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an amadeus company

Turn  
**dreamers**  
into **visitors**

WHAT ARE THE PLANS OF FRENCH TRAVELERS FOR SPRING AND SUMMER 2021?





# What are the plans of French travelers for **spring and summer 2021**?

According to the 2019 United Nations World Tourism Organization's (UNWTO) tourism ranking, France is the most visited country in the world, thanks to its unique combination of nature, history, food and wine. Millions of travelers come to France every year attracted by its unique culture and a way of life. In our report we want to focus where French travelers prefer to travel.

The pandemic has changed the way we all travel and plan our vacation. However, as countries worldwide roll out COVID-19 vaccines there is hope that travel

will resume soon in a safe and responsible way. Anticipating travel revival, we analyzed air travel search data from France made in January 2021 and found out:

- **When and where French travelers are planning to go in spring and summer**
- **What are the top destinations on their mind**



Online air travel searches are indicators of interest and demand to a destination from a certain market and potentially a signal to focus your advertising activities there.



# When and where are French travelers dreaming to go in **spring and summer**?

## When are they planning to go on a trip?

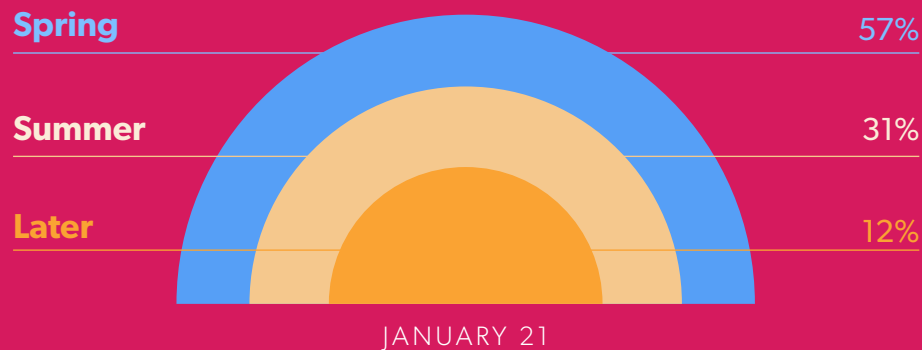
More than a half of air travel searches made from France in January 2021 was for travel in springtime. 31% of travelers are searching for summer trips followed by 12% that are making longer term plans. It shows that the French market has a good potential for different types of campaigns, especially with a short-term focus, to grow this demand further.

## Where are they heading?

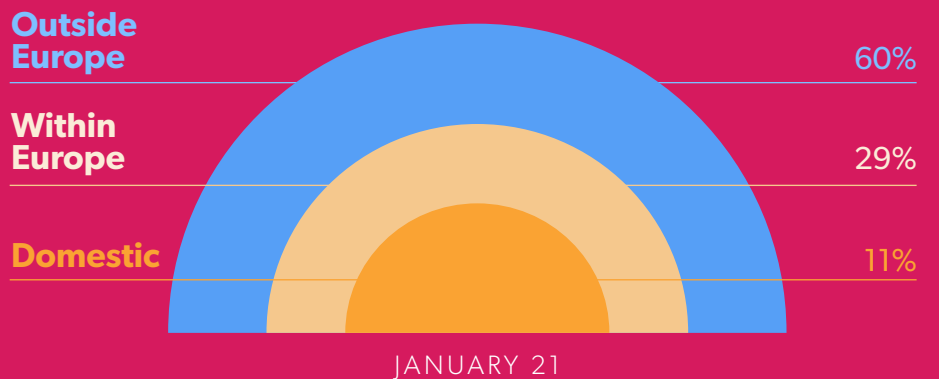
A vast majority of French travelers is searching for a trip outside of Europe followed by 29% that prefers travel within Europe. 11% of them consider domestic air travel for this spring and summer, which shows that this market has some potential for local Destination Marketing Organizations (DMOs) as well.

