



International Visitor Profile 2009

France

Summary

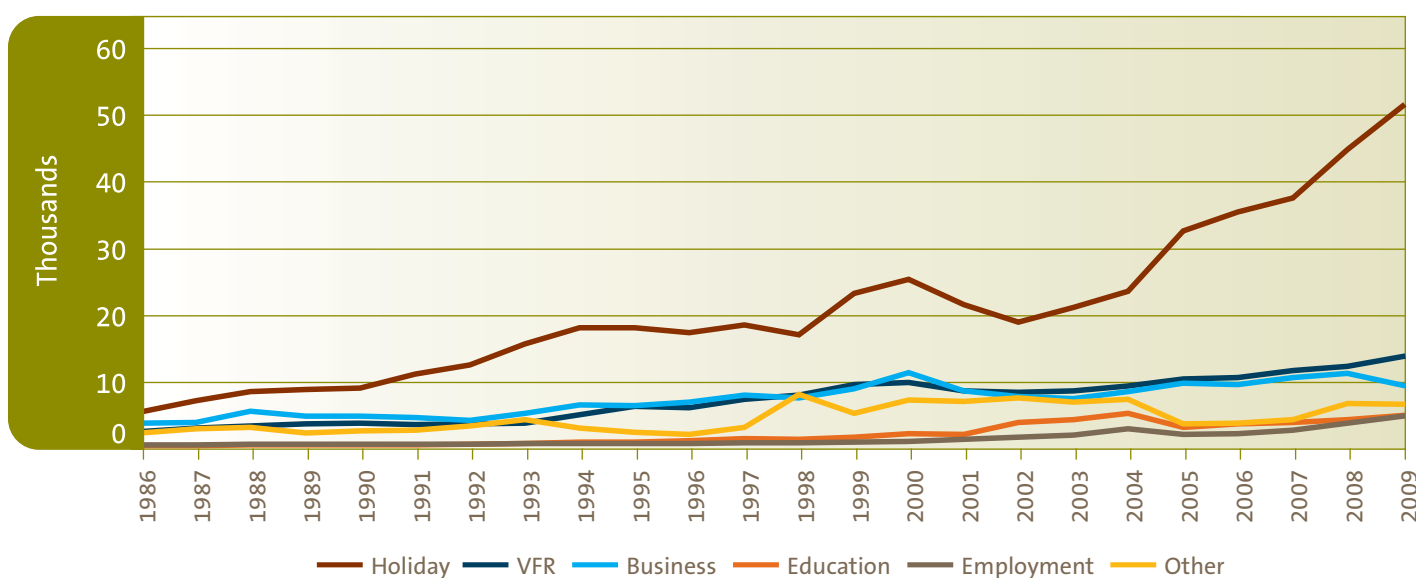
- France is Australia's fifteenth largest inbound market. In 2009, there were 88,997 visitors from France over 15 years of age and 93,290 visitors in total.
- The average length of stay for visitors from France was 53 nights compared to the national average of 34 nights.
- Visitors from France accounted for 3% of all international visitor nights in 2009, making France the eleventh largest market in terms of nights.
- Visitors from France spent \$591 million on trips to Australia in 2009, spending on average \$6,636 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was a 9% increase in visitor arrivals from France in 2009 compared to 2008. This was mainly driven by increases in the holiday, visiting friends and relatives (VFR) and employment markets (15%, 12% and 29% respectively).
- Business was the only market to decline during 2009 (-16%).

