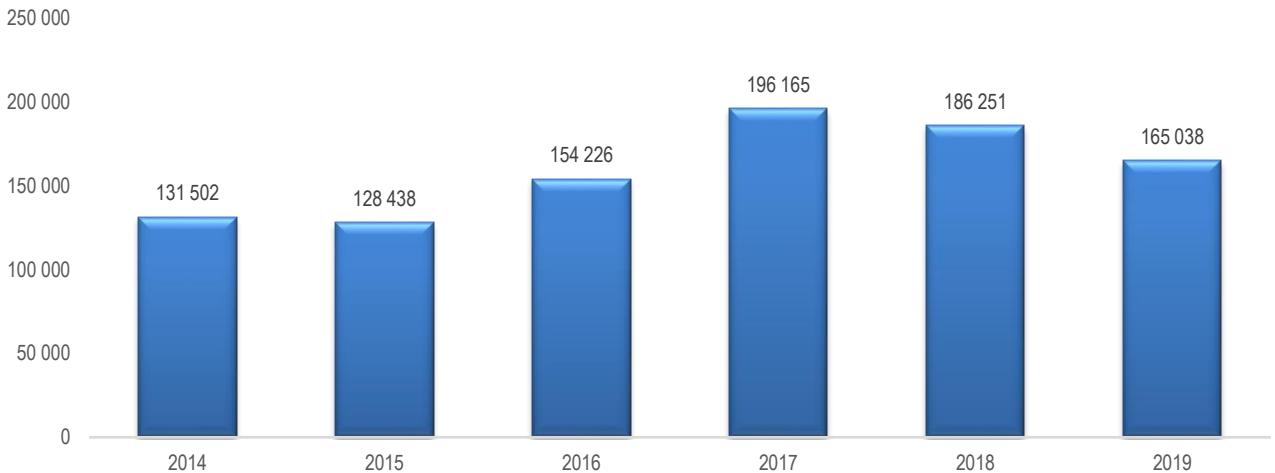
Average Spend in South Africa	2016: R 14 900
	2017: R 18 900
	2018: R 18 900
	2019: R 19 800

FRENCH TOURIST ARRIVALS INTO SOUTH AFRICA (JAN 2018 - FEB 2020)



## 2. The French traveller to South Africa

### 2.1. Visitor Arrivals to South Africa



### 2.2. Purpose of visit to South Africa

French visitors travelling to South Africa in 2019 were led by those coming on holiday, seeing friends and relatives and those traveling for (meetings, incentives, conferences & exhibitions) MICE. They were most impressed with South Africa's scenery, wildlife, and the friendliness of people. They typically visit the Western Cape, Gauteng, and Mpumalanga province and their length of stay in the country is on average 17.6 nights (2019).

They are typically between the ages of 18 and 54 years, with 13,7% in the 18 – 24 years category, 33,7% in the 25 – 34 years category, 14,8% are in the 35 – 44 years category, and 16,7% are in the 45 – 54 years category. In 2019, 68,7% of French travellers to South Africa were first time visitors while 17,6% were repeat visitors (2-3 times).

#### Top reasons for travel to SA

Holiday (68,7%)

\*VFR (11,1%)

\*MICE (7,6%)

Average  
length of  
stay (2019)

