



# UNLOCKING THE **FRANCE MARKET**

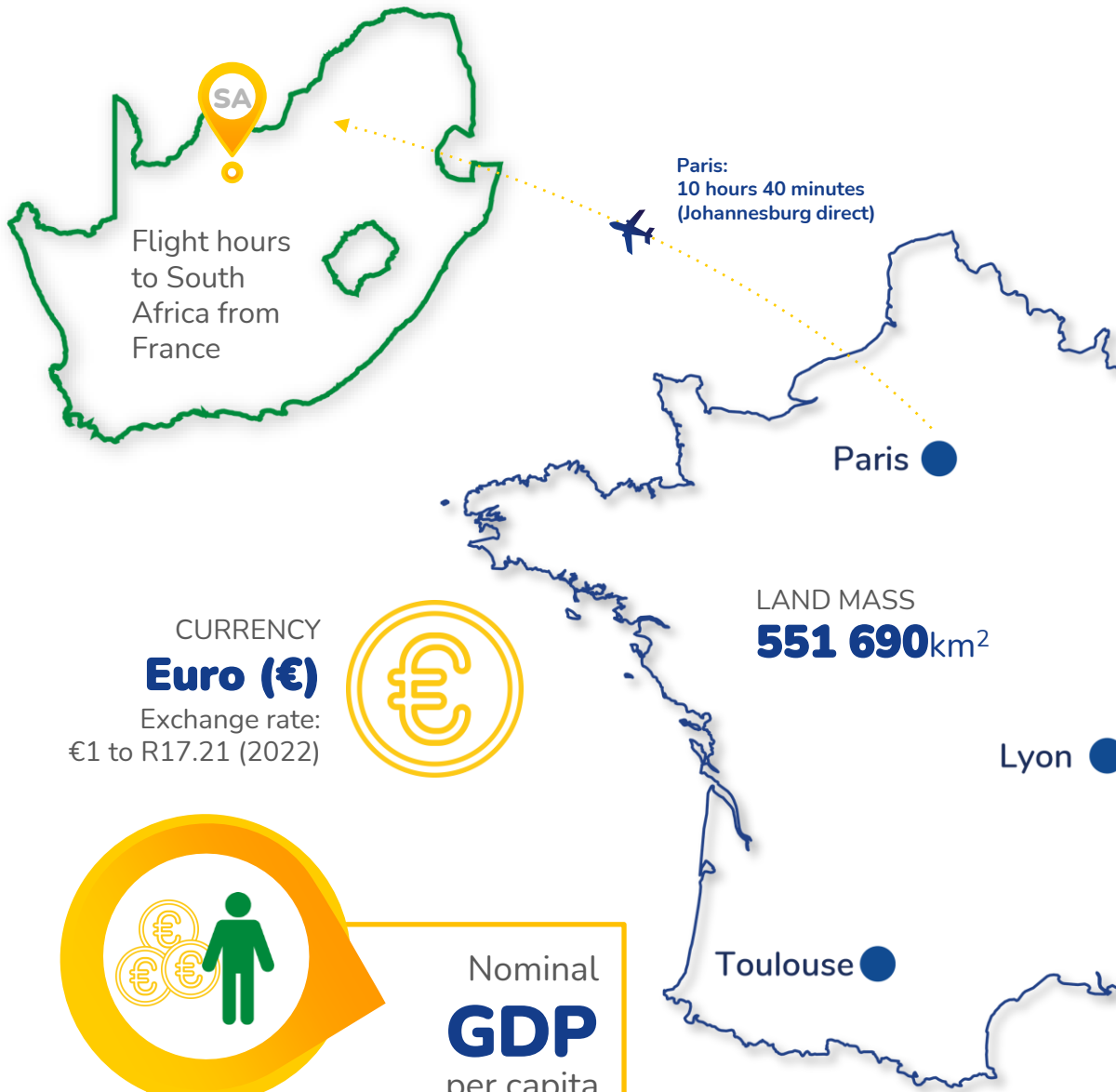
BY SAT INSIGHTS UNIT



SOUTH AFRICAN TOURISM



# France facts



Flight hours to South Africa from France

Paris: 10 hours 40 minutes (Johannesburg direct)