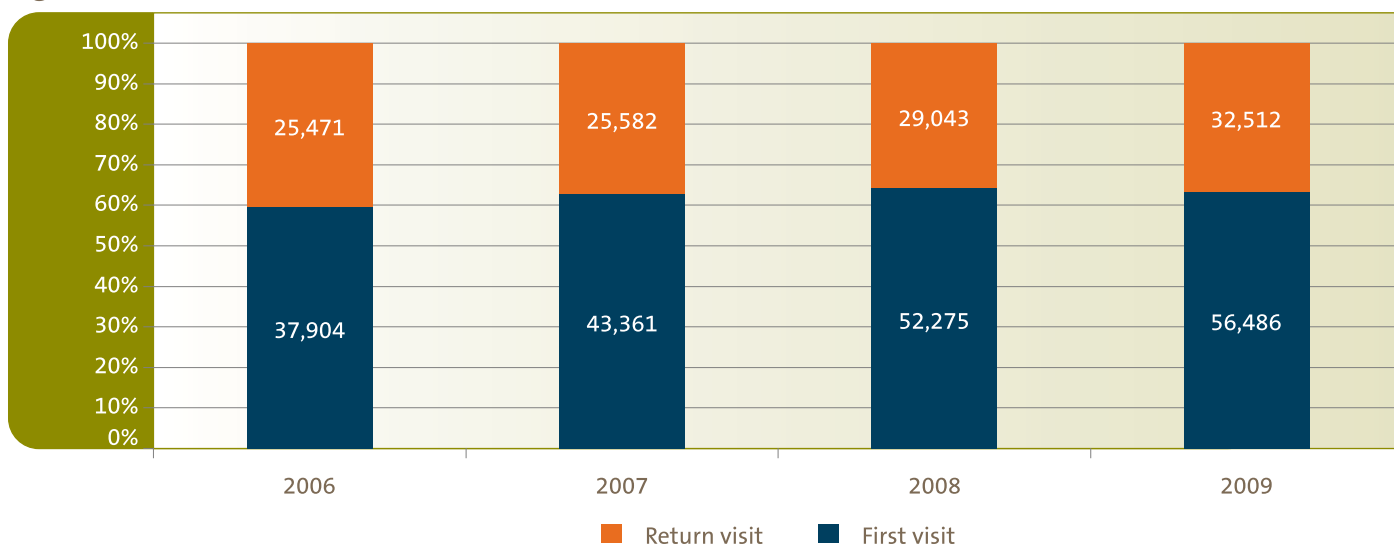
Figure 1 – Main purpose of visit



Repeat visitors

- Almost two thirds (63%) of visitors from France were first-time visitors to Australia. This is higher than the national average of 38% first-time visitors.

Figure 2 – First or return visit



Travel party

- Around two thirds (67%) of visitors from France travelled unaccompanied during 2009. Travelling unaccompanied has grown over the past few years, up from 61% in 2006.

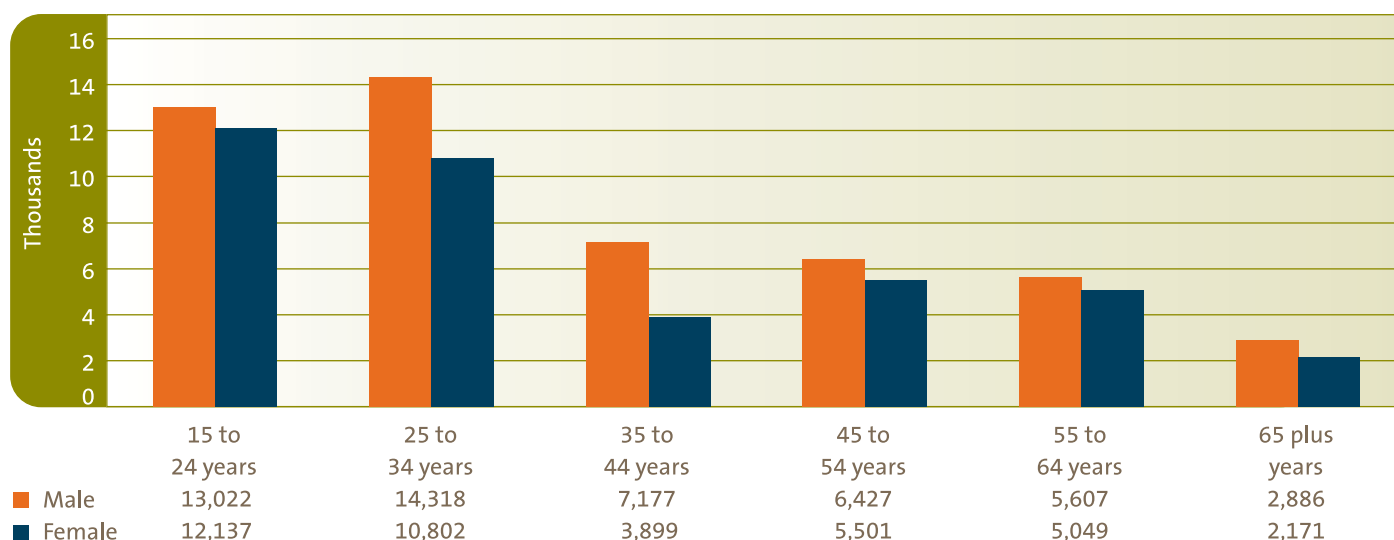
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	39	61	43	62	51	63	60	67
Adult couple	15	24	15	22	16	20	16	18
Family group –parent(s) and children	3	4	4	7	4	4	4	5
Friends or relatives	5	8	5	7	9	11	7	8
Business associates	2	3	2	2	1	2	2	2
Total	63	100	69	100	81	100	89	100

Demographics

- The largest demographic of visitors from France were persons aged 15 to 24 years and 25 to 34 years.
- Across all age groups from France, there were more male visitors than female.

