

FRANCE MARKET PROFILE

In 2018, France was Scotland's 3rd largest international visitor market. Thanks to a high propensity to return to Scotland and an important number of holidays throughout the year, French visitors offer great potential for Scotland year-round.

VISITS IN 2018

318,000

VALUE

£209M

AVERAGE SPEND PER VISIT

£659

Source: IPS 2018

FLIGHTS

Paris CDG → Aberdeen

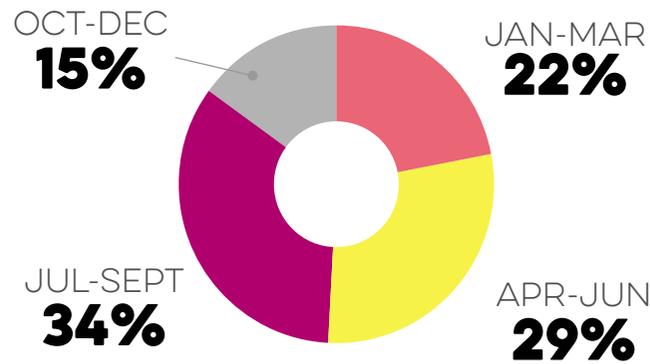
Basel Mulhouse Freiburg
Lyon
Marseille
Nantes
Paris CDG
Paris Orly
Toulouse
Brussels (BE), Geneva (CH) → Edinburgh

Paris CDG → Glasgow

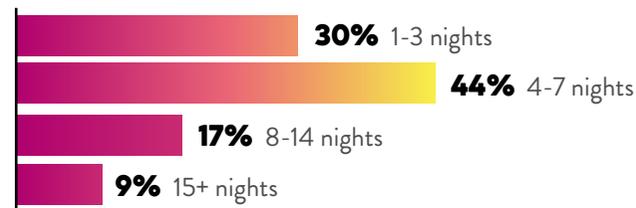
FERRY ROUTES

Roscoff, St Malo, Caen, Cherbourg, Le Havre, Calais, Dunkerque, Amsterdam to British seaports.

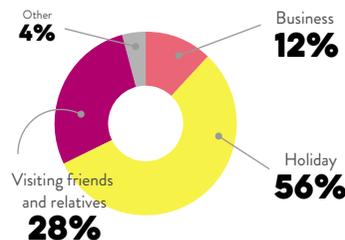
SEASONALITY OF TRIP



DURATION OF STAY



PURPOSE OF TRAVEL



Source: Charts based on 3 year average IPS 2016-18

TOP DRIVERS OR MOTIVATORS

- Scenery & Landscapes
- History & Culture
- "Always wanted to visit"

TOP ACTIVITIES

Sightseeing, centre based walking, cities, castles/historic houses

Source: Scotland Visitor Survey 2015/16

ORIGIN OF VISITORS (TOP 3)



Source: VisitScotland research 2018

MOST VISITED REGIONS



Source: IPS 2018

PLANNING & BOOKING TIMELINE



Source: Scotland Visitor Survey 2015/16

PRIORITY SEGMENTS

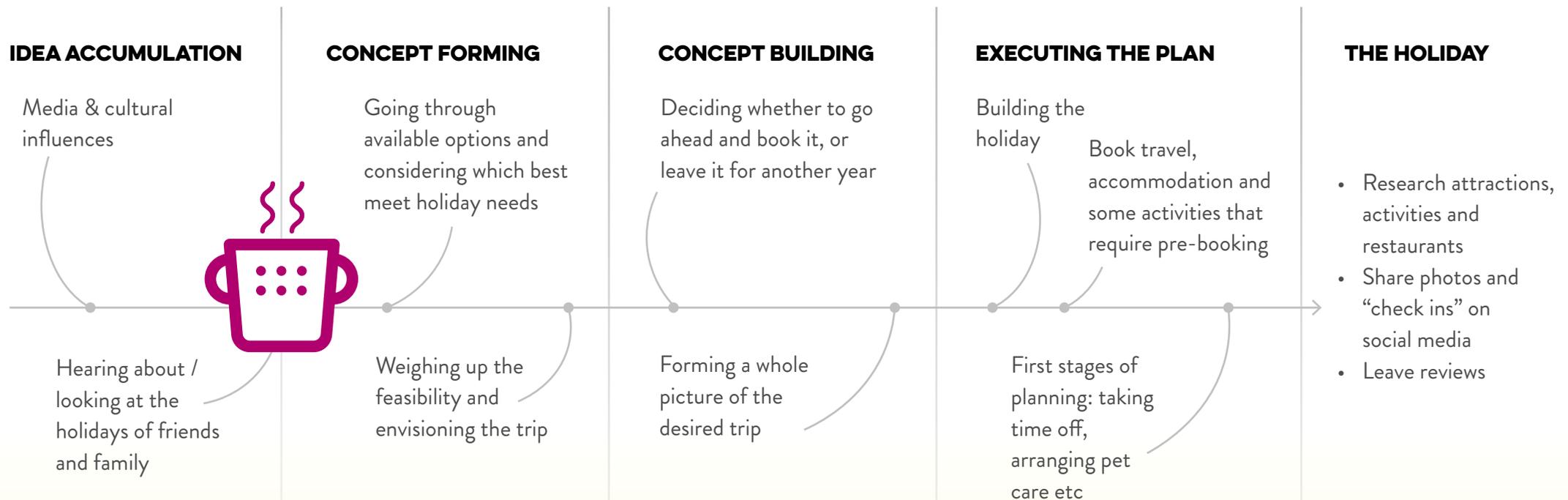
Buzzseekers
Explorers

As per VisitBritain research

CUSTOMER JOURNEY

Everyone has a bank of holiday hopes and ideas in their heads that bubble away, constantly being added to over time. It's almost like a holiday soup. When it comes to planning a holiday people take an idea from this soup and do some basic research to see if it's feasible.

If the idea doesn't suit, it goes back into the soup and they try another. Within this process, four main patterns of planning behaviour can be identified and these are what we are using to inform our website: visitscotland.com



MARKETING ACTIVITY

- VisitScotland paid media and PR
- VisitScotland social channels

- VisitScotland and partner paid media and PR
- VisitScotland email activity
- Intermediary inspiration activity

- VisitScotland.com
- VisitScotland paid search and SEO
- VisitScotland influencer / community activity

- VisitScotland emails
- VisitScotland social channels