



THE FRENCH MARKET

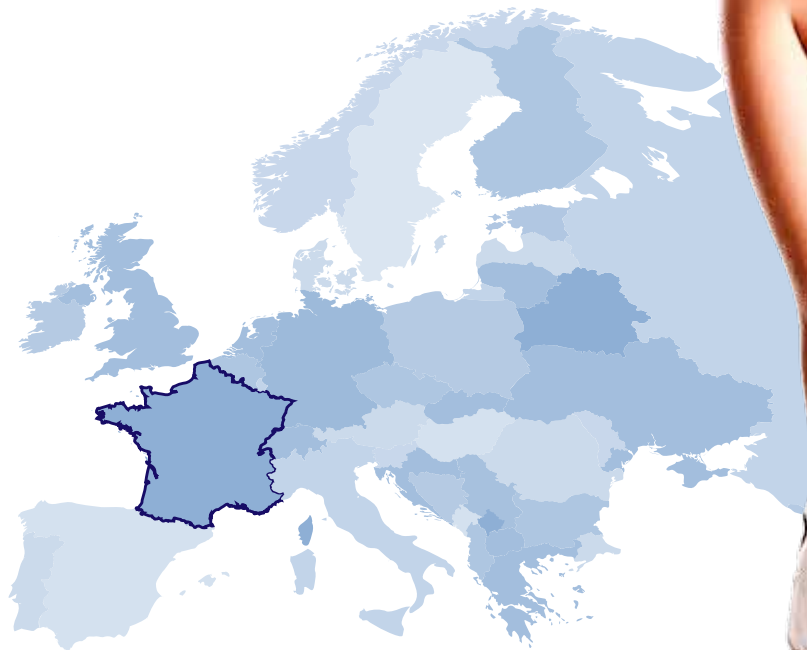
Paris – April 2012

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The island of Ireland continues to enjoy a strong image in France. In 2011 we witnessed a return to growth of +17% (402,000 visitors) despite a fall in air access. Ireland is currently ranked 4th place for destinations the French aspire to visit. The French respond positively to Tourism Ireland messaging resulting in an active on-line data base of 370,000.

A year round presence in the French media - including a national TV advertising campaign - has served to grow this interest in the destination. The on-going media presence is in turn supported by Social Media activities. We participate in multiple commercial partnership campaigns that delivered 218,000 third party referrals in 2011. All the above activities are underpinned by a dynamic PR strategy. We will be targeting 120 Journalists in delivering an estimated €8 Million in equivalent advertising value for 2012. There is some modest growth expected in scheduled access for 2012. Ryanair has introduced a new seasonal route to Knock from Paris (thrice weekly) whilst Aer Lingus are serving Rennes/Shannon (weekly). Additional services have been added from both Perpignan and Bordeaux to Dublin by Aer Lingus. The weekly scheduled capacity is estimated at 25,000. Go Voyages, a charter operator, have added additional capacity on their services to Shannon. A total of 18,000 charter seats will be on sale for the summer period from airports throughout France.

The French are more likely to holiday domestically than most other Western Europeans and this is likely to remain the case in an economic environment which has seen unemployment remain relatively high (9.7%). Our proposition to French consumers must therefore be extremely compelling and our focus will be on promoting relevant iconic experiences which motivate consumers into action. Whilst continuing to target the Sightseer and Culture Seeker segment, we will add focus on active engagement with our landscape and offer a more compelling reason to visit the Island. We will also be targeting the short break market – a rising holiday segment throughout Europe.



We are actively developing relationships with regional airports. We are targeting Tour Operators who do not programme Ireland while strengthening our association with regional retail agency groupings by supporting their advertising efforts. Closed distribution opportunities including Supermarket chains and Comités d'entreprise will be actively developed along with the Independent Coach Operators.

Our presence and positioning on Online Travel Agency sites will be further enhanced with an increased investment. Tourism Ireland and Opodo have joined forces with dynamic messaging around the Olympic Lyonnais Stadium. This will be live during televised football games and the estimated audience will reach several million.

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Billy Condon

Manager Southern Europe



Why should I target the French market

- Large market of 63 million people.
- It's our 4th largest source market and of particular importance to tourism businesses along the western seaboard.
- Good air and ferry access.
- Easy to promote your product online as 77% use the internet and 20 million French adults have a Facebook account.
- 80% of French holidaymakers to Ireland use the internet to book or purchase some part of their holiday here. However, they like information to be in French.
- 60% of the French outbound holiday market are interested in visiting the island of Ireland in the future.
- On the list of places they're interested in visiting, the island of Ireland ranks 4th.

