

France

Market Summary

The French market continues to show positive growth this year to date, with total arrivals for the eight months to August and the month of August having increased by 4 and 14 per cent respectively. This is despite large decreases in July 2009 arrivals, attributable to the spike in arrivals for World Youth Day in 2008. (July 2009 arrivals were down by 19 per cent compared to July 2008).

Overall leisure growth remains strong, however business travel continues to show decline. With the recent improvement in the economic situation in France (France is technically out of recession), the travel industry pushed aggressive prices to attract consumers to short to medium haul and intra-Europe destinations over the Summer 2009 holidays.

These offers pose a threat to long haul destinations such as Australia however, arrivals are showing resilience, due to Australia's positive image and continued growth from the youth segment. Industry partners are reporting softness for demand for all destinations over the coming months. Despite this, the Tourism Forecasting Committee's forecast for French arrivals this calendar year should be achieved, up by 4 per cent for 2009.

1. Market News

- France is now technically out of recession as its economy grew by 0.3 per cent between April and June. Stronger exports and consumer spending, as well as the introduction of government stimulus packages, contributed to the growth.

Source: BBC, 13 August 2009

- President Sarkozy has asked Nobel prize winning economists to find ways to measure levels of happiness alongside economic growth because economic resources are not all that matter in people's lives. Sarkozy stated that we need better measures of people's expectations and levels of satisfaction, of how they spend their time.

Source: Agence France Presse, 14 September 2009

- French tourists heading to risky foreign destinations could be asked to foot the bill if the French government has to come to their rescue. France is proposing a new law after it had to pay 720,000 Euros to fly home French tourists stranded in Thailand amid civil unrest in 2008.

Source: Associated Press, 18 August 2009

- France is pushing a green agenda and plans to impose a new tax on carbon and fossil fuels next year that will make it more expensive for its citizens to drive their cars and heat their homes. Polls show that the majority of the French are opposed to the tax.

Source: Deutsche Welle, 10 September 2009

- France has dropped sales tax in restaurants from 19.9 per cent to 5.5 per cent following a seven-year battle with the European Union. The cut is expected to boost the restaurant trade by making dining more affordable for the French and for tourists.

Source: Business Week, 18 August 2009

2. Consumer Insights

- Like many Europeans, the French have come to accept a holiday as part of their annual routine but they are staying closer to home, trading down, travelling economy not business class, and booking a three star instead of a four star package.

Source: Associated Press, 6 August 2009

- Some 15.9 million French internet users have signed up to at least one social networking site and 4.3 million visit it daily according to market research firm Mediametrie. The main reason for joining was to share one's passions and areas of interest, followed by the possibility of staying in contact with friends and acquaintances.

Source: DM Europe, 24 August 2009

- French business people say that developing personal relationships is the best way of doing business. In a survey commissioned by Hilton Hotels, 90 per cent of French respondents said face-to-face meetings were key and 57 per cent said technology, such as video conferencing, was a poor substitute.

Source: www.e-tid.com/News, 15 September 2009

- Despite coming out of recession, 74 per cent of French consumers believe that they are suffering the effects of the financial crisis. More than one third of French consumers experienced falling job security and almost two thirds falling confidence in the housing market.

Source: Business Wire, 15 July 2009

For the latest in visitor arrivals, please visit 'Research & Statistics' at www.tourism.australia.com

3. Trade Update

- Tour operators Aventuria and Voyageurs du Monde launched a new cancellation insurance regarding H1N1 Influenza. Both of them have been very reactive proposing insurance with adapted modalities with regards to the influenza situation around the world.
Source: Tour Hebdo, 9 September 2009
- Tourism destinations from the Asia Pacific will be promoted in a roadshow across France titled "l'Asie-Pacifique dans votre ville". This is the tenth roadshow and 34 partners will participate in October.
Source: L'écho touristique, 7 September 2009
- In partnership with Tourism Queensland and Emirates, tour operator *Australie à la Carte* has launched an online campaign on Yahoo!, which promotes the tour operator's "à la carte" products.
Source: Industry feedback
- Australie Tours organized a "La nuit du Pacifique" event on 10 September giving travel agents the opportunity to discover Pacific destinations. The event was held at the Eiffel Tower, with travel agents and several tourism offices in attendance.
Source: L'écho touristique, 1 September 2009
- As at August 2009, there were 782 Aussie Specialist agents, of which 45 per cent were fully qualified.

