

France

Market Summary

Total visitor arrivals from France for the February 2010 calendar year to date compared to the same period in 2009 continue to show significant growth, reflecting the overall growth in arrivals from this market in 2009. In terms of leisure arrivals, Holiday visits, which represent more than half of all French arrivals, and Visiting Friends and Relatives visits, the second largest segment, have both experienced significant growth. All other visitor types have also experienced growth. Demographically, all age visitor groups are have seen an increase for the same period, with the 15 to 29 years age segment representing the main share of the French market.

Most of the French tour operators are reporting positive trends on sales for the first half of 2010 with an increase in last minute bookings. Some have also bookings with long lead time (up to more than six months in advance) showing an improvement in consumer confidence. The French economy remains competitive however the Euro value has declined recently against major foreign currencies, especially against the Australian dollar and this is a concern for French operators as it could ultimately have a negative impact on French arrivals later in 2010.

The recent Iceland volcanic eruption and ensuing flight disruptions across Europe have had a significant impact on consumer transportation to and from Europe as well as economic impacts for the countries affected. It is too soon however to assess and report on the full impact on Australian travel and tourism.

1. Market News

- The French government has put a carbon tax plan on hold. It says it still aims to implement a carbon tax but could only do it in common with other European countries and it plans to push the rest of the EU on the issue. *Source: Agence France Presse, April 1, 2010*
- French consumer confidence fell in March 2010 as households became more pessimistic about their future living standards and worries about unemployment rose. *Source: Reuters March 26, 2010*
- French unemployment currently stands at 10 per cent. *Source: www.tradingeconomics.com, January 25, 2010*

2. Consumer Insights

- Advertising revenue levels through traditional media in France continued to grow last year. Estimates from Yacast, a media-monitoring agency, show that ad revenues in the country increased by 6.2 per cent on an annual basis in 2009 to €14.6 billion. *Source: www.warc.com, January 8, 2010*
- France's economic recovery is unlikely to bring a renewed appetite for consumer loans this year as rising unemployment and the increasing tendency for the French to save rather than spend, takes hold. *Source: Reuters April 3, 2010*
- Some 39 per cent of French consumers over the age of 15 have access to the mobile internet through their mobile phones or wirelessly via their laptops according to market researcher TNS Sofres. *Source: TNS Sofres, March, 2010*
- An overseas holiday used to be thought of as reward for working hard but now the EU has declared that tourism is a human right and that pensioners, young people and those too poor to afford it should have travel subsidised by the tax payer. French has already successfully experimented with such a scheme and looks likely to extend it. *Source: Sunday Times, April 12, 2010*
- For the latest in visitor arrivals, please visit 'Research and Statistics' at www.tourism.australia.com

3. Trade Update

- Nouvelles Frontières (TUI) is opening its agency network to feature products from other tour operators' brochures. Tour operator Asia's 'à la carte' programme will be the first to be integrated in Nouvelles Frontières brochure. *Source: Pros du Tourisme, January 13, 2010*
- Monde Authentique has officially launched its new brand for Australia: Australie Authentique. www.australie-authentique.com. *Source: Anecodotal feedback.*
- Australie Tours for the first time has combined Australia and New Zealand in a single brochure of 180 pages. Three other brochures have been launched on Pacific Islands, Latin America and Tours around the world. *Source: Echo Touristique, March 23, 2010*
- Nosylis, an up market tour operator which launched Australia in their 2010 portfolio, is planning to launch a consumer website in 2010 called *voyager-sur-mesure.com*. With now more than 10 per cent of its turnover done through its B2B2C website, Nosylis want to capitalise on an online distribution system that is already working for luxury brands such as Dior or Louis Vuitton. *Source: www.i-tourisme.fr, January 28, 2010*
- As at March 2010, there were 1160 Aussie Specialist agents in France, of which 40 per cent were fully qualified.

