

DNE Summit 2017

French Office



The New England region is getting more popular from a year to another. Today the USA are getting more French repeaters and this part of the USA is offering different ideas of America. French are realizing they can get, in this area, high quality of gastronomy, accommodation, History, soft adventure... Unique identity benefits to this region, which is matching exact current expectations from french travelers.

1- French market overview



#1 Paris
12.4 million inhabitants

#2 Lyon
2.2 million inhabitants

#3 Marseille
1.7 million inhabitants

- Population : 67 million inhabitants
- Growth : 1.3% in 2015/1.5% in 2016 (est.)
- Unemployment rate: 10.2% (it is stable compared to 2015)

Travel Trends : French Market

(Sources : Brand USA / US Department of Commerce **Source : Survey by Petit Futé Mag)

Holidays: 6 to 9 weeks paid holidays per year

Bank holidays: 11 public bank holidays per year

Average budget of French travelers: €2,227 (approx. \$2,535)

Source used in Destination selection to book last leisure trip:

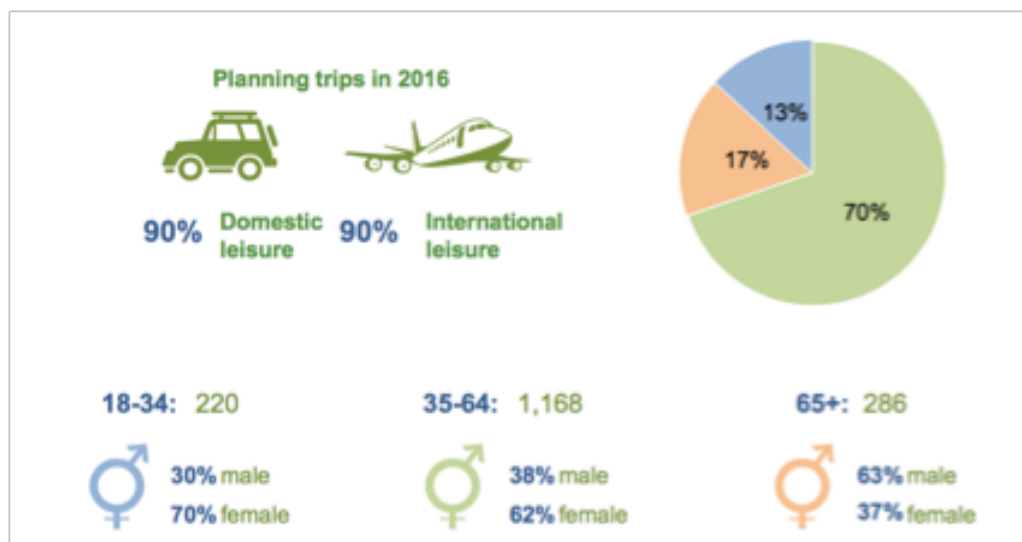
- 1 - Websites via computer or laptop (64%)
- 2 - Printed travel guidebooks (37%)
- 3 - Recommendation from family & friends (36%)

Top Travel Motivators:

- 1 - Local lifestyle (63%)
- 2 - Cultural Historical Attractions (56%)
- 3 - Beaches/Seaside Attractions (40%)
- 4 – Excursions/Urban Attractions/Nightlife (36%)

Most important criteria for choosing a holiday destination?

- 1 - Culture (88%)
- 2 - Budget (70%)
- 3 - Singularity (53%)
- 4 – Food (45%)