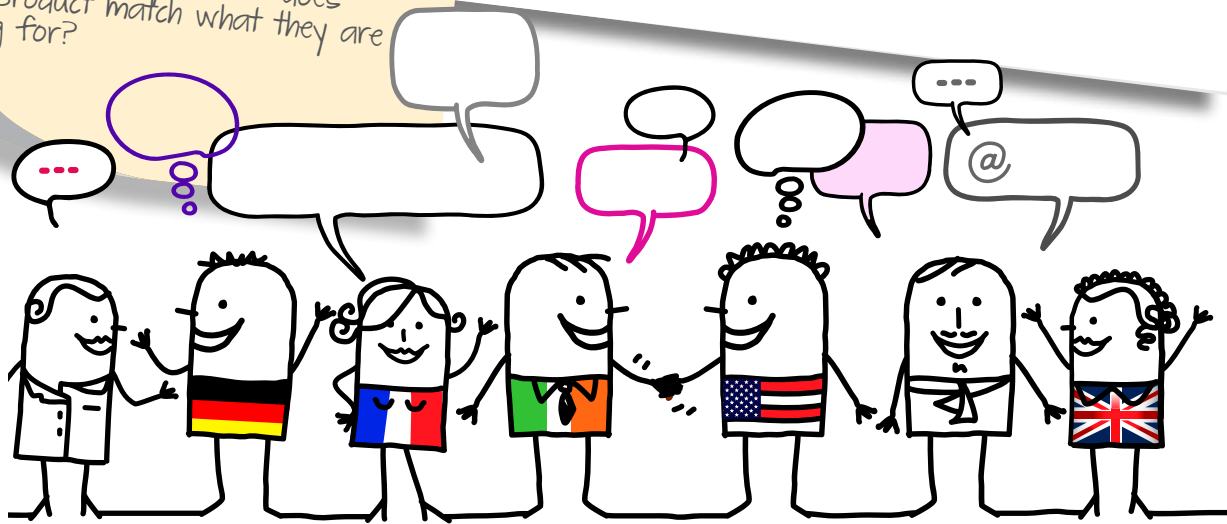


Other interesting facts about the French travel market:

- France enjoys the highest annual leave in the world – with a minimum of 5 weeks and an average of 7.5 weeks each year.
- One fifth of the population is over 60 and this will increase to 29% by 2020.
- France has raised its retirement age from 60 to 62.
- French people take an average of 4 holidays each year, 1.5 of which are abroad. Holidaying within France is very important for French holidaymakers, much more so than for German holidaymakers.
- Greater Paris is the largest region for outbound travel. The west of France generates 16% of outbound travel.
- 47% of outbound travel is by air, a further 36% is by car, reflecting their geographic location with land borders with several European countries.
- When asked to name destinations which offer similar holidays to Ireland, 50% say Scotland, 17% say Wales and 11% say England.

Questions to ask yourself:

- What do these facts about the French market tell me about who I'm targeting?
- How can I use them to help me increase my French business?
- Will the fact that I don't speak French hinder my prospects?
- What can I do to alleviate that?
- Look at Ireland through the eyes of the French holidaymaker - does your product match what they are looking for?





What are the prospects for the French Market?

The economic outlook for France reflects a static economy with little to no growth expected. Private consumption will be hampered by stubbornly high unemployment and restrained government spending. However, Ireland has outperformed its competitor set and indications from both French Tour Operators and carriers would suggest another year of growth in 2012. France is Ireland's 4th most important market for holiday visits and it is an important market for businesses along the western seaboard. We are well positioned in the market with good access services and our product appeals to consumers.

BON

VOYAGE



France is the world's 5th largest outbound travel market after Germany, the US, China and the UK. Sun holidays and touring are popular. Favourite destinations for French holidaymakers:

- Spain
- Great Britain
- Italy
- Morocco
- Tunisia





The French market to Ireland

Size and value of the French market

- France is the fourth most important source market for the island of Ireland, with 402,000 visitors, of which half are holidaymakers.
- They spend the highest proportion of their budget on food and drink.
- A quarter of our French holidaymakers are from the highest AB social class.

Where do they go?

- After Dublin (56%), the most popular regions for French holidaymakers to visit are the west (50%), followed by the south west (43%).
- A third of French bednights are in Dublin, a quarter in the south west and a fifth in the west.

Where are they from and how do they get here?

