

Flows in France

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Abstracts

In the middle of 2017, local experts hoped the recent recovery in the number of inbound arrivals to France would forge ahead during the second half of the year. The country had come a long way. Travel professionals already knew that 2016 was going to be a difficult year, although they did not anticipate such a chain of disasters. After the terrorist attack in Paris in November 2015, the number of inbound arrivals logically dropped and just when the decline began to slow in March 2016, it worsened..

Euromonitor International's Flows in France report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2012-2016, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Flows market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Headlines

Trends

Prospects

Category Data

Table 1 Inbound Arrivals: Number of Trips 2012-2017

Table 2 Inbound Arrivals by Country: Number of Trips 2012-2017

Table 3 Inbound City Arrivals 2012-2017

Table 4 Inbound Receipts: Value 2012-2017

Table 5 Leisure Inbound Demographics: Number of Trips 2012-2017

Table 6 Forecast Inbound Arrivals: Number of Trips 2017-2022

Table 7 Forecast Inbound Arrivals by Country: Number of Trips 2017-2022

Table 8 Forecast Inbound Receipts: Value 2017-2022

Table 9 Domestic Trips by Destination: Number of Trips 2012-2017

Table 10 Domestic Business Trips by Travel Mode: Number of Trips 2012-2017

Table 11 Domestic Leisure Trips by Travel Mode: Number of Trips 2012-2017

Table 12 Domestic Expenditure: Value 2012-2017

Table 13 Forecast Domestic Business Trips by Travel Mode: Number of Trips 2017-2022

Table 14 Forecast Domestic Leisure Trips by Travel Mode: Number of Trips 2017-2022

Table 15 Forecast Domestic Expenditure: Value 2017-2022

Table 16 Outbound Departures: Number of Trips 2012-2017

Table 17 Outbound Departures by Destination: Number of Trips 2012-2017

Table 18 Outbound Expenditure: Value 2012-2017

Table 19 Forecast Outbound Departures: Number of Trips 2017-2022

Table 20 Forecast Outbound Departures by Destination: Number of Trips 2017-2022

Table 21 Forecast Outbound Expenditure: Value 2017-2022

Executive Summary

French Travel Recovers, Following A Difficult 2016

E-tourism Is Back in Business Whilst Facing New Challenges

the Battle of Low Cost Ends, the Fight for Low Cost Long-haul Begins

Ongoing Explosion of the Sharing Economy

in Spite of A Better Outlook, France Has Plenty of Work To Do

SWOT

Summary 1 Destination France: SWOT

Market Data

Table 22 Annual Leave: Volume 2012-2017

Table 23 Travellers by Age: Number of People 2012-2017

Table 24 Seasonality: Number of People 2012-2017

Table 25 Leisure Outbound Demographics: Number of Trips 2012-2017

Table 26 Other Transport Sales: Value 2012-2017

Table 27 Other Transport Online Sales: Value 2012-2017

Table 28 Forecast Other Transport Sales: Value 2017-2022

Table 29 Forecast Other Transport Online Sales: Value 2017-2022

Table 30 Activities: Value 2012-2017

Table 31 Forecast Activities: Value 2017-2022

Sources

Summary 2 Research Sources

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