

France International Market Factsheet

Marketing Overview

The French visitor market is an established, stable visitor market for the Northern Territory. The *Northern Territory's Tourism Industry Strategy 2030* sets out high level targets based on the International Visitor Survey results and the 2030 target for the French market is 20,000 holiday visitors. This equates to a 3.6% compound average annual growth rate.

In 2019 the Northern Territory held a 10.8% share of the Australian French visitor market. The market is strategically important due to the high dispersal rate of French visitors, particularly from the youth segment, who also deliver a high spend per trip. One in six visitors from France visit Australia for a working holiday, much higher than other source markets.

The French market continues to rely on traditional trade to sell Australia, although online travel agents including Expedia and Odigeo (Opodo and E Dreams) are increasing in prominence, particularly in the youth segment. Social media is also playing a key role in influencing travel from the youth market.

Target Market Profile

1. Mature, experienced travellers, with high disposable income, and desire to travel long-haul to immerse in natural and culturally different landscapes.
2. Young travellers coming to Australia on a working holiday visa.

ALL PURPOSE	FRANCE	
	2019	YOY CHANGE
VISITORS	15,000	-5.7%
NIGHTS	178,000	-3.6%
EXPENDITURE	\$21.0M	-11%
ALOS* (nights)	12.2	+0.3
ASPT (average spend per trip)	\$1,436	-\$80
VISITOR MARKET SHARE	10.8%	-0.7pp

*average length of stay

Strategic Opportunities

Consumer-facing campaigns to generate interest and demand

Protecting market share in a steadily growing outbound travel market

Growing the number of well dispersing, long staying and high spending visitors

Strengthening cooperation with trade partners

Training agents to increase their destination and product knowledge

Market Profile

ANNUAL LEAVE



5 WEEKS

SPECIAL INTERESTS



- Nature and wildlife
- Aboriginal culture
- Adventuring and outback
- Experiential luxury
- Self-drive

TARGET REGIONS



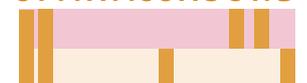
- Paris
- Nantes
- Lyon
- Marseille
- Nice

SEASONALITY

KEY BOOKING PERIOD

PEAK TRAVEL PERIOD

J F M A M J J A S O N D



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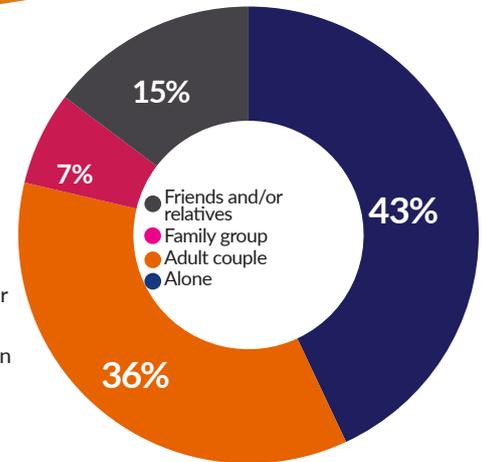
TRAVEL PARTY

79%

of French all-purpose visitors were Free Independent Travellers (FIT)

79% of French visitors were travelling alone or as an adult couple

22% of the visitor nights were in backpackers or hostels while **21%** were at caravan and camping sites



AVIATION

INTERNATIONAL AIRLINE ACCESS



CHEAPEST RETURN AIRFARES*

PARIS - DARWIN (2 STOPS)

\$2,562

* Expedia - depart 1/12/19 and return 1/01/20

PARIS - DARWIN (2 STOPS)