- One third of French holidaymakers are from the greater Paris region with a fifth coming from the west of France.
- 80% come by air and 20% by sea.
- Just over half of French holidaymakers (55%) use a car during their visit, with 37% hiring a car. The proportion bringing their own car has declined from around a half to one fifth over the past decade.

How long do they stay?

- 13% of French holidaymakers are on a short break of between 1 and 3 nights and 31% are here for 9 nights or more with over half staying here somewhere between 1 and eight nights.

What age are they?

- 12% of French holidaymakers to Ireland are under 19, 39% are aged 19-34, 33% are aged 35-54, 12% are aged 55-64 and 4% are over 65.
- 44% of French holidaymakers travel as a couple and 13% as a family.

Is it their first visit?

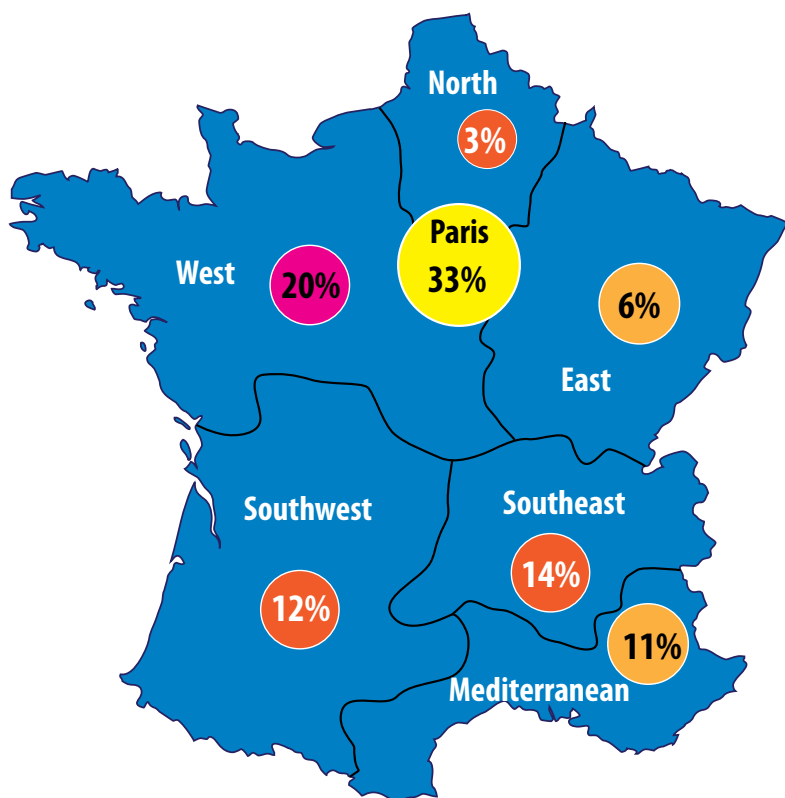
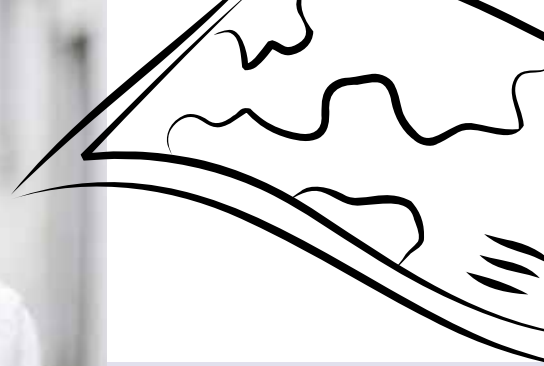
- It is a first visit here for two thirds of French holidaymakers (67%).

What do they do when they are here?

- Guesthouses and B&Bs continue to be the preferred accommodation type for French holidaymakers, accounting for 26% of French holiday bednights, followed by hotels (16%) and hostels (15%).
- Over one-third of French holidaymakers engage in hiking / cross-country walking. The French market has the highest participation in cycling.

How do they rate their holiday here?

- 69% say that their pre-trip holiday expectations were matched and 31% say they were exceeded. For those whose holiday expectations were exceeded, the main reasons were the Irish people, the scenery and the fact that the weather was better than expected! These three reasons were common for the 4 main markets.
- When asked on a scale of 0-10 if they'd recommend Ireland as a holiday destination, 59% give a score of 9 or 10, where 10 was 'definitely recommend'. These people are likely to be strong advocates of holidays in Ireland.
- Half of French holidaymakers say that they will definitely visit Ireland again over the next few years.
- 49% are satisfied that they got 'good all round value for money' from their holiday in Ireland. This is comparable with Germany (48%) but lower than GB (56%) or US (61%).