17,6  
nights

### 2.3. Activities in South Africa

#### Top activities undertaken in SA

Visiting Natural Attractions

Wildlife

Shopping

Culture/heritage/historical experiences

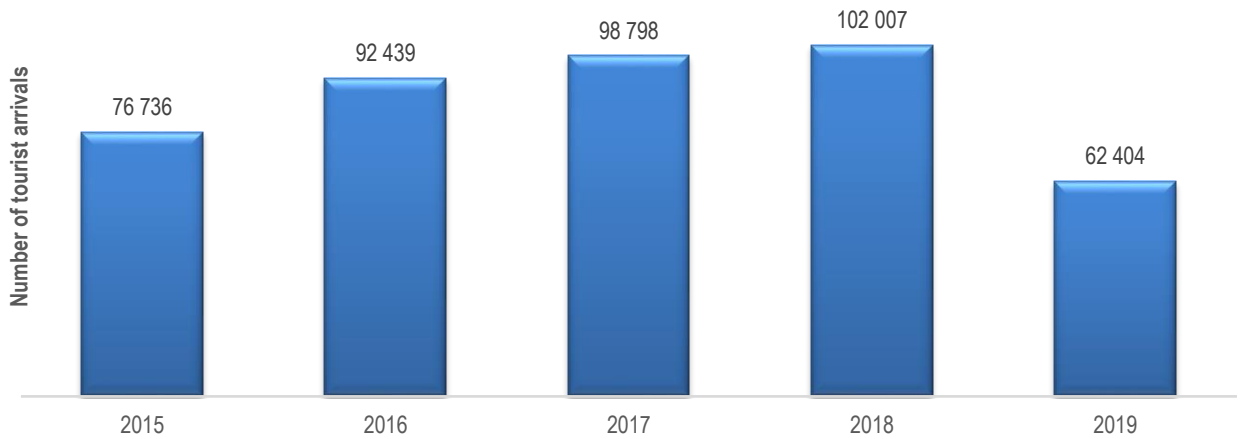
Beaches

\*VFR (visiting friends and relatives)

\*MICE (meetings, incentives, conferences & exhibitions)

## 3. The French traveller to the Western Cape

### 3.1. France Tourist Arrivals to the Western Cape

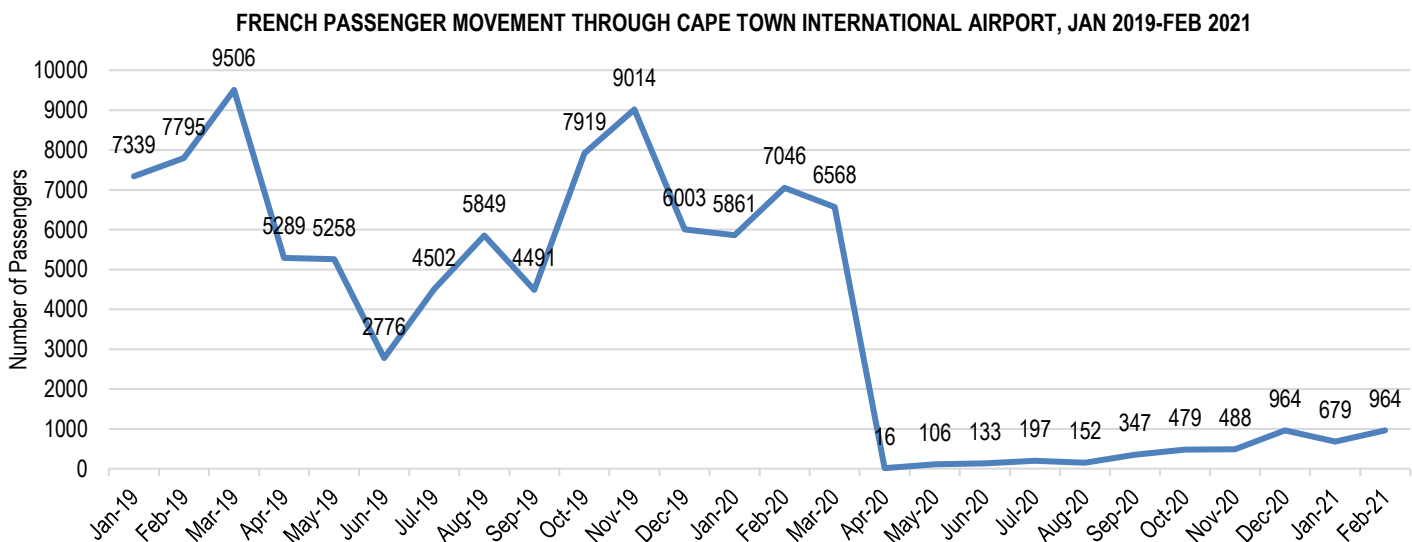


### 3.2. French Passenger Movement through the Cape Town International Airport

The COVID-19 pandemic has undoubtedly had a devastating impact on the tourism economy. Countries the world over shut their borders in an attempt to curb the spread of the virus and this has since had devastating effects on the global travel industry.

According to the latest OAG Traffic Analyser data, French passenger movement started to plummet in April 2020 after the nationwide lockdown commenced on the 26th March 2020, resulting in only 16 French passengers during April 2020.

In spite of the severe decline in air-travel between France and Cape Town, recovery in passenger movement picked up in the remainder of 2020. December 2020 and February 2021 recorded the largest number in French passengers since the start of lockdown, registering close to a 1000 passengers respectively.



