



International Visitor Profile

France

Visitor Profile 2007

France Visitor Summary

- In 2007, there were 73,657 visitors to Australia, an increase of 9% from the previous year, rating France as Australia's seventeenth largest inbound market for arrivals.
- In 2007, the average length of stay for French visitors was 51 nights, much higher than the average of 30 nights for all visitors.
- Travellers from France accounted for 2% of all international visitor nights in Australia in 2007.
- France is Australia's sixteenth largest source market in terms of total expenditure. In 2007 travellers from France spent a total of \$452 million on trips to Australia, with an average expenditure of \$6,556 per trip.
- In 2007 46% of French visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from France including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on www.TRA.Australia.com

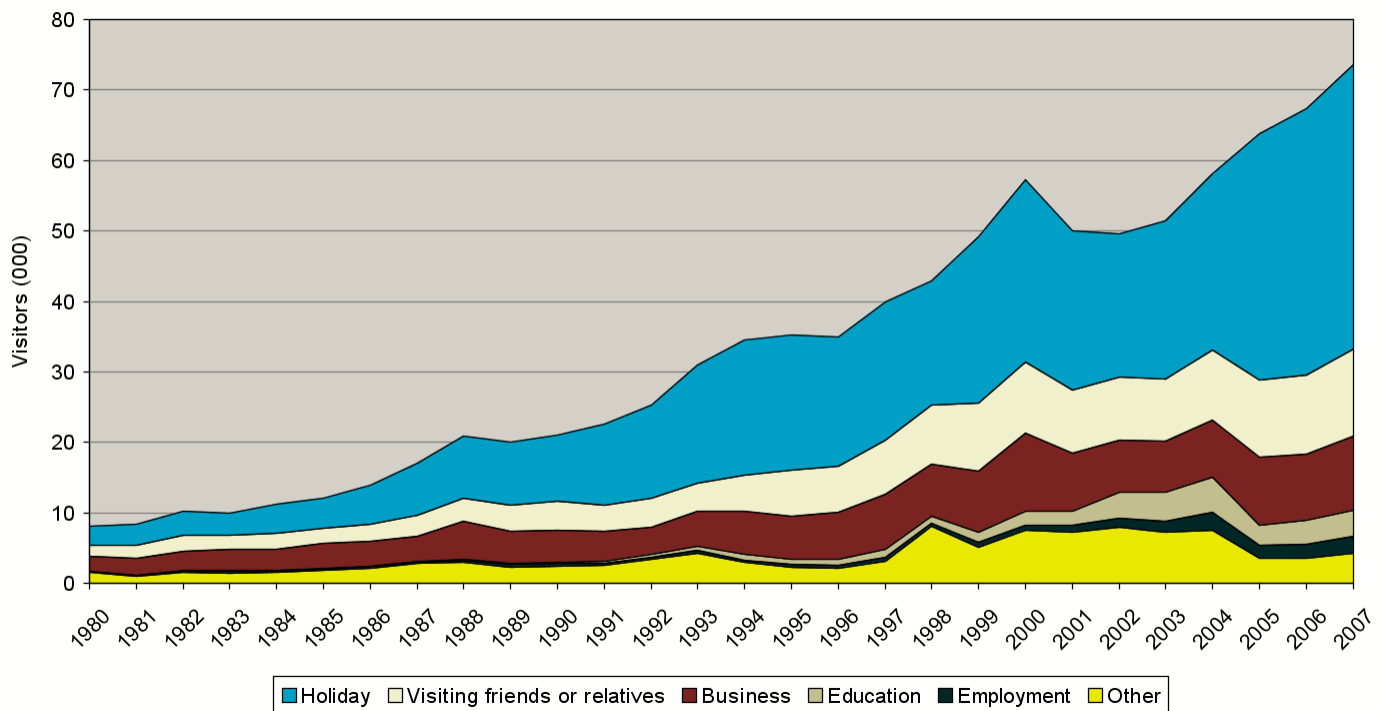
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Visitor Arrivals

- In 2007, the number of visitors from France totalled 73,657 nine times the 8,121 arrivals in 1980 (Figure 1). France is currently Australia's seventeenth largest inbound tourist market.
- In 2007, 40,394 visitors came for a holiday, 12,415 came to visit friends and relatives(VFR), 10,373 on business, 2,455 for employment, 3,702 for education and 4,318 for other purposes.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from France was 6%.
- Of all visitors from France in 2007, 37% or 25,582 were repeat visitors (Figure 2). This is lower than the average across all markets of 57%.
- In 2007, total visitor arrivals from France increased by 9%.