The most popular regions for French visitors to Ireland are:

North:	3%
Paris:	33%
West:	20%
East:	6%
South east:	14%
South west:	12%
Mediterranean:	11%

When do they visit?

Almost 4 in 10 French holidaymakers (38%) visit during July and August

Jan – Apr	19%
May – Jun	23%
Jul – Aug	38%
Sept	10%
Oct – Dec	10%

Ireland's top 5 advantages for French holidaymakers

Irish people	48%
The scenery	42%
Culture/history	39%
Nature/ecology	16%
Irish pubs	16%

Ireland's top 5 disadvantages for French holidaymakers

Weather	35%
High cost of living	21%
Food costs	11%
High cost i.e. souvenirs/shopping	11%
Bad roads	9%

Note: Statistics are drawn from a number of sources including the Fáilte Ireland 2011 Visitor Attitudes Survey, Fáilte Ireland Tourism Facts 2010 (Preliminary) and Fáilte Ireland Preliminary Estimates for 2011. Keep up to date with the latest tourism statistics on www.failteireland.ie and www.tourismireland.com. If you're interested in data for Northern Ireland, please see www.tourismireland.com



Access to Ireland from France

Why is access so important?

- As an island, people can't drive here, so air and ferry access are critical.
- With people taking shorter breaks, easy access into the regions is important for a regional spread of tourism.
- Air and ferry access from France is good.
- In summer 2012 there are 29,504 scheduled inbound seats from France to the island of Ireland each week.
- Most French regions have direct air access except the east of France, from where people can take a fast train to Paris (1h 20 min) and fly from there.
- Ferry access includes 8 crossings each week.
- Over the past ten years how French holidaymakers travel to Ireland has changed considerably. Half of French holidaymakers travelled here by air, this is now 80%. Travelling here by ferry has fallen accordingly.
- Around half of French holidaymakers don't use a car when here, one fifth bring their car with them and the remainder (37%) hire a car here.

Air Access to Ireland





Belfast International
Cork
City of Derry
Donegal
Dublin
Galway
George Best Belfast City
Ireland West Knock
Kerry
Shannon
Sligo
Waterford

Depart	Arrive											Airlines
Beauvais				✓			✓					
Biarritz*				✓								
Bordeaux*		✓		✓								
Brest*				✓								
Carcassonne		✓		✓								
Chambéry	✓											
Clermont-Ferrand									✓			
Deauville									✓			
Dijon									✓			
Grenoble				✓								
La Rochelle		✓		✓								
Limoges									✓			
Lorient*										✓		
Lyon				✓					✓			
Marseille				✓					✓			
Metz									✓			
Nantes				✓					✓			
Nice	✓	✓		✓								
Paris	✓	✓		✓								Air France by
Pau				✓								Air France by
Perpignan				✓								
Rennes		✓		✓					✓			
Rodez				✓								
Strasbourg									✓			
Toulouse	✓			✓					✓			
Tours				✓								

Note: flight schedules can change frequently.

For the most up to date listing, see <http://www.discoverireland.com/fr/ireland-plan-your-visit/getting-there/by-air/>



The French market to Ireland

Ferry services from France

From	To	Carrier
Cherbourg	Rosslare	Celtic Link Ferries & Irish Ferries
Roscoff	Cork	Brittany Ferries
Roscoff	Rosslare	Irish Ferries

Note: Ferry schedules can change frequently.

Check with your local port or www.discoverireland.com/fr/ireland-plan-your-visit/getting-there/by-sea/ for latest listings.

Ferry Access to Ireland





What should I do now?

- Check out the flight schedules for your nearest airport(s) to establish opportunities for you and partners in your area to promote your businesses in France. For example, there are flights from France into Dublin, Waterford, Cork, Shannon, Ireland West (Knock) and Belfast airports – be sure to exploit business opportunities by letting your potential French customers know how easy it is to get to you.
- Check out the ferry schedules for your nearest ferry port. There are direct ferry services into Rosslare and Cork.
- Create links on your website to your local airport(s) and ferry port.
- Remember to tell your customers the journey times to your premises from different airports or ferry ports e.g. 2 hours from Dublin Airport, 20 minutes from Shannon Airport, 1 hour from Rosslare Port etc.
- If it's easy to get to your property by train, remember to provide information on train services to your customers.