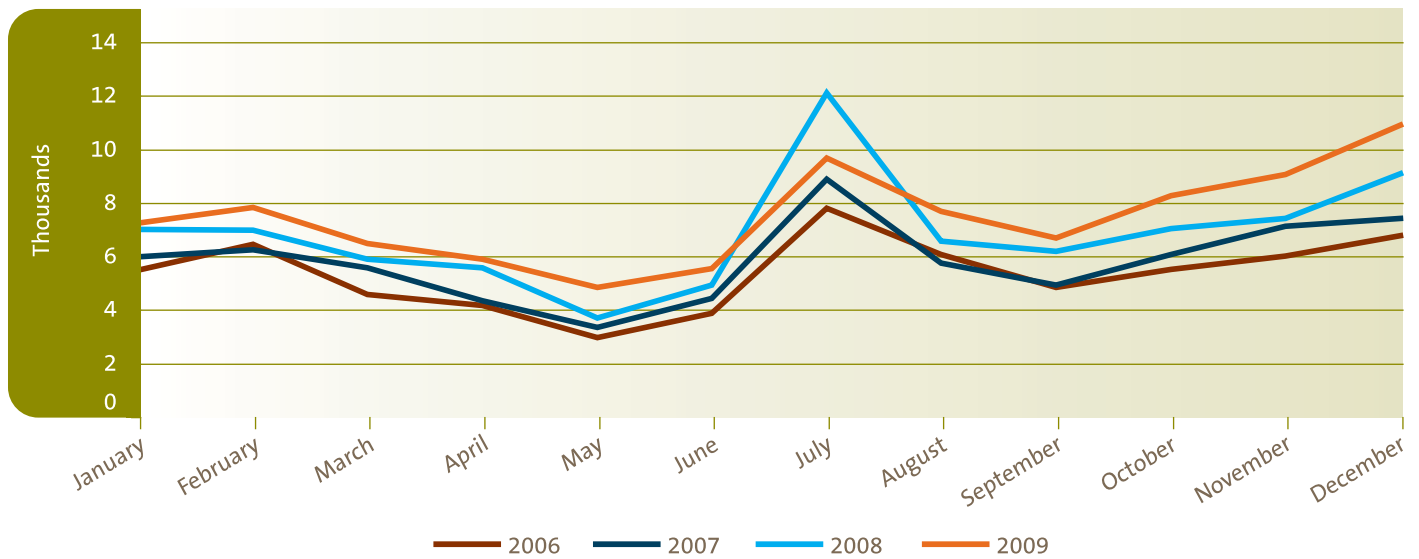
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from France are traditionally higher during July and December and lower during May.