\$1,838

* Expedia - depart 1/05/20 and return 1/06/20

Distribution

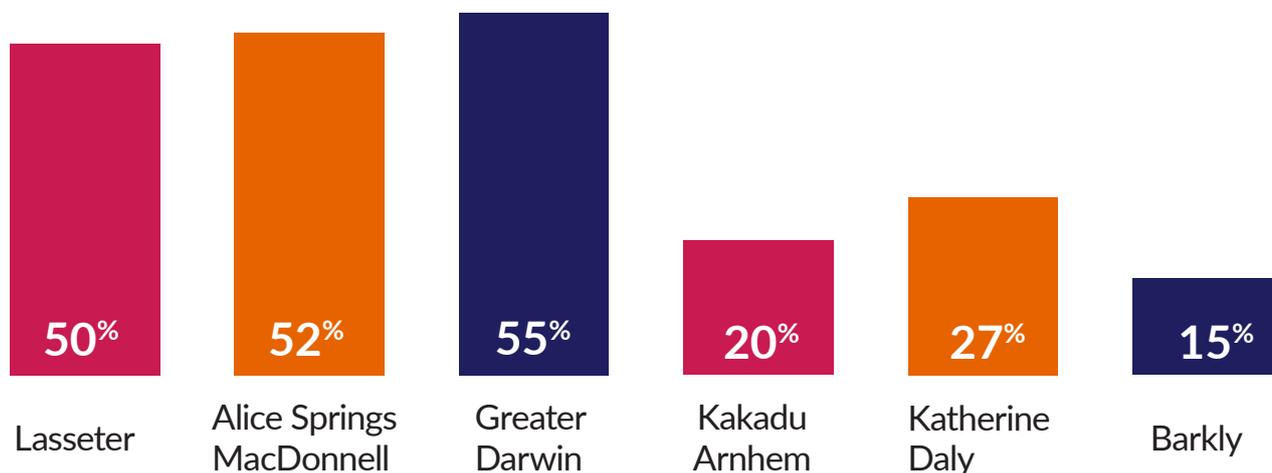
- Australie Tours
- Australie a la Carte
- Cercle Des Vacances
- Asia Voyages
- Marco Vasco
- Voyageurs du Monde
- Comptoir des Voyages
- STA Travel

Major Online Travel Agents

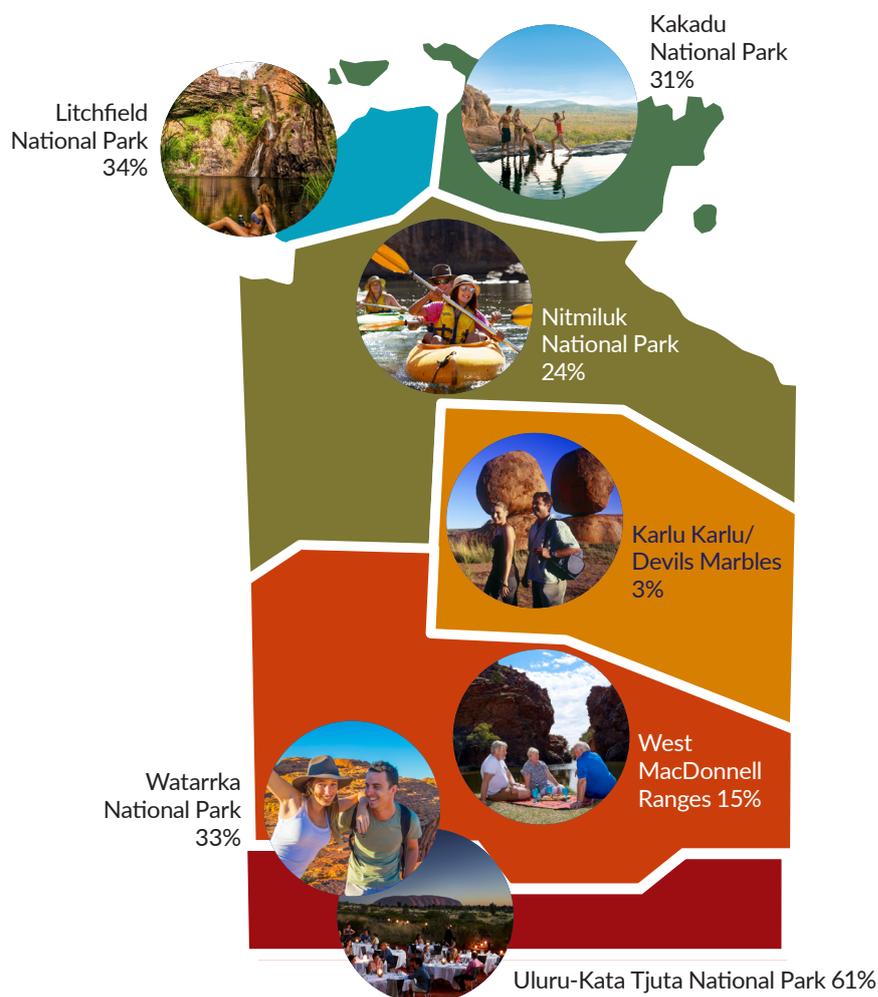


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Overnight visitors to NT regions



Visitors to NT destinations - overnight and day trips



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