Figure 1 - Visitors from France by main purpose of visit 1980 - 2007

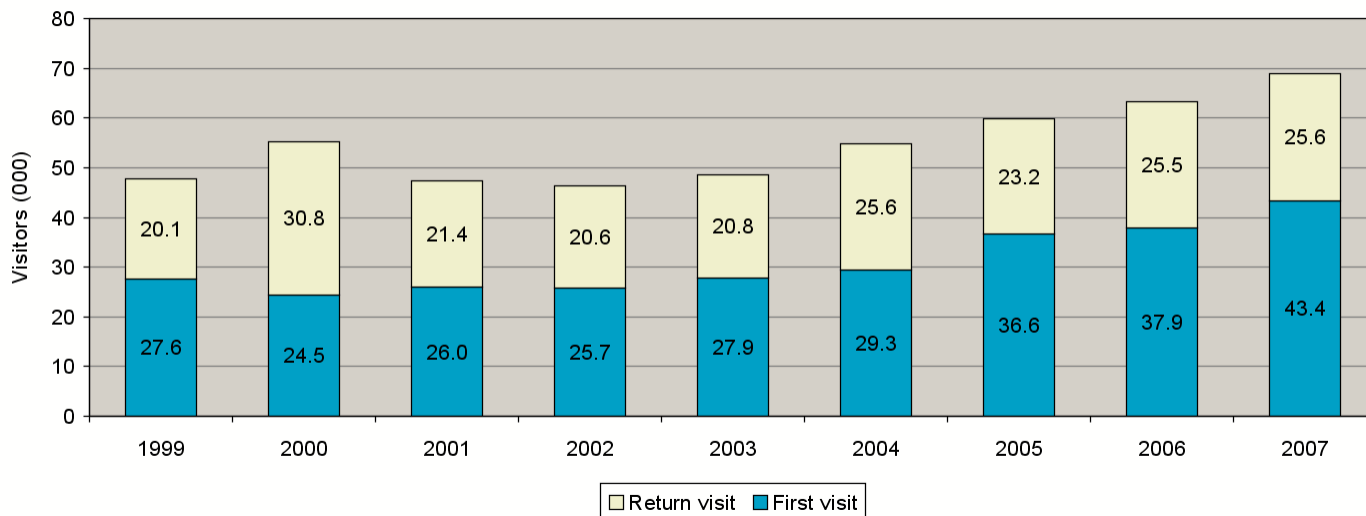


Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

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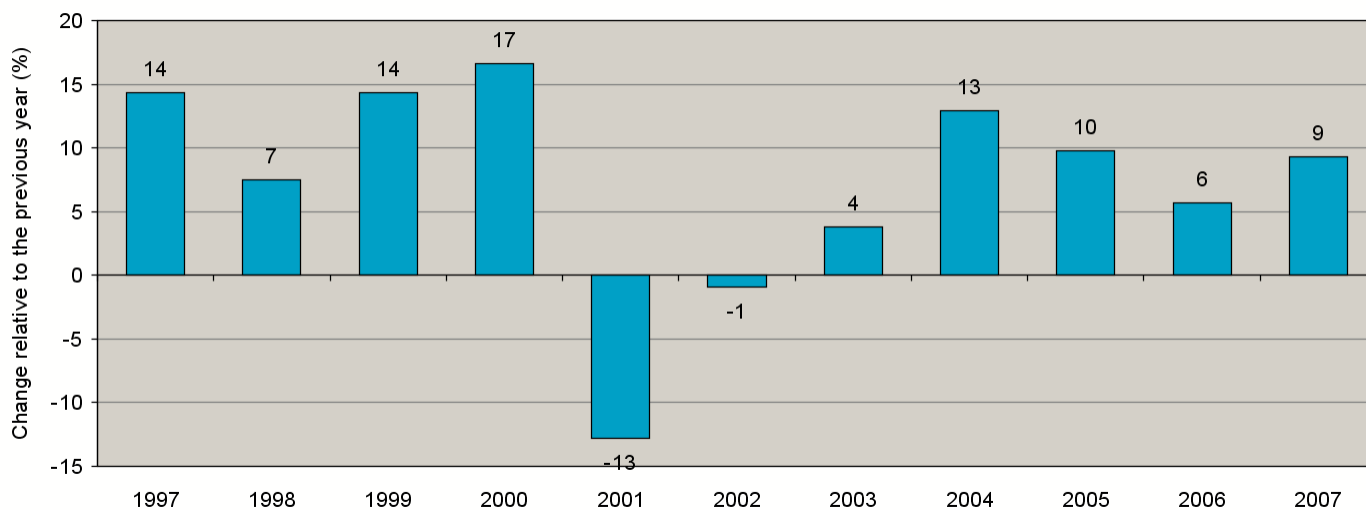
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Figure 2 - Visitors from France by first or return visit 1999 - 2007



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from France 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
 Base : All international visitors

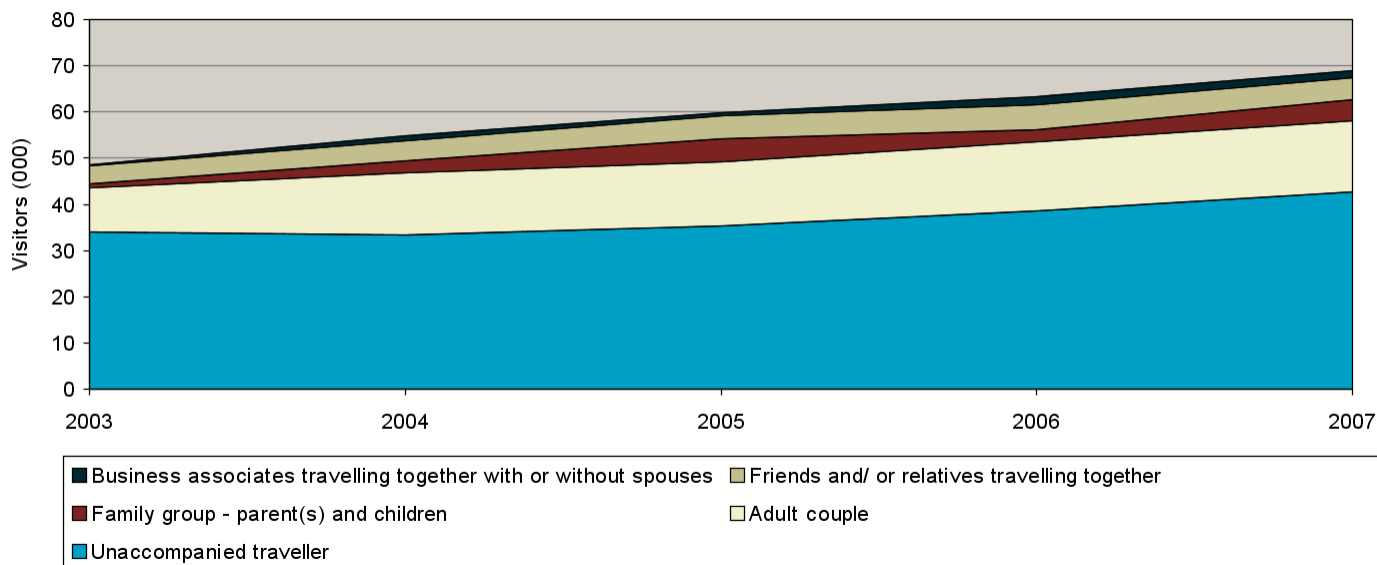
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Travel Party

- The majority of visitors from France travelled as an unaccompanied traveller or an adult couple, as shown in Figure 4 and Table 1.
- In 2007, the number of unaccompanied visitors from France was 42,755 or 62% of all visitors from France.

Figure 4 - Visitors from France by travel party description 2003 - 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

Table 1 - Visitors from France by travel party description 2003 - 2007.

Travel Party Description	2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	34.0	70	33.4	61	35.3	59	38.6	61	42.8	62
Adult couple	9.5	20	13.4	24	13.9	23	15.0	24	15.4	22
Family group - parent(s) and children	0.9	2	2.7	5	5.1	8	2.7	4	4.5	7
Friends and/ or relatives travelling together	4.0	8	4.3	8	4.9	8	5.3	8	4.8	7
Business associates travelling together with or without spouses	0.3	1	1.2	2	0.6	1	1.9	3	1.6	2
Total	48.7	100	54.9	100	59.8	100	63.4	100	68.9	100

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.
Source: Tourism Research Australia, International Visitor Survey.

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Visitor Demographics

Figure 5 - Visitors from France by age 1995 - 2007.