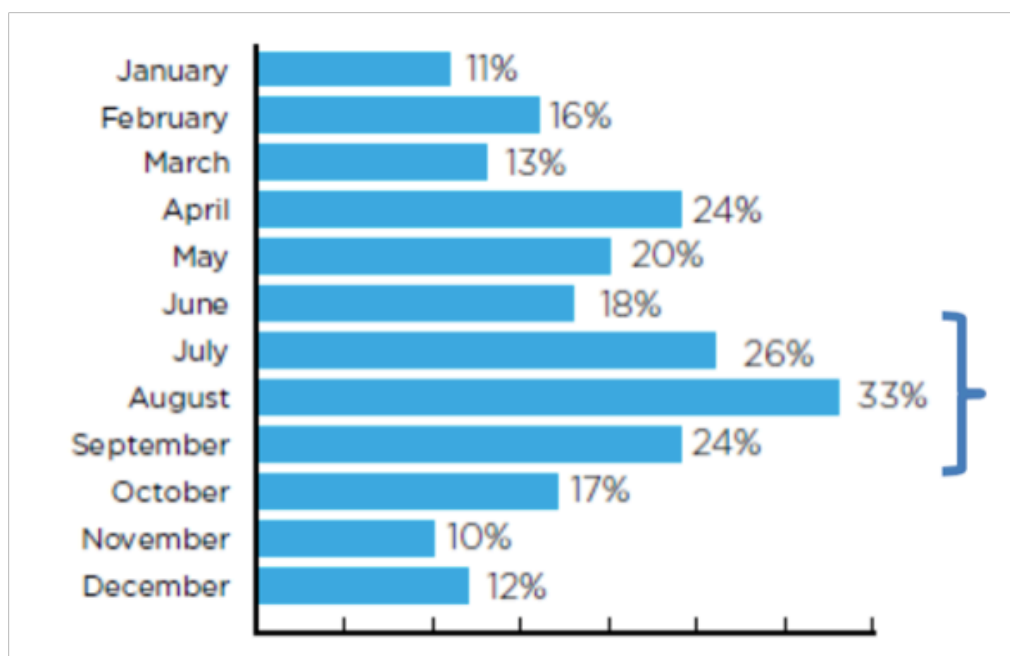


What kind of activities for French after arrival?

Influences when making travel plans (top 10)



When are they traveling?



Travel Trends : USA

USA :	#1 long-haul destination
French Visitors in 2015:	1.75 million (+6%)
Spending in 2015 by French visitors:	\$5,7 billion (-3%)
Visitors on vacation:	61%
Visiting friends/relatives:	17%
Travelers on business:	19%
Repeat visitors:	73%
French visitors are on average:	38-41 years old
Average length of stay:	16 nights
Average # of states visited per trip:	1.6
Visitors staying in hotels/motels:	78%

Main activities while on travel to the USA:

1 – Shopping	(86%)
2 – Sightseeing	(78%)
3 – National Parks and Monuments	(48%)
4 – Fine dining	(46%)
5 – Art galleries & Museums	(42%)
6 – Small Towns / Countrysides	(33%)

Source: US Department of Commerce

Major information for 2017-Year of elections

The presidential election will be held in April and May 2017. The current president François Hollande will not run for a second term. François Fillon, candidate of the party The Republicans, is the favorite of this ballot. Marine Le Pen, candidate of the far right party (Front National), seems best placed to accompany him in the second round.

According to Coface, a sudden rise in political uncertainty could cut growth by 0.7 point over one year.

2- Key initiatives



VisitUSA seminar

Last November , a hundred of top travel agents and journalists came to meet the different US destinations represented. This was a great opportunity for us to showcase our region and to make new contacts. We had a table dedicated to Top of New England and each attendees had time to ask questions and have more informations about the region. It was a real success!



New Michelin travel guide: La Nouvelle Angleterre

Following the media fam organized last year for Mathilde Piton, a brand new Michelin guide was released at the end of March!

The Discover New England region is updated for this issue. And this year, they decided to add 3 new states: Maine, New Hampshire and Vermont.

Which represents a huge value!





Travel agents trainings and Sales calls

More than 80 agents trained and ready to promote our region!

Some brand new itineraries:

Marco Vasco

MARCO VASCO
avec ETHÉ - Ideas

• Autres idées de voyages : Voyager USA • La Route des Atlantiques des États-Unis
• L'essentiel de la Nouvelle Angleterre

L'essentiel de la Nouvelle Angleterre

12 jours | 10 nuits

Boston • Woodstock • Vergennes • White Mountain • Bar Harbor • Kennelbunkport • Cape Cod
Patricia Fortin est l'ethé, votre spécialiste USA :

- ✓ Une formule en forfait pour découvrir les incontournables à votre rythme
- ✓ Un large accès aux incontournables
- ✓ Une sélection d'hôtels bien choisis
- ✓ Des prestations de qualité

Note moyenne : 8,5/10 Une fois à vos voyageurs
★★★★

Jour 7 - Bar Harbor Nature et randonnées à Bar Harbor

à partir de **1.820 € *** [Obtenir un devis](#) ou **01 85 65 05 21**

Larivière Voyages

Larivière Voyages
Vivez vos passions !