Figure 4 – Month of arrival



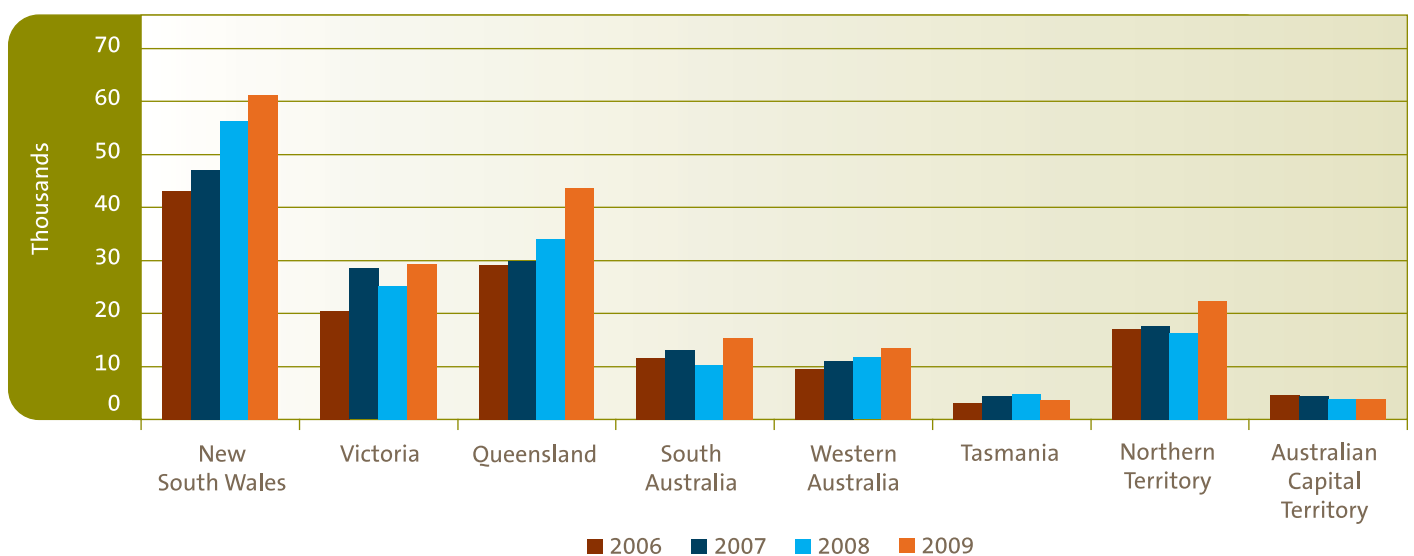
Length of stay and destination

- Visitors staying for education and employment had the longest average length of stay of all visitors, although this length of stay has been decreasing for these two markets.
- The most visited states by visitors from France were New South Wales, Queensland, Victoria and Northern Territory.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	44	21	54	25	50	22	55	21
Visiting friends or relatives	30	23	36	20	23	17	22	16