Ferry port websites

Cork www.portofcork.ie

Rosslare www.rosslare.ie

Airport websites

Belfast International Airport www.belfastairport.com

Cork Airport www.corkairport.com

Dublin Airport www.dublinairport.com

Galway Airport www.galwayairport.com

Shannon Airport www.shannonairport.com

Waterford Airport www.waterfordairport.ie

Ireland West Airport Knock www.irelandwestairport.com

Tip

If the French market is important for you, you should buy copies of these popular guide books to see if you are listed or featured. You'll be able to purchase them online as it is unlikely that your local book shop will stock them. If you are listed, then keep in touch with the editor / publisher if you have news on any product developments, new services you offer French visitors etc. If you're not listed but you feel you have an interesting product that really appeals to French holidaymakers, then contact the editor / publisher to provide information for possible inclusion in the guide when they are next updating it. Also invite the editor or researcher to visit you when they are in Ireland doing research for their next edition.

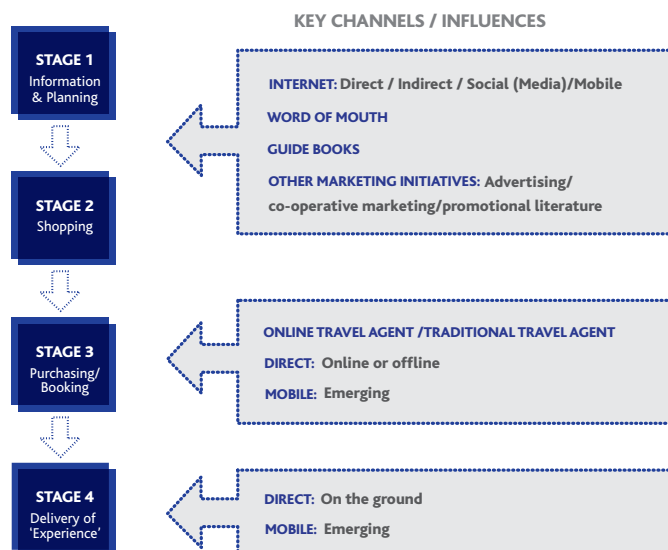
The most popular Ireland guidebooks in France are:

1. Guide du Routard
2. Michelin
3. Gallimard
4. Lonely Planet
5. Geoguide
6. Petit Futé



How do French Holidaymakers plan and purchase their holiday?

There are 4 key stages involved from first deciding where to go on holiday through to experiencing the holiday at the chosen destination:



At the information and planning stages, which can take weeks, people visit a variety of websites including:

- General sites such as Google, Yahoo!, Bing, DiscoverIreland.com/fr, hotels.com, booking.com, www.easyVoyage.com; www.voyages-sncf.com; www.GoVoyages.com; www.routard.com
- Online Travel Agent (OTA) sites such as Expedia, Opodo, LastMinute.Com
- Travel community sites such as TripAdvisor.
- Metasearch sites such as www.alibabuy.com; www.easyvoyage.com; www.kelkoo.fr; www.liligo.fr which can search multiple individual search engines/websites to make product and price comparisons.
- Links within social media sites such as Facebook and Twitter.

How do French holidaymakers arrange their holiday here?

- The French are mainly independent travellers, with the majority (80%) of French holidaymakers likely to organise their own travel and accommodation bookings. However, 20% come here on a package or inclusive holiday where an inclusive price for fares to/from Ireland and at least one other element, such as accommodation, car hire, etc was paid fully or partly in advance.
- 80% of French holidaymakers to Ireland use the internet to plan or purchase some element of their holiday here.
- The internet is the key source (69%) of information for planning their trip to Ireland, and guidebooks are also very important for French holidaymakers.

Who does Tourism Ireland target in France?

Sightseers and Culture Seekers



Émilie (50) and Alain (50) are both doctors. They enjoy one long holiday in the summer each year and city breaks in between. They have become quite good at finding value offers on the Internet, as well as researching destinations thoroughly to find out about festivals, events, food and culture in advance. Both enjoy reading the newspaper over their morning coffee. They enjoy wandering around the art districts at the weekend followed by dinner out and a trip to the theatre, cinema or a concert.

French Sightseers and Culture Seekers

Who they are:

Concentrated around urban areas.

Needs:

Seek out an authentic experience, markets, crafts, pubs, galleries, museums and inspiring scenery.

Holiday Types:

Enjoy city breaks and touring holidays during summer months. When outside main cities, tend to stay in B&Bs or increasingly holiday homes. Enjoy touring.

Where:

French are most likely to visit: Dublin, West and North.