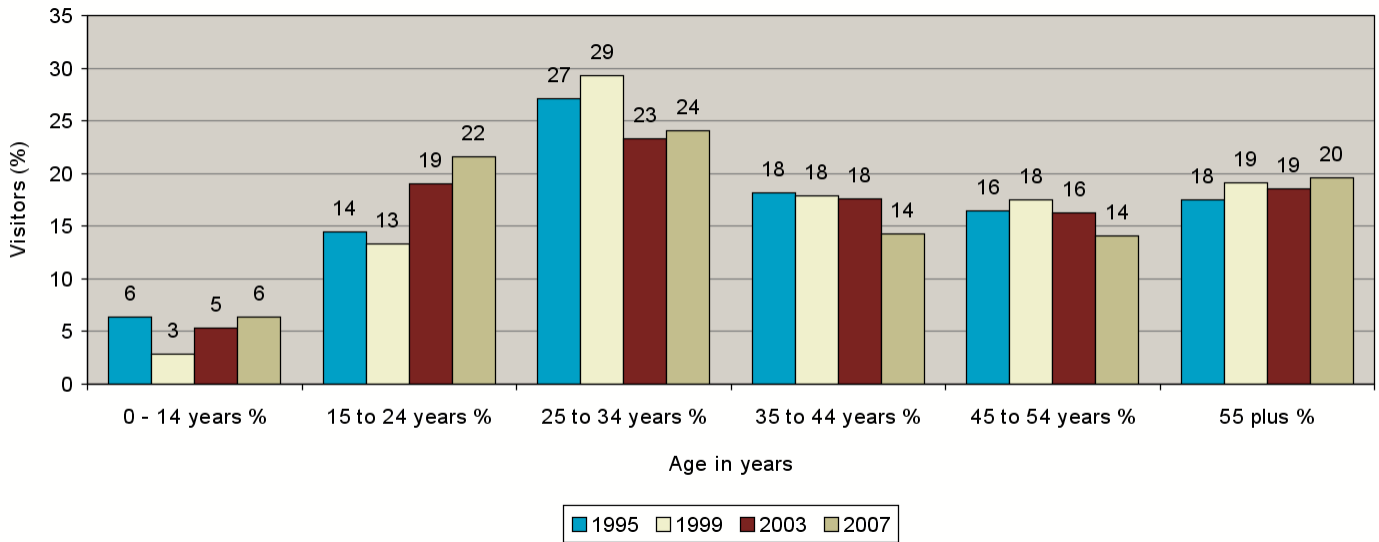
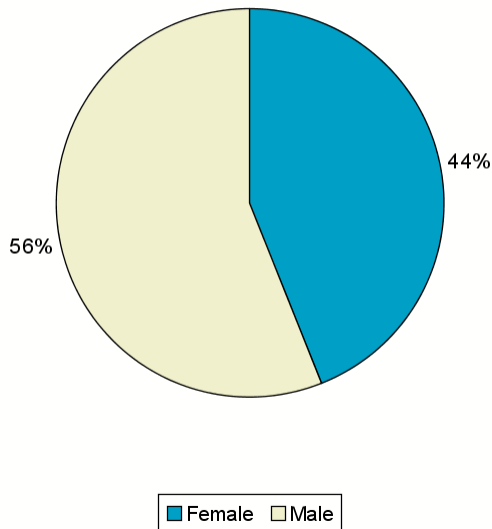


Figure 6 - Visitors from France by gender 2007



- In 2007, the age distribution shows 6% were aged 0-14 years, 22% were 15-24 years, 24% were 25-34 years, 14% were 35-44 years, 14% were aged 45-54 years and 20% were 55 and over.
- Of visitors from France 56% were males or 41,371 visitors and 44% were female or 32,286 visitors. The gender ratio of visitors from France is 128 males per 100 females.

Source: Department of Immigration and Citizenship.
Base : All International visitors.

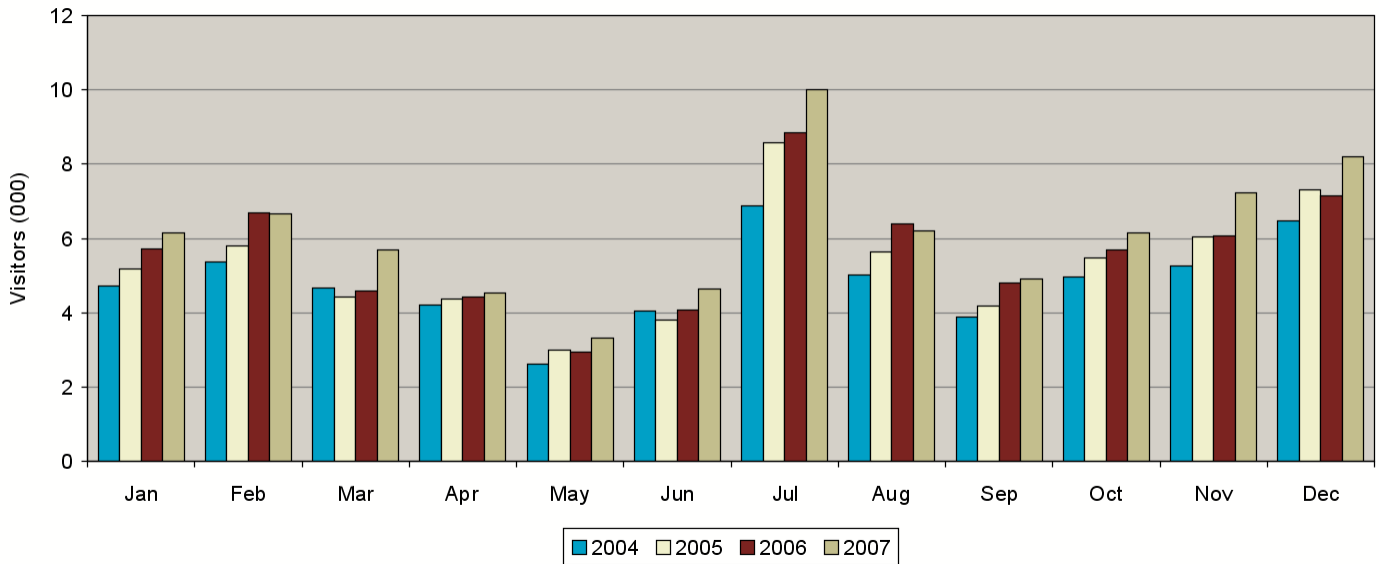
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Seasonality

- The seasonality of visitor arrivals from France is shown in Figure 7
- In 2007, July was the peak month for visitors from France, followed by December and November.