Paris

LAND MASS  
**551 690**km<sup>2</sup>

Lyon

Toulouse



POPULATION  
**68.5**-million (2023)

CURRENCY  
**Euro (€)**  
Exchange rate:  
€1 to R17.21 (2022)



Nominal  
**GDP**  
per capita  
**\$43 659** (2021)

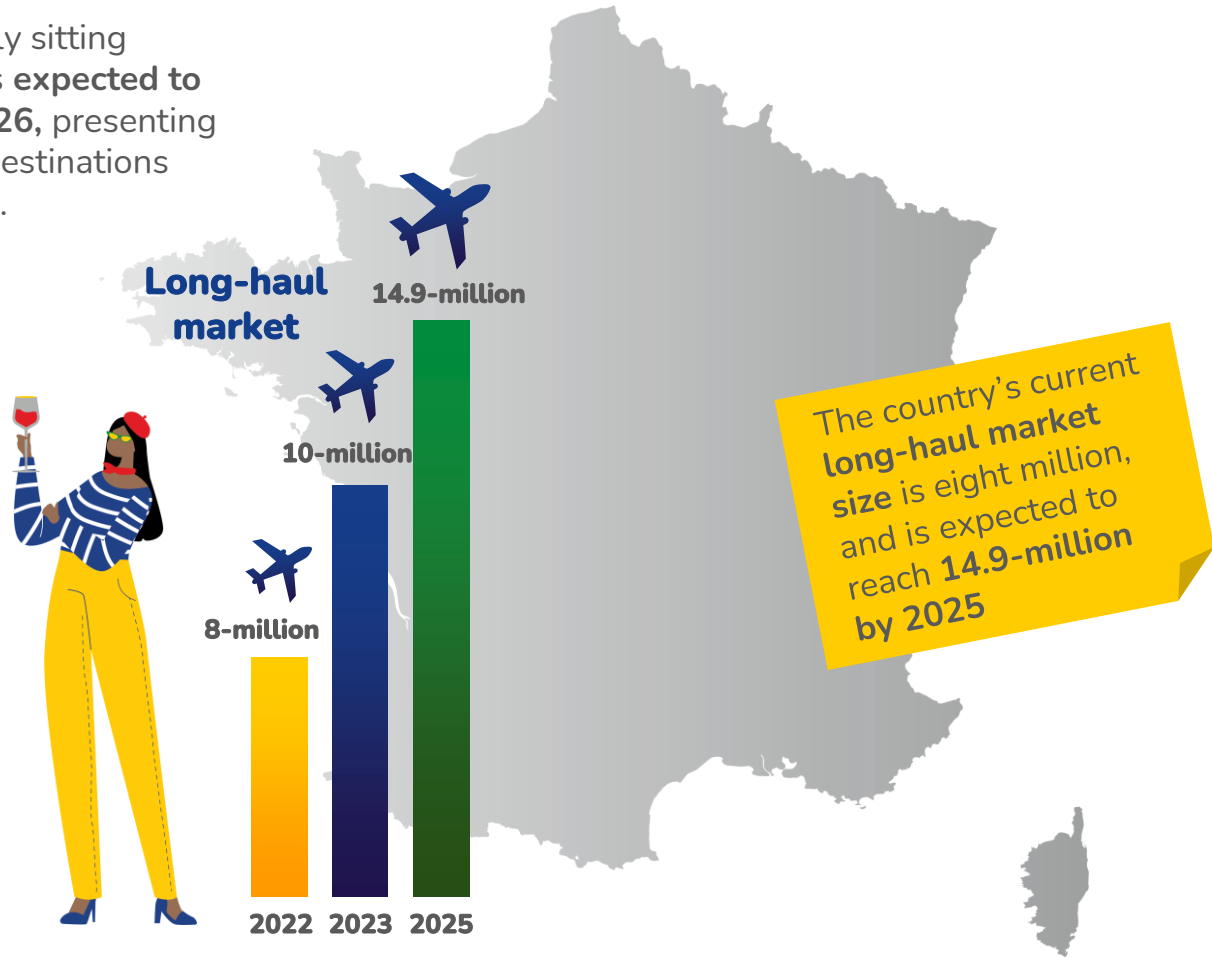


# France's travel status



France's long-haul travel share, currently sitting at 19% of all trips, is **expected to grow to 25% by 2026**, presenting an **opportunity** for destinations such as South Africa.