Reaching them:

Internet, guidebooks, brochures, travel agents for planning and booking. TV, Broadsheets, current affairs magazines, publicity and films.

The French Sightseer and Culture Seeker...In France

How many in France?

4.6 million

Heart of segment:

They want authentic, enriching experiences and to immerse themselves in local culture.

Who is the French S&CS?

ABC1 socio demographic, tend to be married, older than the average French holidaymaker - predominantly 35+. Likely to live in the greater Paris region (37%) or in the West or South of France. Experiencing local food/drink/cuisine, visiting natural attractions and exploring small towns and villages are all important activities for this group.

What matters on holiday?

Beautiful scenery, engagement with history and culture, and friendly people are all important holiday considerations for French S&C's. Getting away from it all is also a key motive.

The French Sightseer and Culture Seeker...On the island of Ireland

Perceptions of Island of Ireland:

Highly aspirational destination. Very positive associations with the island but they tend to be broadly landscape based. Perceive the island as beautiful, welcoming, accessible and with lots of culture. It is seen as an "old" country steeped in tradition. They need convincing of the value available on the island and while food is not a huge motivator for them they don't rate the island highly in this regard. However, there are positive signs that any negative French perceptions about Irish food are changing.

Bonjour
Madame



Visitation:

French S&CS make up almost 70% of all inbound French holidaymakers to the island – Our product matches their holiday need.

Holiday behaviour:

French S&CS to the island stay an average of 9 nights. While the majority are here for the first time, a third are returning for a repeat visit due to the high levels of satisfaction they experience. They visit mainly in the summer months and the West, in particular Connemara, holds special appeal for them. Using a car to tour around is very popular. Many stay in B&B's or guesthouses but hotels and self-catering are also popular. The island is attracting a younger S&CS in recent years with the majority under 45. Most travel with their partner but a significant proportion also travel with their family. City breaks are growing in popularity but there is an opportunity here to grow more.

How do I reach them?

Word of mouth both on and off-line is key for French S&Cs when choosing and planning holidays. In recent years the use of blogs and review sites has also greatly increased. Newspapers and magazines are widely read in France.

How do I know if my product will appeal to the French holidaymaker?

Before you embark on selling your product overseas, it's important to understand the match or fit between it and the demands of the French holidaymaker. In broad terms, there is potential for every product in every market but ask yourself these questions to help determine which markets offer the best potential for your product and those in your local area;

- How good is access from the market to your product / your region?
- Is your product readily accessible to potential customers in the appropriate distribution channel (e.g. your relationships with tour operators, the quality of your website etc.)?
- How does this market perform for you at present / do you have an established track record in servicing it?
- Can you capitalise on or respond to the trends / growth patterns / opportunities in the market?

There is widespread belief that the current demand for shorter breaks, city breaks, event tourism, activity and adventure holidays, and culturally motivated trips is likely to gain popularity over the next five to ten years.





Before you contact a French tour operator to see if they are interested in working with you, you must do your research. Do they feature similar products to what you offer? Do they feature your area or region?

Talk to Tourism Ireland in France – they can help you with information such as who the main decision makers in the company are, how important Ireland is within their total product portfolio, how Ireland has been performing within that portfolio, the kind of products or services they are looking for, new market entrants etc.

You can save yourself a lot of legwork and costly mistakes by channelling your plans through Tourism Ireland in the market office first. Many French tour operators work through an Irish destination management company (DMC) or inbound tour operator, but many will work directly with Irish suppliers too - do your research first so that you won't waste your time and theirs.