Figure 7 - Visitors from France by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]
Base : All international visitors

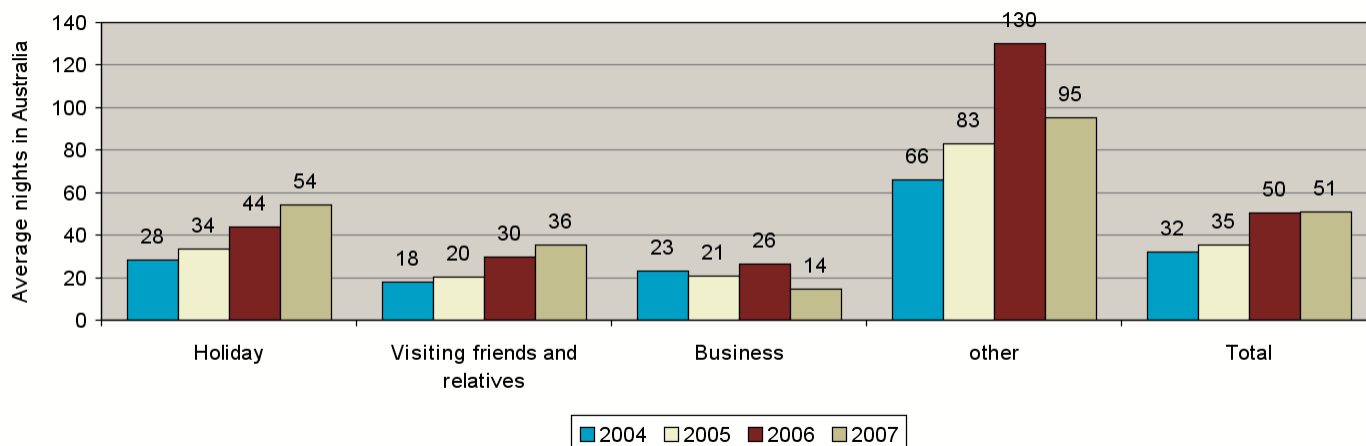
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Duration of Stay

During 2007 visitors from France spent 3.5 million nights in Australia, being 2% of all visitor nights.

Figure 8 - Duration of stay for visitors from France by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from France by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
Main purpose of journey								
Holiday	28	34	44	54	20	20	21	25
Visiting friends and relatives	18	20	30	36	7	17	23	20
Business	23	21	26	14	8	10	10	8
other	66	83	130	95	28	68	123	74
Total	32	35	50	51	17	19	21	21

Base: All visitors aged 15 years or over.

(a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.

Source: Tourism Research Australia, International Visitor Survey.

Note : Total Includes employment and other reasons.

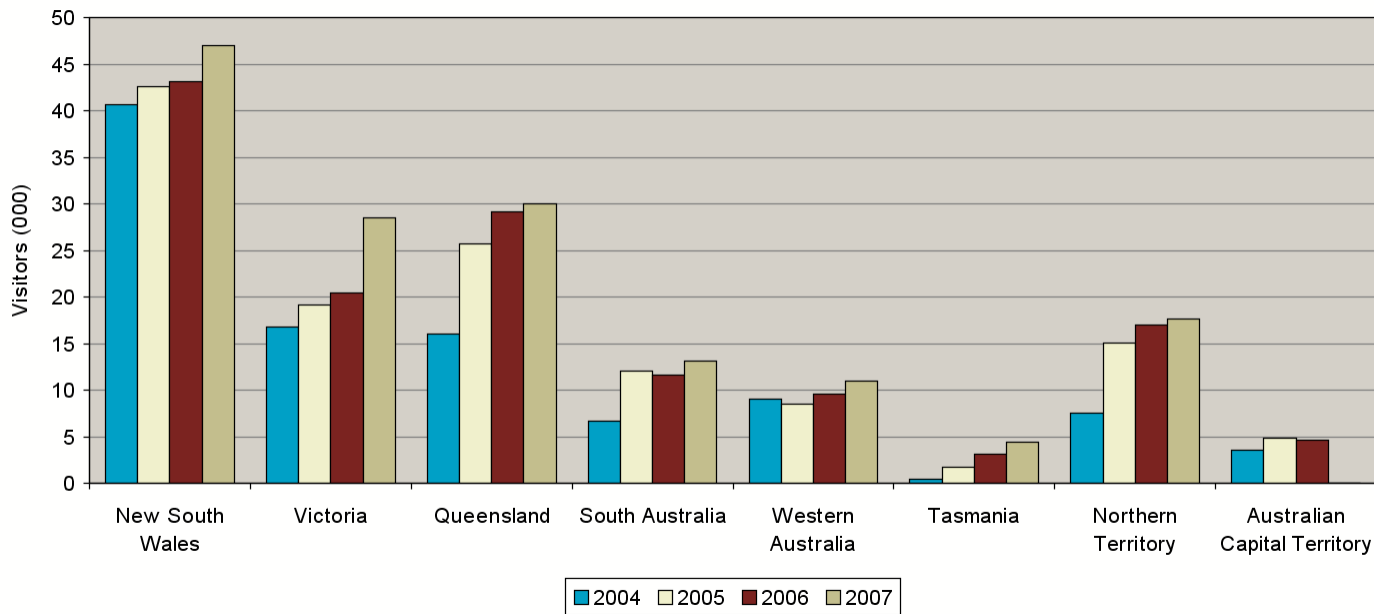
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Destination Visited

- In 2007, the most popular State or Territory for visitors from France was New South Wales with 46,991 or 68% of visitors, staying for 1.1 million nights.

Figure 9 - Visitors from France by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