4. Airline News

- Cathay Pacific announced that they are reducing their double daily flights to a daily flight on the Paris to Hong Kong segment as they had a decrease of 22.4 per cent of their turnover on the first trimester 2009.
Source: L'Echo Touristique, 10 September 2009
- Qatar will add an additional three weekly flights to its Paris to Doha route making it a double-daily service effective 25 October.
Source: Centre For Aviation www.centreforaviation.com

5. Competitor News

- In June, inbound travel to Canada continued to be impacted by the global economic downturn and the majority of inbound markets experienced declines except for France, which increased by 0.2 per cent.
Source: Canadian Tourism Commission, September 2009
- The Canadian Tourism Commission is targeting business travel agents and meeting planners in France as part of a European tour that will also take in the UK and Germany. It is Canada's first major push in the meetings and incentives market in ten years.
Source: Canadian Tourism Commission, September 2009

- Malaysia's Tourism Promotion Board is to run a three-year project focusing on health tourism as it focuses on attracting more people from Europe, Asia and the Middle East to visit the country for medical treatment.
Source: International Medical Travel Journal, 8 September 2009
- Visitors to America will pay a USD\$10 (€6.85) entry fee under new rules approved in September by the Senate, prompting EU officials to threaten a similar fee for American tourists at European airports.
Source: Sunday Times, 13 September 2009

6. Key Campaigns and Activities in Market

August to September campaigns and activities				
START DATE	END DATE	DESCRIPTION	TARGET AUDIENCE	PARTNERS
1 August 2009	15 August 2009	<i>ASP Summer Incentive:</i> A two week incentive to win an <i>Australia</i> the movie DVD everyday for those agents who complete the ASP programme	Aussie Specialist Travel Agents	None
17 August 2009	02 September 2009	<i>Thalassa TV programme:</i> The popular French travel programme visited the Northern Territory and Western Australia for pre-production research. Areas visited were, amongst others, Ningaloo Reef, Broome and Gove. Production is scheduled for April/ May 2010.	First Time Experience Seekers	Tourism Northern Territory, Tourism Western Australia
28 August 2009	28 August 2009	<i>The New Paradises:</i> The French/German cultural channel ARTE aired a 45 minute feature on Tasmania as nature's paradise. The production was supported by Tourism Australia.	First Time Experience Seekers	None
10 September 2009	10 September 2009	<i>Pacific Night:</i> A training workshop for 134 travel agents was held at the Eiffel Tower in Paris, dedicated to Oceania and Pacific destinations.	Travel Agents	Australie Tours
22 September 2009	25 September 2009	<i>IFTM Top Resa 2009:</i> Tourism Australia attended France's major trade show in Paris with more than 10 partners on its stand. In 2008, more than 26,000 people from the travel industry attended the show.	Trade Industry	Australie Tours, Qantas Airways, JCM Destination Australia, AOT Inbound, Pacific Spirit Travel, South Australian Tourism Commission, Tourism New South Wales, Tourism Northern Territory, Tourism Queensland, Tourism Victoria.

Upcoming campaigns and activities				
START DATE	END DATE	PROJECT/EVENT	TARGET AUDIENCE	PARTNERS
01 October 2009	01 October 2009	<i>Quotidien du Tourisme Supplement (Trade)</i> : Launch of an 18 page Australia supplement in the publication Quotidien du Tourisme, which is distributed to 12,000 travel agents.	Travel Agents	Australie à la carte
15 October 2009	03 March 2010	<i>Training Roadshow</i> : Travel agents training will be held in the cities of Nancy, Reims, Paris, Nice, Valenciennes and Annecy.	Travel Agents	Asia Voyages
20 October 2009	20 October 2009	<i>Havas Voyages Travel Agent Workshop</i> : Travel agents training will be held in Paris for 15 Havas Voyages travel agents.	Travel Agents	Australia Tours
03 November 2009	11 November 2009	<i>French Group Press Trip</i> : A group of 5 journalists will travel to South Australia and Victoria on a press trip.	First Time Experience Seekers	Cathay Pacific, South Australian Tourism Commission, Tourism Victoria
11 November 2009	23 November 2009	<i>Aussie Specialist Famil</i> : Tourism Australia, in collaboration with Singapore Airlines, South Australian Tourism Commission and Tourism Northern Territory, will host a famil for 13 French Aussie Specialists.	Aussie Specialists Travel Agents	Singapore Airlines, South Australian Tourism Commission, Tourism Northern Territory