Pre-pandemic French arrivals to South Africa peak in **October**. This trend has remained in 2021 and 2022. **February, March, and November** are the other months with high volumes of French tourists. **June** is consistently a low season for French arrivals as that is their summertime.

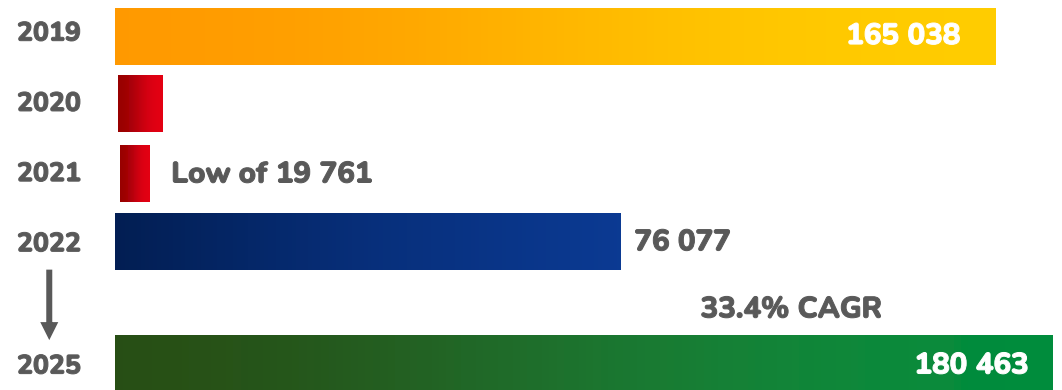




## France-South Africa travel trends

Arrivals from France **dropped off sharply in 2020 (41 023)**, reaching a further low of 19 761 in 2021

Arrivals from France are expected to **grow by 33.4% year on year to reach 180 463 by 2025**, returning to pre-pandemic levels



Visitor spending is expected to rise from R1.8-billion in 2022 to **R3.5-billion by 2025** (2019: R2.7-billion), a cumulative growth rate of **24.9%**.



South Africa ranks **#3** for **wildlife** among French travellers.



South Africa ranks **#4** for its **scenery** among French travellers.