4. Airline News

- As part of an online promotion in collaboration with Tourism Australia, between 27 January and 21 February 2010, Singapore Airlines ran a special airfare of €1,032 (inclusive of all taxes and surcharges).
- As part of an online promotion in collaboration with Tourism Australia from January 11 to 27 2010, Qantas ran a tactical airfare of €997 (including taxes), with two domestic flights for €57.
- Qatar has signed an agreement with the French rail company SNCF for pre- and post-transportation in 17 French cities. The agreement will offer French passengers easier connections from regional France to Paris, where Qatar Airways operates double daily flights to Doha. This will also make it a smoother transfer for Qatar passengers travelling from regional France to Australia via Doha. *Source: Pro du Tourisme, March 24, 2010*

5. Competitor News

- Over 100,000 French consumers visited the Paris Travel Show in March, an increase of 9 per cent on last year. Canada reported strong interest from potential French tourists. *Source: CTC, April 7 2010*
- The number of French arrivals to Sri Lanka increased by 53 per cent in 2009 with the destination welcoming more than 15,866 French visitors. *Source: www.pros-du-tourisme.com January 19, 2010*
- With more than 217,568 French visitors to Hong Kong in 2009, France is the second biggest inbound European market for Hong Kong behind the UK. According to Hong Kong Tourism Board, the growth of 2.7 per cent in French arrivals in December seems to confirm a forecasted positive trend for the market in 2010. *Source: Echo Touristique, January 12, 2010*
- Air France is offering 15 per cent of its overall capacity in economy class at the lowest available fare on the date of travel (excluding special offers during peak travel periods) to Nouméa (New Caledonia) and Papeete (French Polynesia). *Source: www.asiatraveltips.com January 22, 2010*
- Air France has signed a code-share agreement with Vietnam Airlines which will allow its passengers to fly non-stop from Paris-Charles de Gaulle to either Hanoi or Ho Chi Minh City three times a week, effective 3 July 2010. *Source: www.asiatraveltips.com April 7, 2010*

6. Key Campaigns and Activities in Market

| January to March campaigns and activities | | | | |
|---|------------------|--|-----------------|---|
| START DATE | END DATE | DESCRIPTION | TARGET AUDIENCE | PARTNERS |
| 06 January 2010 | 27 January 2010 | <i>Facebook:</i> Advertising campaign on Tourism Australia's French Facebook page to increase the fan database | Youth | None |
| 11 January 2010 | 21 February 2010 | <i>Aussie Specialist re-launch:</i> Online promotion targeting online leading trade publication to promote the new version of the Aussie Specialist Program and help increase the base of registered agents. Three major trade media have been targeted with three seats to Corroboree '10 event as an incentive: Tourmag, PromoAGV and Quotidien du Tourisme | Trade | None |
| 11 January 2010 | 26 January 2010 | <i>Two Weeks Walkabout:</i> Online campaign with Qantas with tactical offers including international and domestic flights on a dedicated campaign page on Australia.com | Consumers | Qantas |
| 27 January 2010 | 21 February 2010 | <i>Singapore Airlines:</i> Online campaign advertising Singapore Airlines' tactical offer on a dedicated campaign page on Australia.com | Consumers | Singapore Airlines |
| 19 January 2010 | 21 January 2010 | <i>DAP training workshops:</i> A total of 172 travel agents attended the travel agent training workshops in Paris and Lyon | Trade | Tourism Queensland, Tourism New South Wales, Tourism Western Australia, South Australian Tourism Commission, Tourism Northern Territory, Tourism Victoria, Etihad Airways |

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| 24 January 2010 | 07 February 2010 | <p><i>IMHP Flavor and Beachbrother</i>: Organisation of two media trips with:</p> <ul style="list-style-type: none"> • Flavor: a bi-monthly fashion magazine targeting 18-25 year old females • Beachbrother: a bi-monthly magazine focusing on surf and skate culture targeting young males aged between 18-25 years <p>Both magazines will be 100 per cent dedicated to Australia, and will be distributed during a University Roadshow organised by Tourism Australia in March 2010</p> | Consumers | None |
| 25 January 2010 | 18 February 2010 | <p><i>IMHP Les Nouveaux Paradis</i>: Press trip for the French TV program <i>Arte</i>. The show has an average viewership of 900,000, and is dedicated to destinations where nature has a great importance. The itinerary features the states of New South Wales and Queensland</p> | Consumers | None |
| 04 February 2010 | 27 February 2010 | <p><i>1001 listes</i>: Online Honeymoon competition on 1001 listes (wedding list website) targeting people that are planning a honeymoon in 2010</p> | Honeymooners | Voyageurs du Monde |
| 19 February 2010 | 27 February 2010 | <p><i>International Media Hosting Program</i>: Express styles - Guillaume Crouzet - "Entrez dans la tendance" is a blog written by the chief editor of the magazine <i>L'express styles</i> (lifestyle trend news magazine)</p> | Consumers | Qantas Airways, Tourism New South Wales, Tourism Victoria |
| 23 February 2010 | 23 February 2010 | <p><i>Gallerie Lafayette training</i>: Training evening of 50 Gallerie Lafayette travel agents in the Paris area, in partnership with Australie Tours</p> | Trade | Australie Tours |
| 01 March 2010 | 26 March 2010 | <p><i>Youth Promotion in Universities</i>: University roadshow in 11 French universities promoting holidays in Australia to French youth. The campaign was promoted on local and national radio NRJ (French leading radio) and complemented with an online promotion on NRJ.fr</p> | Youth | Cathay Pacific – Australie Autrement – Rip Curl |
| 08 March 2010 | 04 April 2010 | <p><i>Online Youth Promotion</i>: Online promotion with banners and SEM creating traffic on a dedicated mini-website hosted on the Cercles des Vacances website. Etihad promoted a special fare and a competition to win a trip to Australia featured on the website</p> | Youth | Tourism Queensland, Tourism Victoria, Etihad Airways, Cercle des Vacances |