Business	26	10	14	8	17	9	15	7
Education	154	130	139	145	123	127	120	131
Employment	148	150	138	177	133	109	119	109
Other	11	1	24	9	19	8	48	1
Total	50	21	51	21	46	19	53	20

Figure 5 – State/territory visited



Dispersal

- Visitors from France spent 46% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

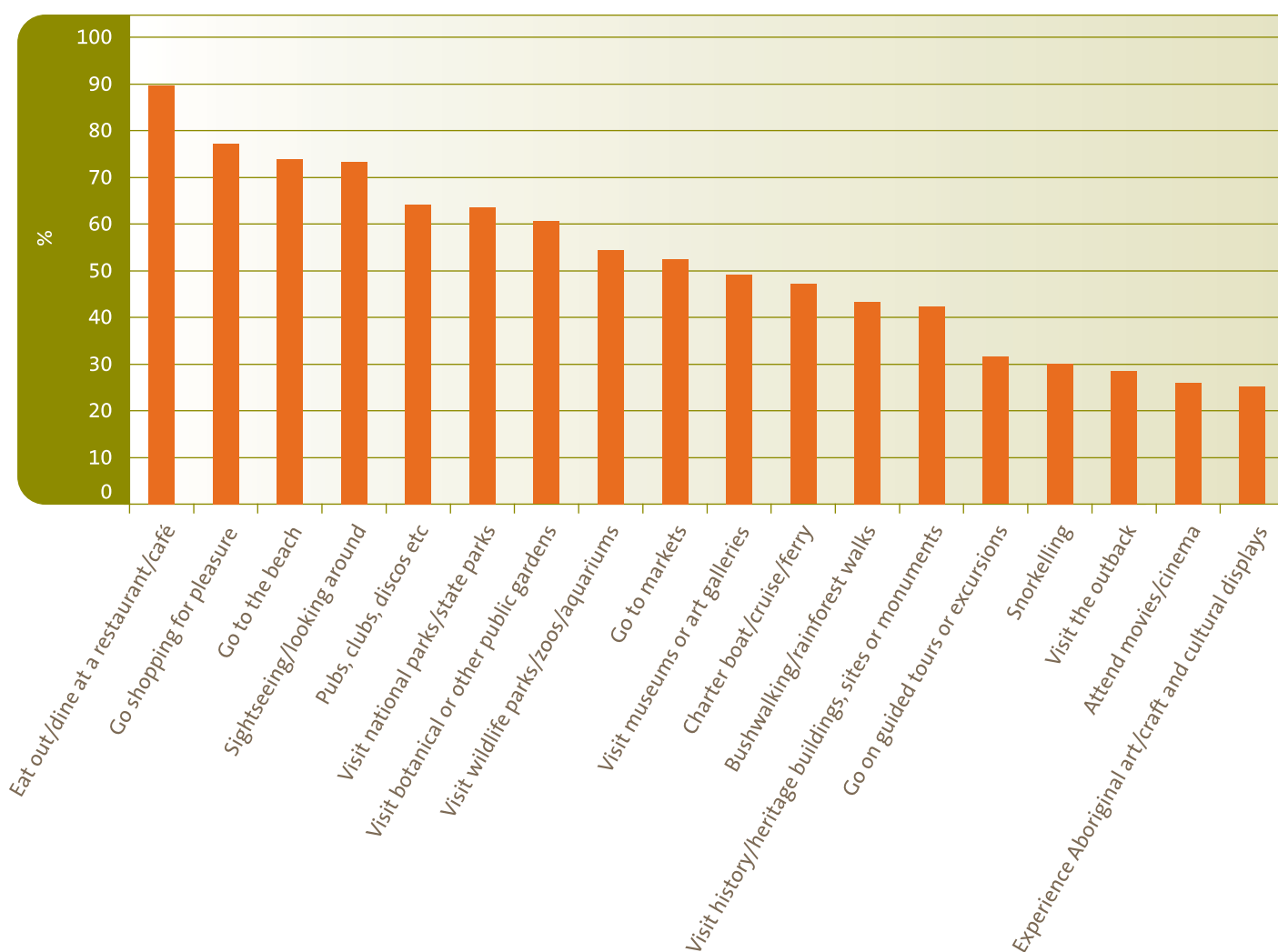
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	1,750	55	1,870	54	2,219	59	2,552	54
Dispersed regions	1,435	45	1,619	46	1,513	41	2,183	46
Total	3,185	100	3,489	100	3,732	100	4,734	100