DEVIS SUR MESURE
Choisissez votre destination !

LES ETATS-UNIS EN HARLEY VOYAGES MOTOS INDIVIDUELS AVEC LOCATION VOYAGES MOTOS EN GROUPE VOYAGES AVEC VOTRE MOTO RASSEMBLEMENTS MOTOS COURSES MOTOS VOYAGES TOUT TERRAIN

CÔTE EST LA NOUVELLE-ANGLETERRE 10J OU 12J

Voyages motos route

Accueil • Voyages motos route • Côte Est La Nouvelle-Angleterre 10J ou 12J

Votre voyage

Terres Voyages



3- Outlook/Trends



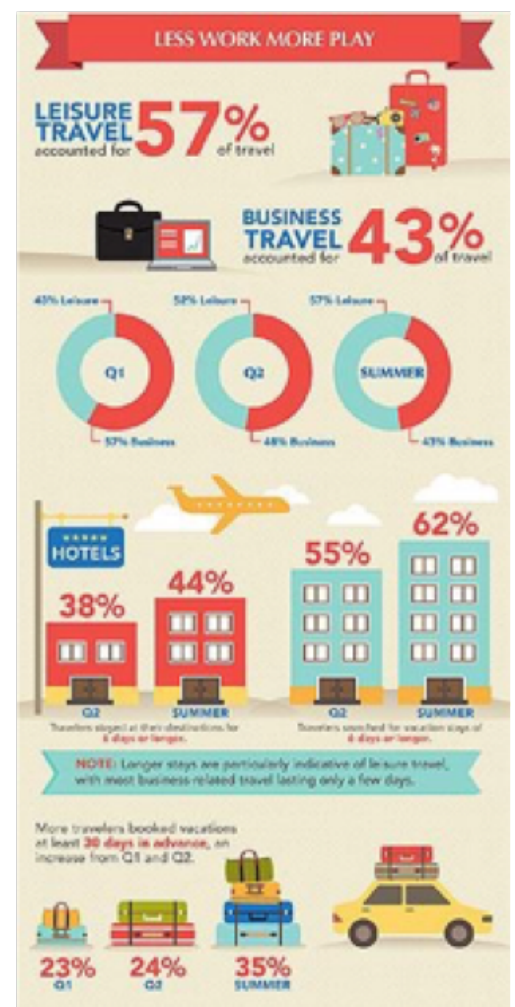
Tailor made service & authentic experiences

The French travel less (one out of two persons goes on holidays). Those who are still traveling become "expert travelers", their needs are getting more targeted and their expectations of a customized service are growing. As the duration of holidays has been reduced, French travelers are in a constant search for new experiences. Travelling has also become an opportunity to "get away from it all", and to get back to essential things in life such as friends & family, history & heritage ...



Wellness

In a stressful and tiring way of life, wellness has become a top priority for French travelers. It is part of the search for "back to essential things" experiences, and emphasizes local wellness products and rituals in the spa menu. Thanks to the development of "gift boxes", wellness concerns more and more people, including teenagers.





Seniors market

This market becomes important in France. Young retired people (60 to 70 years old), from the baby boomer generation, have the means and the time to travel. They usually travel in off-season and this is a great potential to fill low season.



Digital Media Trends

Time spent on the web still increasing

In 2016, the French Internet users spend each day:

3hrs 53 to surf on a desktop computer / 1hr 17 to surf on their mobile

Increase in the share of mobile traffic

In 2015, 23% of the total traffic registered in France is made on mobiles and tablets

Increase of time spent on social networks

In 2015, French Internet users spend 2 hours a day on social media (nearly 40% of the time spent surfing the Web)

Facebook is definitely THE leader in social media

with 30 million users in France, before YouTube (23 millions), Twitter (6 millions), Instagram (5.5 millions) and Snapchat (5.3 millions).