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| 16 March 2010 | 18 March 2010 | <i>European New Product Workshop:</i> A three day in-market briefing and workshop event for Australia's new tourism product and product managers from key wholesalers and tour operators across the European markets | Trade | DAP |
| 21 March 2010 | 31 March 2010 | <i>Aussie Specialist Famil:</i> Tourism Australia in partnership with Air Austral hosted a famil for 10 travel agents to New South Wales and Queensland | Trade | Tourism New South Wales, Tourism Queensland, Air Austral |
| 22 March 2010 | 2 Apr 2010 | <i>Two Weeks Walkabout:</i> Online campaign with a tactical offer from Australie Tours featured on a dedicated campaign page on Australia.com | Consumers | Australie Tours |
| 30 March 2010 | 30 March 2010 | <i>Media Event:</i> Presentation of Australia's youth experiences to consumer and trade journalists after the Youth Promotion in the Universities campaign | Consumers | None |

| April to June campaigns and activities | | | | |
|--|--------------|--|-----------------|---|
| START DATE | END DATE | PROJECT/EVENT | TARGET AUDIENCE | PARTNERS |
| 09 April 2010 | 11 May 2010 | <i>Austratical:</i> Promotion targeting French consumers who need a break from their daily routine and local environment; promotes Tourism Australia's core message of Immersion (discovering a new outlook on life) and the rejuvenating aspect of a holiday in Australia. The campaign will combine print editorial content on the free newspaper <i>Méto</i> , four advertorials, one article following an IMHP visit, as well as an online competition on <i>Club Metro.fr</i> to win a trip to Australia. | Consumers | Australie Tours; Tourism Victoria |
| 5 April 2010 | 5 April 2010 | <i>DAP Mailing:</i> Direct mailing of the French Love Australie brochure to 5,000 key contacts that are planning their honeymoon in 2010-2011 | Youth | Tourism Queensland, Tourism New South Wales, Tourism Western Australia, South Australian Tourism Commission, Tourism Northern |

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| | | | | Territory, Tourism Victoria, Voyageurs du Monde |
| 29 April 2010 | 5 May 2010 | <i>International Media Hosting Program: Marie Claire</i> – a combined media trip and competition to win a trip to Australia to Sydney Fashion Week and Melbourne with a journalist from <i>Marie Claire</i> . | Consumers | Qantas |
| 2 May 2010 | 16 May 2010 | <i>Corroboree 2010</i> : Training event for 300 Aussie Specialist Travel agents from across Europe. Workshops with Australian industry on 5 to 8 May in Melbourne followed by famils throughout Australia (22 itineraries in total). | Aussie Specialist travel agents throughout Europe | Qantas; Tourism Victoria; State & Territory Tourism Organisations; Australian tourism industry |
| 4 May 2010 | 4 July 2010 | <i>Tourism Australia promotion</i> : Mainstream out of home and print advertising campaign to raise awareness and intention to visit Australia for a holiday including posters above ground at Paris Metro entrances, billboards on Metro platforms, stair walls leading down to 10 Metro stations and a 24-page print supplement in <i>ELLE</i> and <i>Nouvel Obs</i> magazines | Consumers | None |
| 18 May 2010 | 18 May 2010 | <i>Round table lunch</i> with CEO of French leading wholesalers on Australia | Trade | None |
| 18 May 2010 | 18 May 2010 | <i>French Ozcars</i> : Tourism Australia's French industry awards | Trade | None |
| 29 May 2010 | 9 June 2010 | <i>International Media Hosting Program: Hotel & Lodge Luxury</i> magazine to discover the best hotels and places of the world. French circulation: 80,000 . | Consumers | Qantas Airways |