Activities

- The most popular activities for visitors from France were: eat out/dine at a restaurant/café; go shopping for pleasure; go to the beach; and sightseeing/looking around.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from France had a Total Inbound Economic Value of \$503 million on trips to Australia in 2009. This was an 11% increase on 2008.
- Visitors from France spent on average \$6,636 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

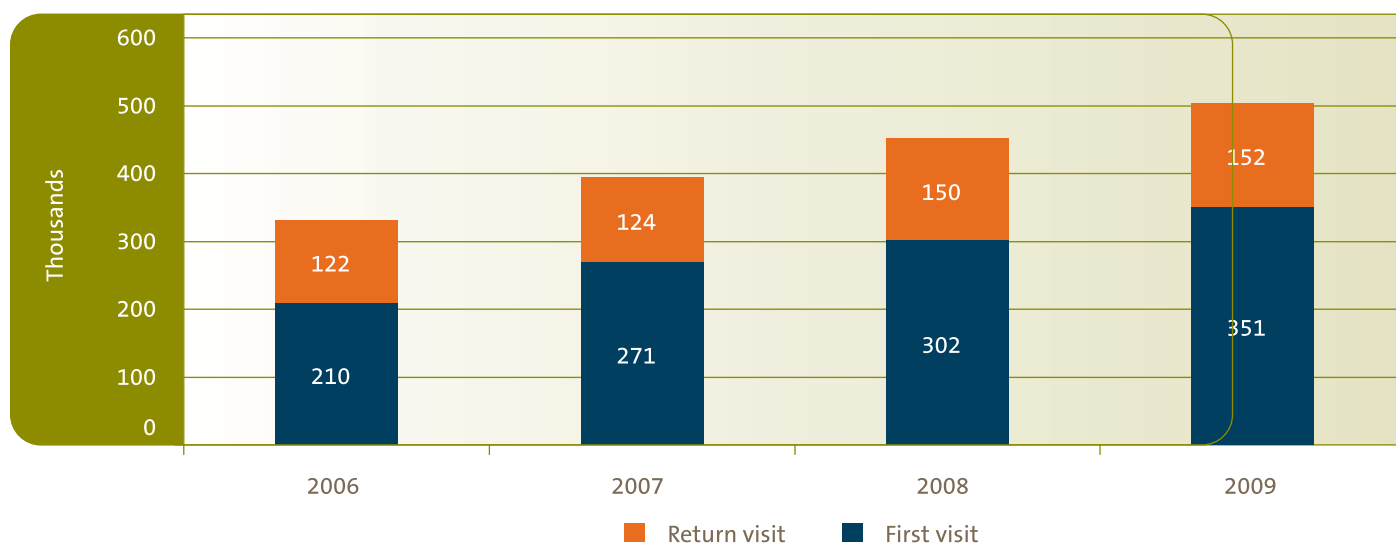


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	30	668
Domestic airfares	28	441
International airfares	77	2,302
Rental vehicles	22	528
Petrol and oil costs	34	385
Other transport fares	73	202
Food, drink and accommodation	86	2,153
Shopping to use in Australia	40	416
Shopping to take home	71	282
Gambling	6	103
Entertainment	56	185
Motor vehicles	5	2,210
Education	4	3,767
Phone, fax and postage	58	130
Package tour	12	5,891
Other	25	184
Total	89	6,636