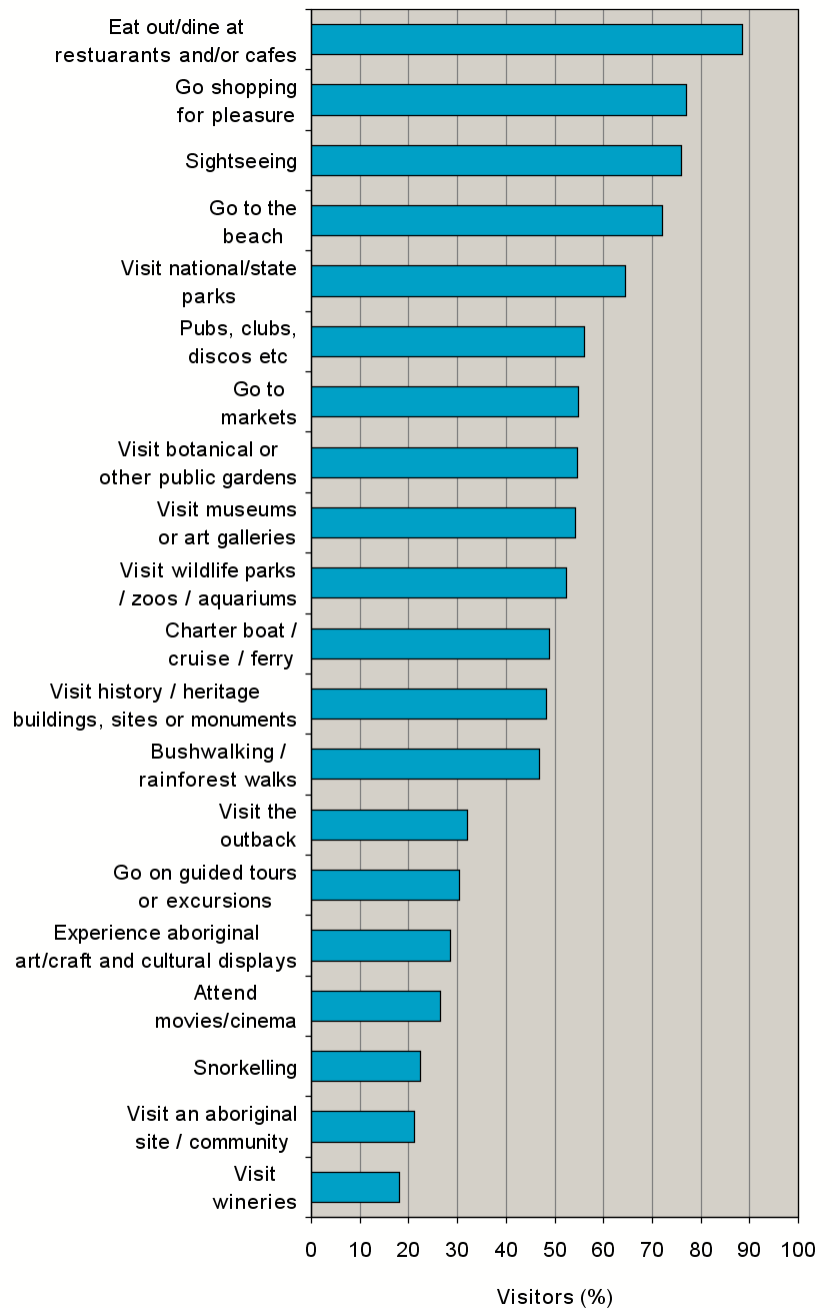
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Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from France whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the beach (including swimming, surfing and diving) and visit national or state parks.

Figure 10 - Visitors from France by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

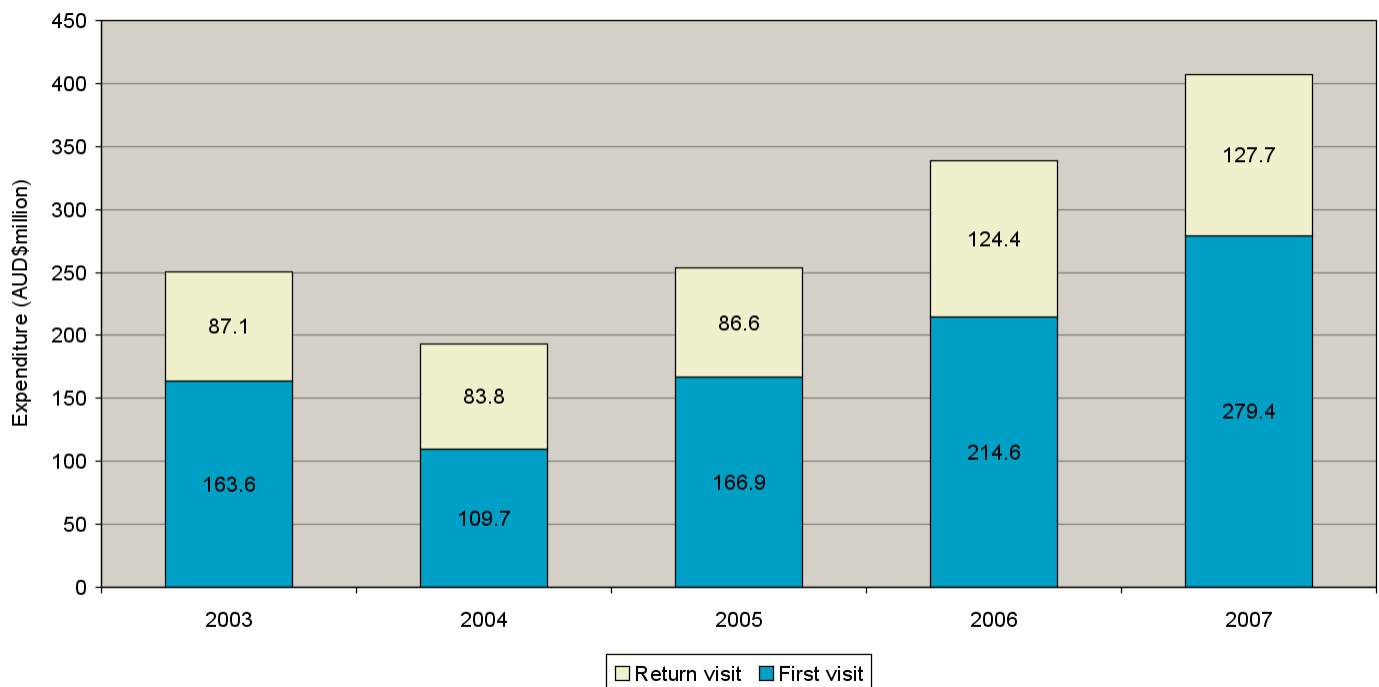
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Expenditure

- During 2007, visitors from France had a TIEV of \$407 million on trips to Australia (Figure 11). This is an increase of 20% on the previous year.
- Travellers from France accounted for 2% of all Total Inbound Economic Value (TIEV).
- A total of \$279 million or 69% of TIEV came from visitors from France on their first trip to Australia while return visitors spent \$128 million.
- Average TIEV for French visitors in 2007 was \$5,906.