FRENCH TOUR OPERATOR PROGRAMMES TO IRELAND

Company	Telephone	Website
112 VOYAGES	0474138112	www.112voyages.com
123 VOYAGES	0143673600	www.123voyages.com
AGEOL VOYAGES	0139952626	
AGRI-PASS	0297241724	www.agripass.com
AGRI-PASS RECEP TOUR	0297241724	www.agripass.com
AILLEURS VOYAGES	0472565006	www.ailleurs.com
ALLIANCE DU MONDE	0156035603	www.adm-to.com
ARCUS AV	0145676801	www.arcusav.fr
ARTS & VIE - PARIS	0144190242	www.artsetvie.com
ASTOURS	0156083671	www.astours.fr
ATMOSPHERES D'Irlande	0142609300	www.atmospheresdumonde.com
BENNETT VOYAGES/VACANCES TRANSAT	0156934344	www.bennett-voyages.fr
BIPEL	0299305828	www.bipel.com
BIPEL PARIS	0145554752	www.bipel.com
BRITTANY FERRIES	0298292842	www.brittanyferries.com
CAPITALES TOURS	0142712244	www.capitales-tours.com
CARLSON WAGONLIT SPORTS	0142128690	www.carlsonwagonlit.com
CARTOUR TOURMONDE	0144563030	www.tourmonde.fr
CLIO VOYAGES	0153688259	www.clio.fr
CLUB EDUCTOUR VOYAGES	0493875168	www.clubeductour.fr
CORDEE VOYAGES (LA)	0130616560	www.lacordee-voyages.com
COULEUR RUGBY	0472405060	www.groupecouleur.com
COVAL VOYAGES/ CLUB JEUNES OCEANIDES	0466309982	www.cjo-voyages.com
CULTURE AU CŒUR	0565733323	www.cultureaucoeur.com
DECOUVERTE ET VOYAGES	0141746010	www.decouvertevoyages.com/
DONATELLO	0144583075	www.donatello.fr
D-TOUR INTERNATIONAL	0153953333	www.dtour.fr
DUNOIS VOYAGES	0238709511	www.dunois.fr
ECHOS DU MONDE VOYAGES	0478387222	www.echosdumonde.com
EHS (EUROPE HOTELS SERVICE)	0471092275	www.ehs-voyages.com
ELEIS VOYAGES	0320794829	
EMTS	0247273734	www.emts.fr
ENDURANCE SHOP TOUR	0233650044	www.enduranceshoptour.com/www.celeane.com
EVATOURS	0231501212	www.evatours.fr
FUAJ	0144898734/35	www.fuaj.org
FUGUE (La)	0143591014	www.lafugue.com
GAELAND / ASHLING	0825123003	www.gaeland-ashling.com
GAELAND ASHLING	0825127007	www.gaeland-ashling.com
GRAND LARGE VOYAGES	0492294236	www.grand-large-voyages.fr
GREEN VOYAGES	0298930018	www.greenvoyages.com
HEMISPHERES VOYAGES	0438372222	www.hemispheres-voyages.fr
HERVOUET VOYAGES	0251430451	www.hervouet.com
HMS VOYAGES - WINES & CHATEAUX	0144699740	www.hms-voyages.com
I.D.E.A.L. VOYAGES	0130157834	www.idealvoyages.fr
ICTUS VOYAGES	0141120480	www.ictusvoyages.com
ILS VOYAGES	0145269264	
IMPACT RUGBY	0556501570	www.impact-rugby.info
INTERMEDES	0145619639	www.intermedes.com
ISA TOURISME	0134940636	www.isa-tourisme.com
ISY TOURS	0321100202	www.isytours.com
JOUBERT VOYAGES	0148743012	www.joubert-voyages.com
KUONI / CELTICTOURS	0155878000	www.kuoni.fr
LA FUGUE EUROPERA	0143592037	www.lafugue.com
LE TEMPS DE VIVRE / AUXIGENE	0142683860	www.temps-de-vivre.fr
LOOK VOYAGES	0145151575	www.look-voyages.fr/



Remember!

If you are sending a French Tour Operator an email there is every chance that they are receiving 100s more from the Irish. Trade so do your research first and make sure you tailor your approach to suit their needs. Read '10 Steps to Working Successfully with Overseas Tour Operators to get maximum benefit.'