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- Around half of holiday and VFR visitors from France (49% and 52% respectively) plan their trip one to six months prior to travel.
- Around a third of VFR visitors (33%), and 38% of holiday visitors from France booked their flights to Australia within one month of travelling.

Figure 8 – Planning horizons by purpose, 2009

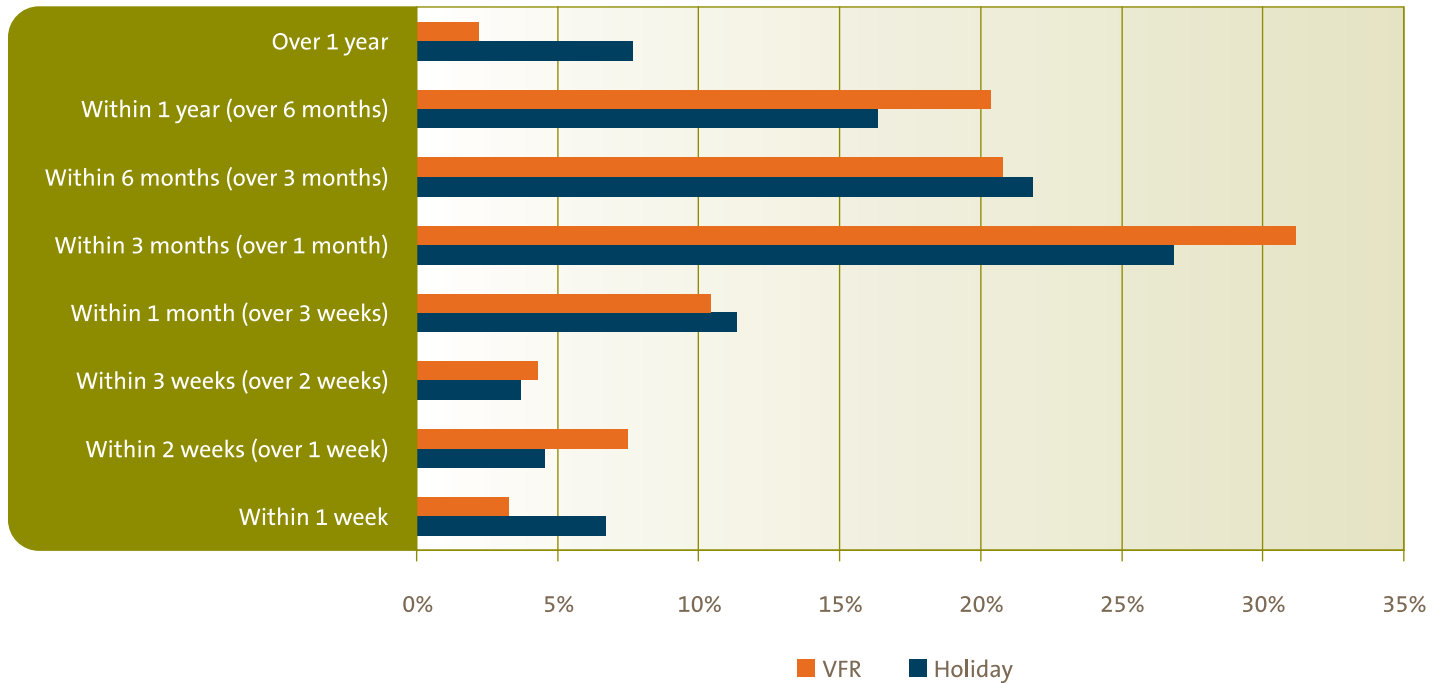
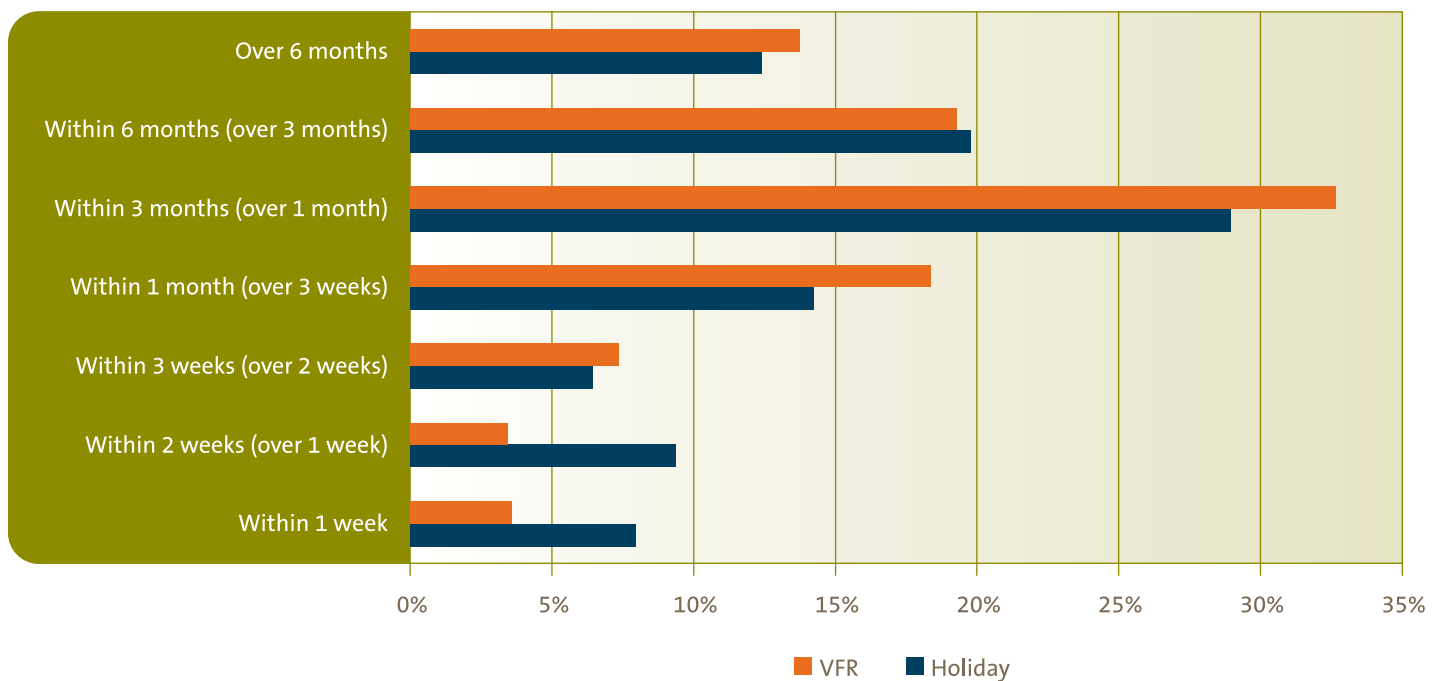