Figure 11 - Visitors from France : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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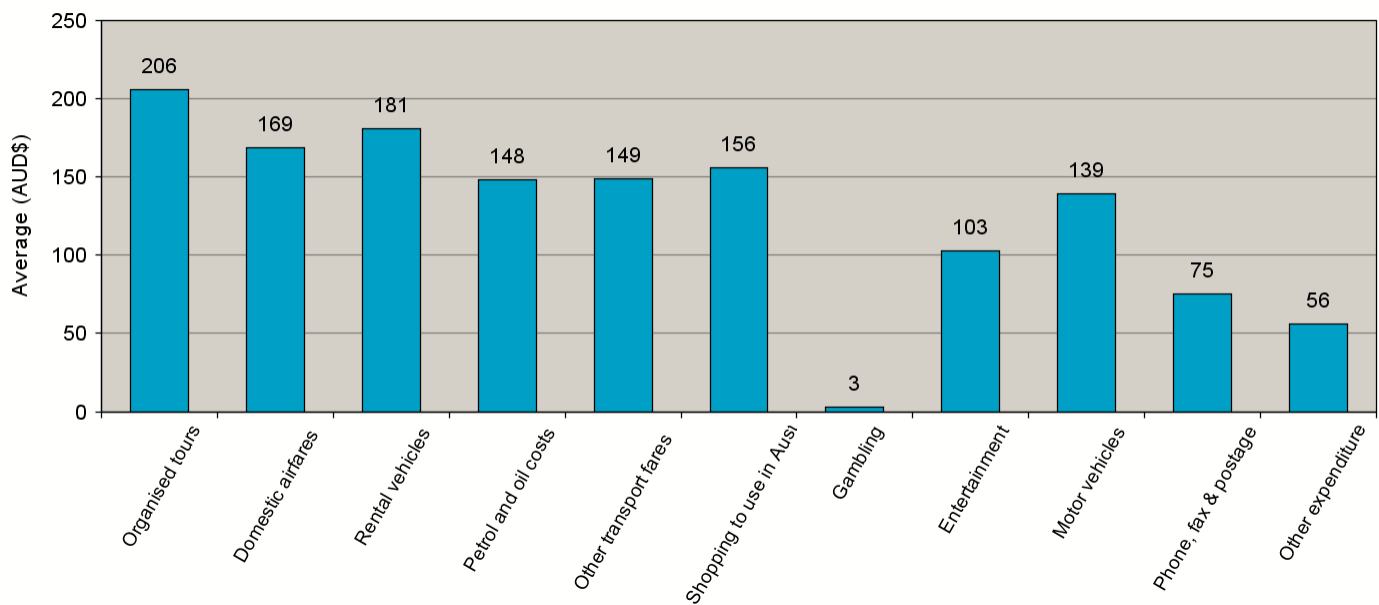
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Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from France. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	1,813
Food, drink & accommodation	1,937
Shopping to take home	292
Education	227
Package tour	895
Other (total of items charted)	1,385

Figure 12 - Average expenditure for visitors from France by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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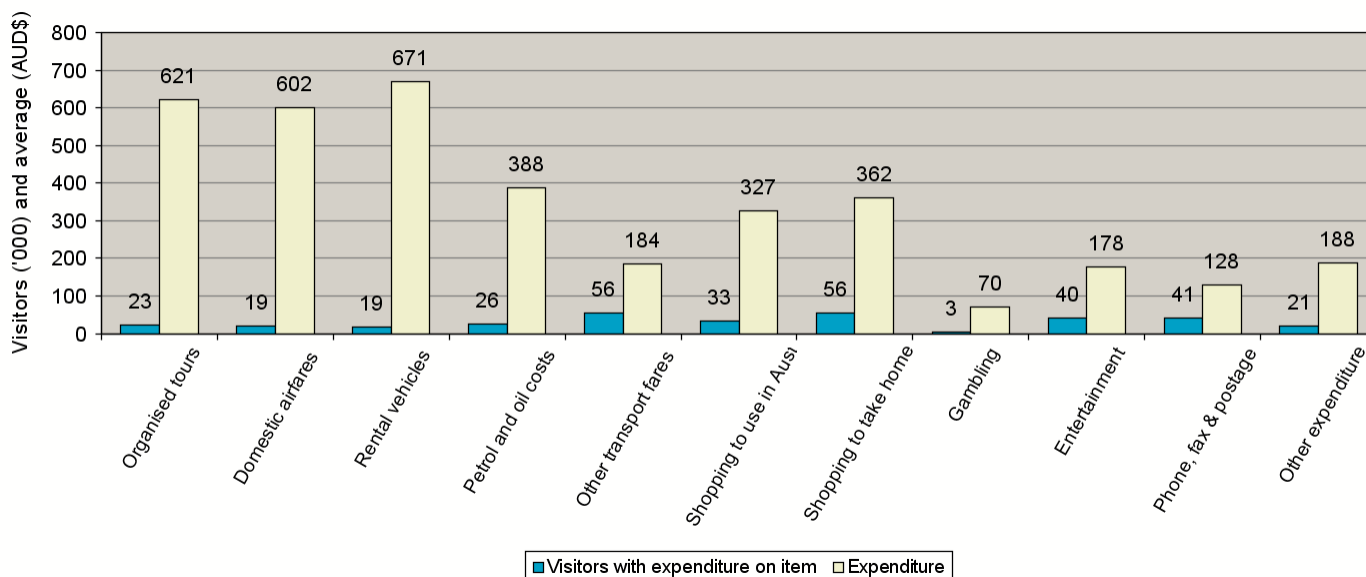
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Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, only 3% of all visitors from France had expenditure on education fees however this was one of the largest expenditure items by this measure.
- In 2007, 81% of French travellers purchased 'shopping to take home' and 33% purchased 'organised tours'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	57	2,178
Food, drink & accommodation	66	2,025
Motor vehicles	3	3,148
Package tour	12	5,347
Education	2	7,964