# Getting to South Africa



## Top airlines:

AIRFRANCE

48%

KLM

12%

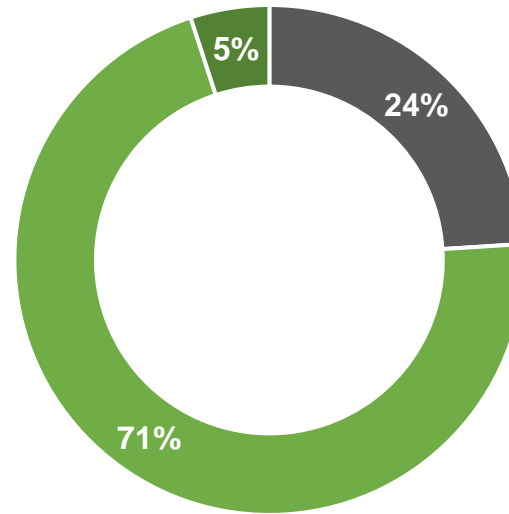
Lufthansa

11%

## Other airlines:

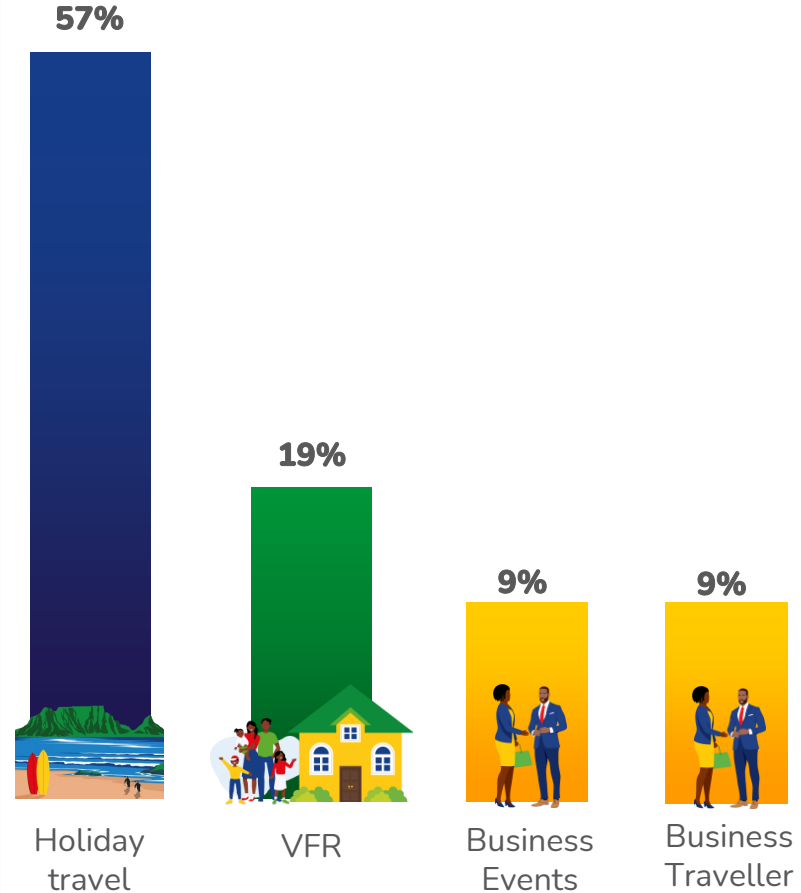


## Travel package preferences:



- Fully inclusive package
- Unbundled
- Other

## Traveller profiles (2022):



# Competition for the French market

## South Africa's competitors:



India



#1 for wellness travel



Kenya



#1 for wildlife tourism



Canada



#1 value for money



There is **greater awareness** among French travellers of mature long-haul markets such as the **US and Canada** with deep historical links to both markets



South Africa is expected to see **slower growth** from the French market when **compared to India and Kenya**



South Africa is highly associated with **natural beauty and wildlife experiences**



French travelers do **not** associate South Africa as a **value-for-money** destination before experiencing the destination firsthand

## What are the French looking for?



Shopping and eating out



Visiting natural attractions



Experiencing wildlife



Going to the beach

# Profile of South African arrivals

## French traveller facts:



Most French visitors travel **alone (44%)** or with a **spouse or partner (38%)**



The **25 to 34** cohort make up 35% of arrivals in South Africa



Three out of every five travellers to South Africa are **male**



Almost a third of French travellers **stay with friends and family**



French travellers stay in South Africa for about **three weeks on average**



Most source information about the country from **travel aggregators (32%)** or **past experience (32%)**



Almost three-quarters (**71%**) book travel directly with **airline (online)**, 13% with online travel agency



The **Western Cape** is French visitors' most visited province (**60%**)



The average French tourist spends on average **R25 900** when visiting South Africa and they spend about R12 600 on **accommodation**

Number of long-haul French travellers globally: **8-million (2023)**

## Activities of choice



Eating out (86%)



Shopping (65%)



Visiting natural attractions (53%)

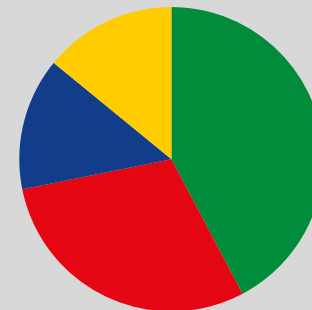


Viewing wildlife (52%)



Going to the beach (45%)

## Top places to stay



■ Family and friends

■ Hotels

■ Guesthouses

■ Self-catering accommodation

## Destinations of choice