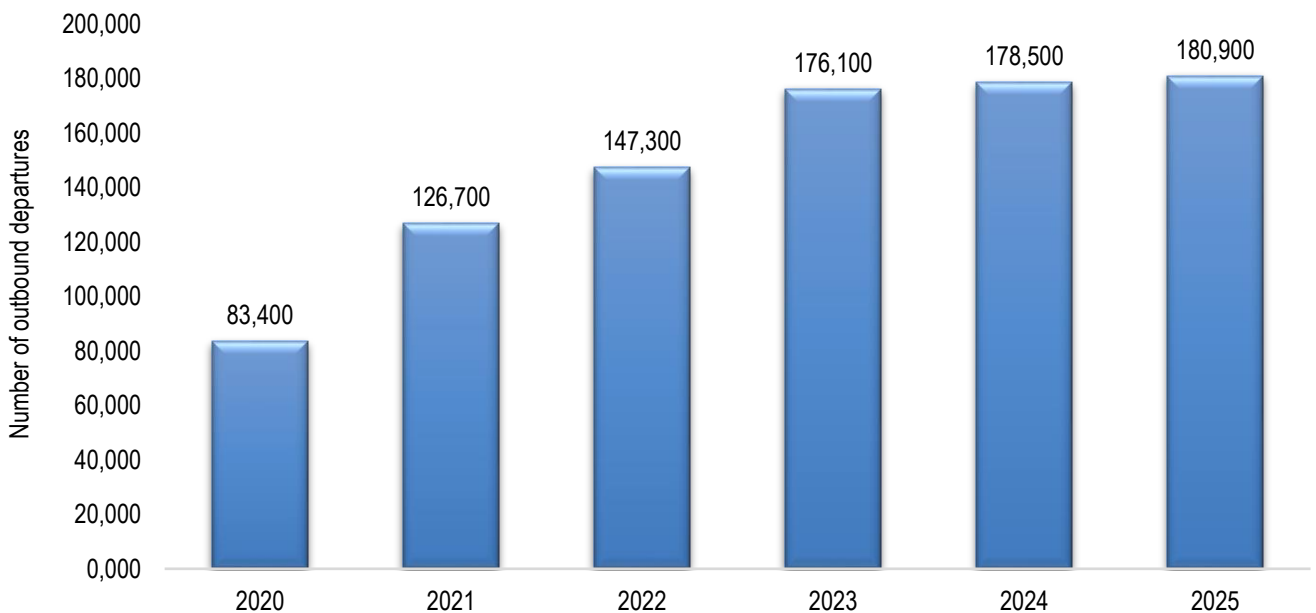
## 4. Looking Ahead Towards 2025

According to the October 2020 *Euromonitor France Travel Flows* report, French consumers are observed to be more likely to stay home or travel domestically compared to their counterparts in Europe.

They are also perceived to be the European champions of saving, particularly at times of economic strain. Thus, the French reaction to the national government and local authorities' measures to boost spending to help revive the economy has been limited.

Consequently, the number of outbound departures is not anticipated to reach the same level as in 2019 until the second half of the forecast period. Visits to widespread destinations and business travel will likely be heavily affected, as budgets for such journeys have been hard hit or collapsed in 2020.

**FRENCH OUTBOUND DEPARTURES TO SOUTH AFRICA, 2020-2025 (FORECASTED)**



## 5. Key Findings

- The COVID-19 pandemic has undoubtedly had a devastating impact on the tourism economy. Countries the world over shut their borders in an attempt to curb the spread of the virus and this has since had devastating effects on the global travel industry.
- The COVID-19 pandemic caused sharp declines in tourism flows as well as commercial activity across France.
- Be that as it may, in 2019, the French market contributed around R2,7 billion to the country's economy making it one of the top most lucrative source markets for South Africa.
- Holiday (68.7%) ranked as the top motivation for travelling to South Africa in 2019. While, 11.1% visited friends and family (VFR) and 7.6% travelled for MICE (Meetings, Incentives, Conferences and Exhibitions).
- 68.7% of the French market travelled to South Africa for the first time, while 31.3% were return visitors.
- The top activities enjoyed by the French market was visiting natural attractions, wildlife, shopping, the beautiful beaches and the adventure activities offered.
- French passenger movement through the Cape Town International Airport started to plummet in April 2020 after the nationwide lockdown commenced on the 26th March 2020, resulting in only 16 French passengers recorded in April 2020.
- However, in spite of the severe decline in air-travel between France and Cape Town, recovery in passenger movement picked up in the remainder of 2020.



## 6. List of sources

1. South African Tourism
2. Euromonitor International
3. CIA World Factbook – France
4. OAG Airline Passenger Traffic Analyser
5. [www.worldometers.com](http://www.worldometers.com)
6. Airports Company South Africa

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