Figure 13 - Average expenditure for visitors from France with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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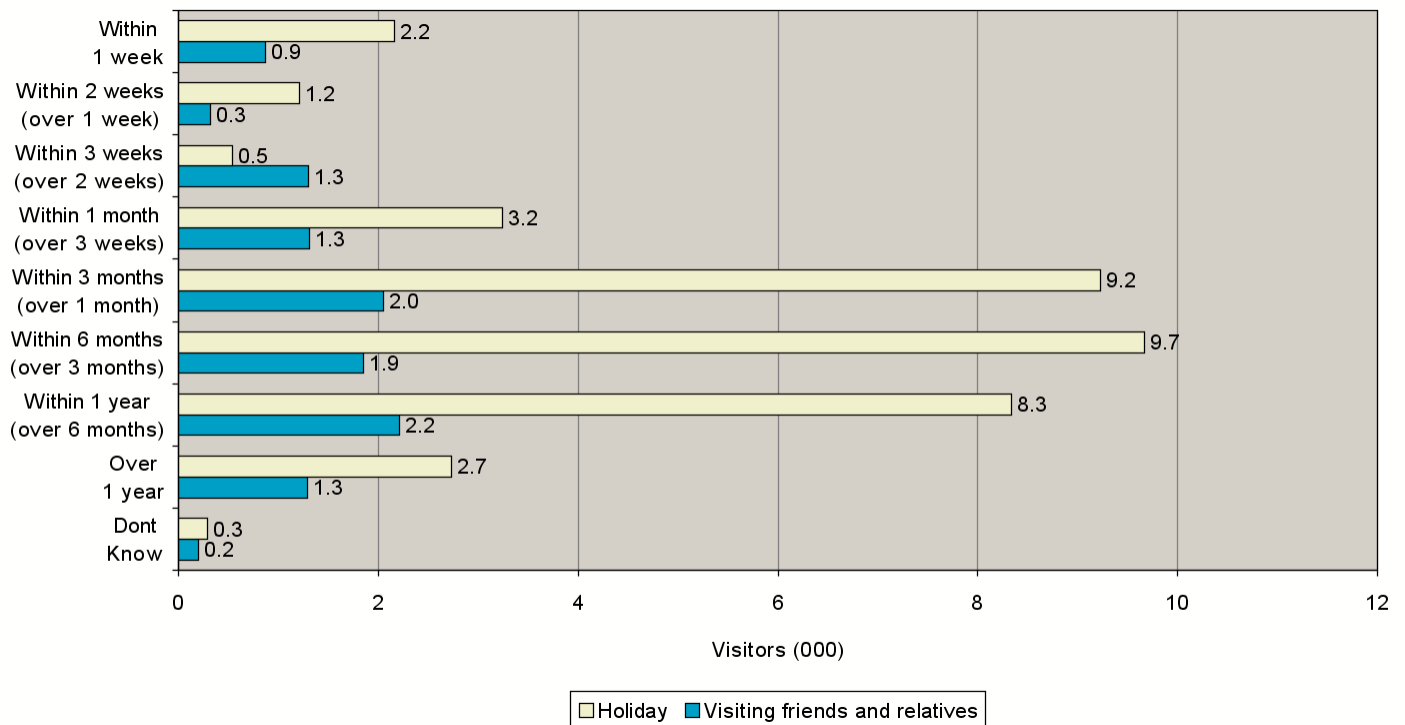
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Planning and Booking Horizons

- Of the leisure travellers from France, 46% prepare for their trip within 3 months of arriving in Australia.
- In 2007, 70% of holiday visitors started planning within six months prior to arriving in Australia while 29% began planning more than six months before arrival.
- in 2007 68% of VFR travellers had started planning within six months of arriving in Australia whilst 30% began planning more than six months before arrival.

Figure 14 - Leisure visitors from France: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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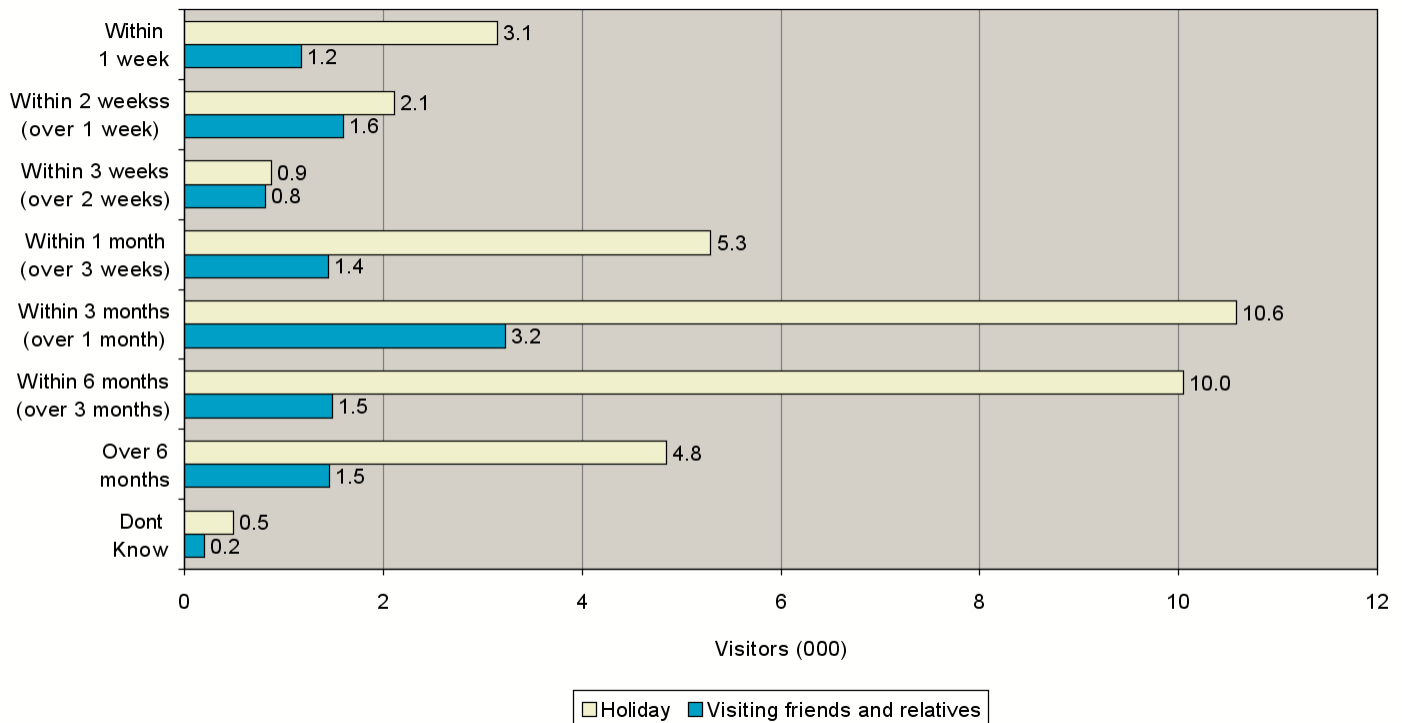
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Planning and Booking Horizons

- When booking flights 31% of holiday travellers booked their ticket within one month of arrival, while 44% of VFR travellers booked flights within one month.
- Of the leisure travellers 13% booked their flight more than 6 months in advance.

