

PORTO AND MARRAKECH STILL EMBRACED BY FRENCH TRAVELERS



EDreams ODIGEO has released its annual report, "A Year in Travel," for the seventh year. The study aims to provide insights into the travel preferences of French travelers for 2024, along with the most popular travel destinations booked during 2023. This article presents the top 10 cities most frequently booked by French travelers in 2023 and 2024 and other travel trends.

According to the experts, the French tend to book their tickets at the last minute this year. **It has been observed that 43% of French travelers reserve their tickets within 15 days before their departure.**

In addition, French travelers prefer short-duration trips that last 3 to 4 days over a weekend. They tend to remain flexible with their travel plans.

Long vacations are no longer a priority among French tourists, as only 9% of them opt for stays that last for 21 days or more.

Experts emphasize several trends that reflect the evolving preferences of travelers around the world:

- Solo travel remains popular in 2023, with a quarter of American travelers considering this option for beach holidays and cultural trips, reducing security anxiety.
- Wellness vacations are thriving, with a significant 73% of travelers prioritizing their physical and emotional well-being.
- Set-jetting, where tourists visit filming locations for movies and TV shows, is another emerging trend. This trend has gained even more popularity with the 2023 Oscars, increasing interest among travelers. France is the second European country, after Germany, to show a surge in searches for flights to Los Angeles between March 8 and 15, 2023.

Top 10 Destinations Most Booked by French Travelers in 2023

1. Lisbon
2. Paris
3. Barcelona
4. Porto
5. Marrakech
6. Madrid
7. Rome
8. Nice
9. Marseille
10. London

2024 Travel Preferences

By 2024, travelers will be eager to explore new countries and cultures, and many will be traveling to attend cultural and sporting events abroad. The phenomenon of sports tourism is predicted to

increase by 17.5% by 2030. The group has already identified some major international events scheduled for 2024 that are attracting traveler interest: the Summer Olympic Games (July 26 - August 11), the Paralympic Games (August 28 - September 8), the Copa America (June 20 - July 14), and the America's Cup (August 22 - October 20) are among the most awaited sporting events of the year. The destinations that will host these events have already witnessed increased flight searches.

The year 2024 is significant for its busy sporting calendar, which significantly impacts French travelers' search trends. For example, during the time period for the Olympics, Paris experienced a 41% increase in flight searches compared to last year.

Top 10 Destinations Most Booked by French Travelers for 2024

11. Bangkok
12. Pointe-à-Pitre
13. New York
14. Fort-de-France
15. Saint-Denis
16. Marrakech
17. London
18. Dakar
19. Rome
20. Montreal

Date: 2023-11-13

Article link: <https://www.tourism-review.com/travel-trends-of-french-travelers-news13932>