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were the internet (63%) and travel book or guide (33%).
- The most common information sources for repeat visitors to Australia were the internet (42%), previous visits (30%), travel agents (27%) and friend or relative living in Australia (25%).
- Visitors from France used the internet to find out more about Australia after deciding to visit (54%), to help plan an itinerary (48%) and to look for airfares or air schedules to Australia (47%).

Figure 10 – Information sources, 2009

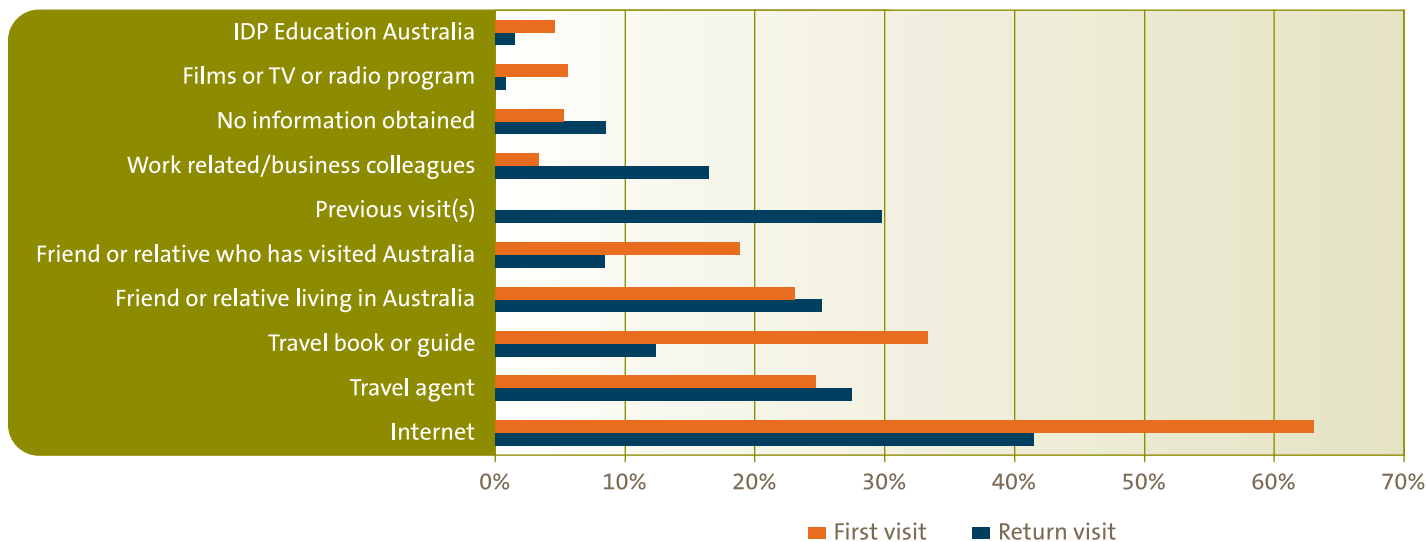
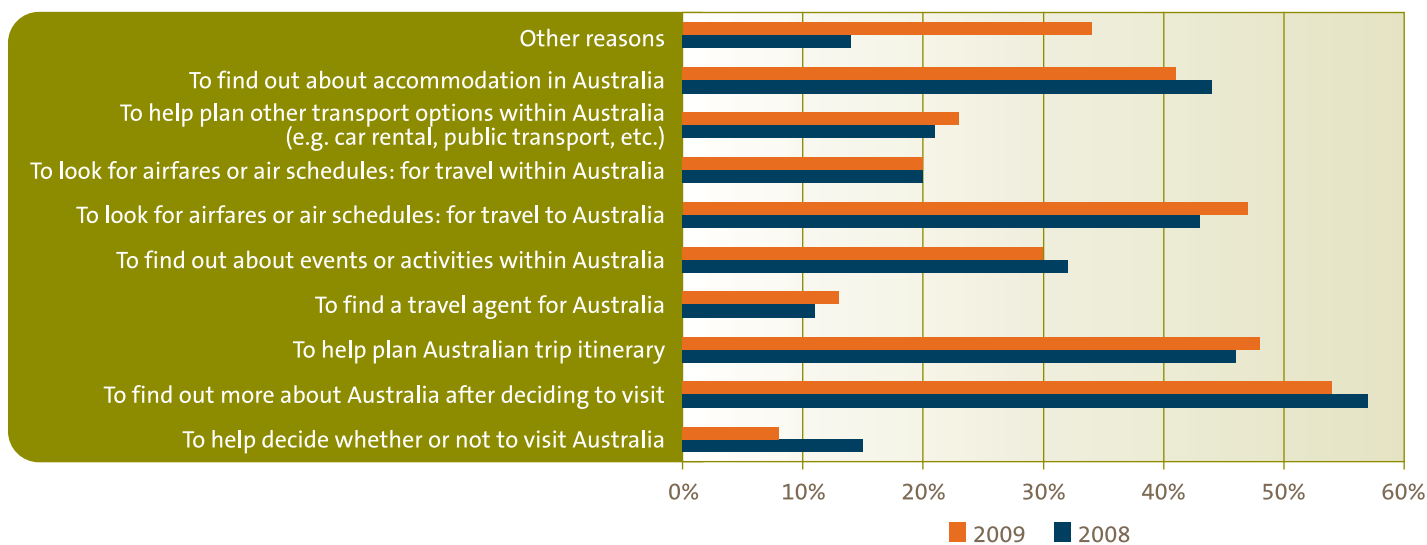


Figure 11 – Reasons for internet usage



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 ABN: 46 252 861 927
 Image courtesy of Tourism Australia
 Publication date: April 2010

Data sources
 Tourism Research Australia, International Visitor Survey (unpublished data)
 Figures 1, 3 and 4 – Department of Immigration and Citizenship
 All figures refer to persons over the age of 15 years

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