FRENCH TOUR OPERATOR PROGRAMMES TO IRELAND

Company	Telephone	Website
MEDITRAD	0142680029	www.meditrad.com/
MICHEL VOYAGES	0385264949	www.michelvoyages.fr/
MIDI OLYMPIQUE VOYAGES	0562511317	www.midi-olympique-voyages.com/
MONDES ET MERVEILLES	0142603454	www.european-garden-tour.com
MONDORAMAS VOYAGES	0494291495	www.mondoramas.com
MRB VOYAGES & CONGRES	0491550440	
NATIONAL TOURS	0299858832	www.national-tours.com
NOUVELLES FRONTIERES	0148518043	www.nouvelles-frontieres.fr
O TOURS	0478436580/0975625415	
PARTANCE	0139171400	www.voyagespartance.com
PARTIR AUTREMENT	0169320606	www.partirautrement.ca/destinations/139/martinique
PARTIRENEUROPE.COM	0476471918	www.partireneurope.com
PASSERELLE	0134221616	www.passerelle.fr
PHILEO SPORTS	0141339901	www.phileogsports.com
PHILIBERT TOURISME	0478985646	www.philibert.fr
PHOCEENS VOYAGES	0493131829	www.phoceensvoyages.fr/
PLACE VOYAGES	0327202929	www.placevoyages.com
PLEIN VENT VOYAGES	0492123801	www.pleinvent-voyages.com/
PRODINTOUR/TOURISTRA	0149708681	www.touristra.com
PROGROUPE	0171162070	
QUARTIER LIBRE	0478533928	www.quartier-libre.fr
QUATRE SAISONS VOYAGES	0380744444	www.quatre-saisons-voyages.com/
REPARTIR	0153389260	
RICHOU VOYAGES	0241654022	www.richou-voyages.fr
ROUTES BIBLIQUES	0145490777	www.routesbibliques.fr
SCOOP VOYAGES	0299322701	www.scoopvoyages.fr
SEPT & DEMI	0143128100	www.sept-et-demi.fr
SIMPLON VOYAGES	0254824123	http://www.simplonvoyages.com/
SOLOTOUR	0442187373	www.solotour.com
SPORTIFS A BORD	0344574027	www.sportifsabord.com
STELLA VOYAGES	0143976420	www.stellavoyages.com/
SYLTOURS	0155381111	www.syltours.fr
TEMPS DE VIVRE (Le)	0142683860	www.temps-de-vivre.fr
TERRA NOBILIS	0388353214	www.terranobilis.com
TERRALTO	0130970510	www.terralto.com/
TERRE ENTIERE	0144390626	www.terreentiere.com
TOUR INDICOM VOYAGES	0156039090	www.tourindicom.com
TOURISTRA VACANCES	0890567567	www.touristravacances.com
TRACES	0140460909	www.traces.fr
TRANSPHERE	0557957676	
TRANSUNIVERS	0142237777	www.transunivers.fr
VACANCES BLEUES EVASION	0491009685	www.vacancesbleues.com
VACANCES TRANSAT	0156934344	www.bennett-voyages.fr
VERDIE VOYAGES	0565771070	www.verdie.com
VIA NOSTRA	0561552480	www.vianostra.fr
VOYAGES FRAM	0562151617	www.fram.fr
VOYAGES FREMONT	0233981810	
VOYAGES GALLIA - GROUPES	0153433630	www.voyages-gallia.fr
VOYAGES PIEL	0233966968	www.voyages-piel.fr
VOYAGES TERRIEN	0333981810	www.voyages-terrien.com
VOYAGES THF	0134248444	
VOYAGEURS DU MONDE	0158711580	www.vdm.com
VOY'AILES/ TOURISME Français	0134704089	www.voyailles.fr
VTO VOYAGES	0565772277	www.vtovoyages.com
WEEKEND ZEN SARL	0180906010	

Cultural	Comité d'Entreprise	Seniors	Associations	Coach Tour Operators	(< 20 pax)	Youth	General	Week-end	Northern Ireland	Discover & Activities	Festivals	Nature & Environment	Events	Gardens & Parks	Rugby, Sports	Agriculture	Pilgrimage / Religious Tours
x	x	x			x		x	x		x							
	x	x															
	x							x							x		
x		x					x							x			
x							x										
x																	
x		x			x			x									
x	x	x	x					x	x	x		x					
x	x	x						x									
x		x						x	x								
x	x	x	x						x								
x						x											
														x		x	
															x		
	x	x															
x	x	x	x	x			x										
x	x	x	x			x									x		
		x				x	x										
x	x	x					x		x	x							
	x	x					x	x		x							
x	x	x	x	x	x			x	x	x							
	x	x				x											
x		x	x						x	x				x			
x	x	x	x				x		x								
x		x															x
x							x							x			
	x	x		x			x		x							x	
				x					x								
	x																
x	x	x	x		x		x		x	x		x					
x	x	x	x	x	x			x	x	x	x						
x	x	x	x		x				x	x							
x		x			x									x			
	x	x					x	x									
x		x							x			x					
x	x	x	x		x			x	x			x		x			
x	x	x	x						x								
x	x	x	x		x				x			x					
x		x															
x	x						x										
x	x	x	x		x		x	x	x			x		x		x	x
x	x		x	x	x	x			x	x		x	x			x	
x																	

All information correct at time of going to press but may be subject to future operator changes. See www.discoverireland.com/fr/ireland-plan-your-visit/tour-operators/
 Use Google translate if you don't speak French. When phoning France from Ireland, the code is: 00 + 33 + Area Code (drop the first 0) + Tel number.

STEP 2:

Understanding tourism distribution channels