Figure 15 - Leisure visitors from France: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

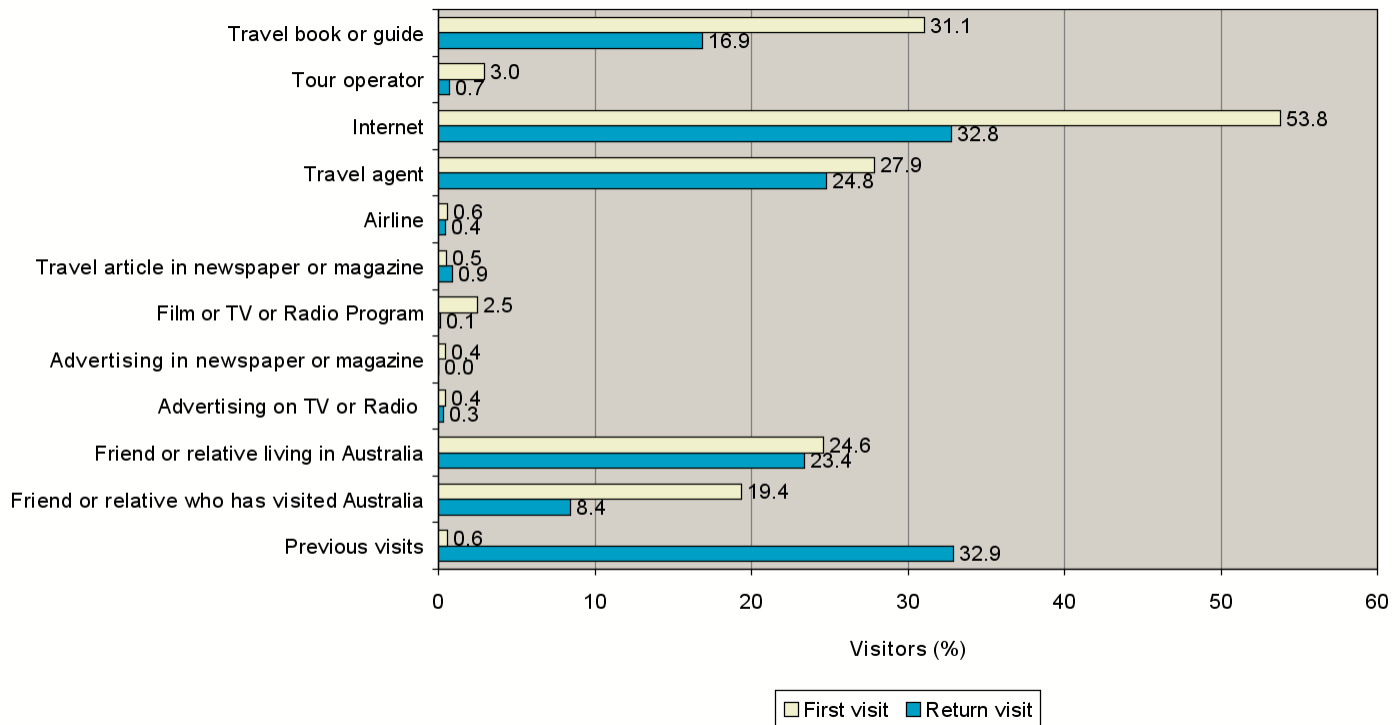
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Information Sources

- The most commonly used source of information for first time travellers from France was the internet, with 54% using the internet when planning their travel.
- Of the return visitors from France 33% relied on knowledge from a previous visit or visits and the internet. The internet continues to grow as the major source of information for travellers.

Figure 16 - Visitors from France: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

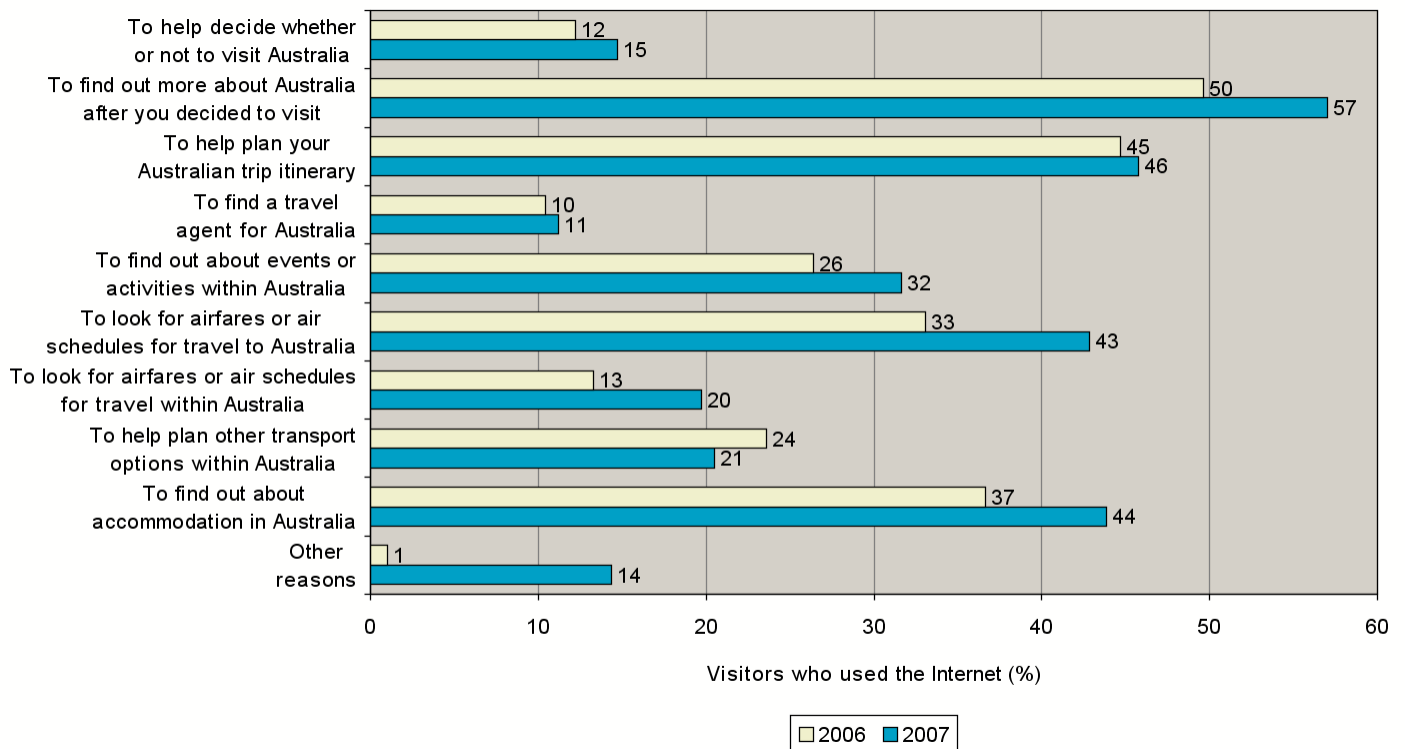
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Internet Usage

- In 2007, a total of 47,263 or 69% of visitors from France used the internet when planning their trip to Australia
- Most visitors from France used the internet to find out more about Australia after they decided to visit.

Figure 17 - Visitors from France by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey
Base : All International visitors aged 15 years and over

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