



NEEDS & NUANCES - FRENCH MARKET

How do they plan and buy?

The French like to plan everything in great detail

Even if they are booking through an operator, they're likely to research every detail themselves. Consider featuring your business in French Guide books. Make sure you have detailed information on your business and region on your website... ideally translated into French.

You may get a lot of queries from potential French visitors before they arrive but once they are here they will be easy to please because they'll know exactly what they booked.

The French are frugal! They like to see value for money and won't waste money for the sake of it!

Consider all-inclusive packages so they can see up front what the overall cost is. Look at adding value through "money can't buy" options like tastings and demonstrations and private tours that aren't in a tourist guidebook.

"Comites d'entreprise"

In France, companies with over 50 employees are obliged to put a percentage of the annual wage bill into a fund which is usually used by staff to treat themselves to trips away.

Tourism Ireland in France targets these groups... make sure you find out how you can be involved.

What do they like to experience when they are here?

The French are happy with 3 and 4 star accommodation, but;

- ✓ It should be comfortable and clean
- ✓ Whether the setting is urban or rural, it is important that there is a pub or village within walking distance
- ✓ Make sure you let them know what there is to do locally and show pictures of pristine rooms!

"Depaysement" means the feeling that comes from not being in your home country and immersing yourself in another... embracing a place through exploring and discovering.

- ✓ The French want to experience Ireland as it truly is. They love to be off-the-beaten track, exploring the authentic Ireland
- ✓ Offer them translated information on self-guided walks, bars and restaurants that the locals love and hidden gems.
- ✓ They like things translated into French, for example, printed materials, websites, audio and visual guides.



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Interaction and immersion are key for the French!

- ✓ Make suggestions about opportunities to mix with the locals, taste real Irish food and drink, and do what the locals would do. Offer experiences that immerse them in the living history of the place and not just places on the normal tourist circuit
- ✓ Remember, they like history to be told in a personal and exciting way... not like a history lecture
- ✓ There might be a local guide or employee who is fluent in French who can give them a local perspective.

What should you avoid?

- × Repetition of food options, especially chicken. They would prefer to be offered locally sourced food and traditional items such as bacon and cabbage, a good Irish stew and lots of local seafood. They also love lots of bread and water on the table! A shared local cheese plate instead of dessert could give some nice variety as well as a taste of local produce
- × Being shown too many “ruins”. They have amazing castles at home so aren’t all that impressed by ours! Instead limit the suggested visits to sites with a real living history, where they can meet the owners, interact with an engaging experience and explore it themselves.
- × Scheduled shopping trips to souvenir type shops - they don’t want to feel forced into spending while on a tour.

Where are they most likely to visit?

They French especially love Kerry, Connemara and the Burren. Dublin and Northern Ireland are also popular with the French.

NB: This resource forms part of a series of ‘Market Insights’ focusing on the needs and cultural nuances of key overseas markets for Irish tourism. It is presented on a market-by-market basis, presenting combined insights from interviews held in 2017 with both Tourism Ireland Market Managers and Tour Operators who engage with these markets. While every effort has been made to ensure accuracy of information, it is recognised that the insights are a general guideline and that many exceptions can also apply.