

THE PANDEMIC CHANGED FRENCH TRAVELERS' HOLIDAY PLANS



"Emerging, embryonic or prevalent, what is really the case with these so-called basic trends?" rightly ask the instigators of a national study led by Tourisme Bretagne in partnership with ADN tourisme, UNAT nationale and 10 regional Unions as well as 11 Regional Tourism Committees.

According to the study, 62% of French travelers want to take their time during their holidays (62%) and recharge their batteries in peace and quiet (61%), without worrying too much about schedules (54%). Moreover, **78% want to discover landscapes and 68% new places, with a preference for heritage (69%) and secondarily gastronomy (54%).**

Stronger Desire for Comfort

While the urgency of the departures has put the search for comfort in second place, the same is no longer true for the next stays envisaged. Upmarket accommodation gains 10 points and the quiet and natural environment gains 4 points.

These plans of French travelers lead quite naturally to an increase in the average length of stay to 2 or 3 weeks instead of a one-week getaway.

The study also revealed that the new practices during the pandemic accelerated the already existing trends such as the blurring of personal and professional time. A mix between the two, including at the holiday destination, would be favored by 74% of the French people questioned, hence the need to adapt the offer.

Confirmation of Trends

More attention of French travelers is also being paid to the "ecological" consequences of holidays (65% avoid flying, 58% prefer mobile van or camper van accommodation).

And 4 out of 5 French people swear that they will be more responsible on holiday by consuming locally and sorting their waste, as long as it does not cost more, the beneficial effects are visible, and comfort does not suffer.

The bad news for professionals is that there is an even greater propensity to book at the last minute (54%), depending on the situation at the time, the weather and availability.

Solidarity and Social, Two Unclear Concepts

The association between responsible tourism and social and solidarity tourism is more ambiguous. For two-thirds of the French, this comes down to meeting local people, favoring short circuits to promote the local economy.

The memory of summer camps, scout camps, youth hostels or trips with the works council is quite distant.

Segmentation That Is Still Very Prevalent

Aspirations and expectations are far from universal and the type of holidaymaker varies greatly.

More than a third of French travelers prefer to "farniente" by the sea and expect to be able to organize it themselves. These are often families with young children.

The younger, more mobile, and active generations (about 10% of the sample) want diversity, action and more trips abroad at lower prices.

There were few surprises in the survey results, except that France gained a few more points, among those who went abroad. But these people, probably a little more than the others, expect a change of scenery, a surprise, an experience as if they were going to an "unknown land".

Most Popular Destinations

A recent survey by Kayak.fr revealed the most attractive destinations for French travelers this year. At the top of the list is Dubai, the destination most favored by the French since the beginning of the health crisis.

Top 5 most popular destinations:

1. Dubai, United Arab Emirates
2. Saint-Denis, La Réunion, France
3. Venice, Italy
4. Papeete, French Polynesia
5. Istanbul, Turkey

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