FOR TRAVELING IN MARCH AND LATER

## When are they planning to travel?



## Searches within and outside Europe

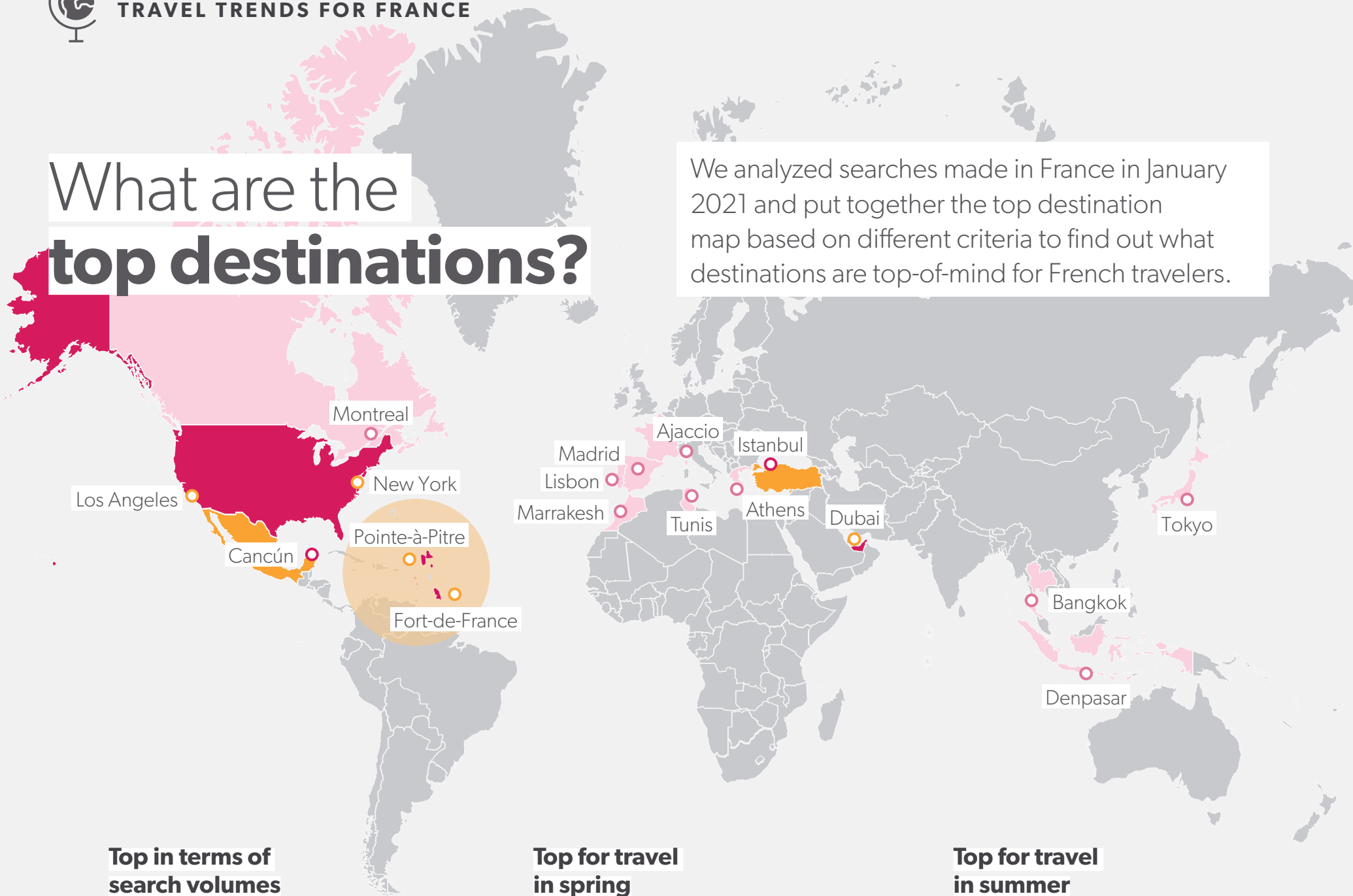


The French market would be an ideal target for non-European destinations that want to bring visitors in spring and summer. A conversion-oriented advertising campaign can become a great way to attract French travelers to these destinations. Local DMOs can also benefit from domestic travel promotion.



# What are the top destinations?

We analyzed searches made in France in January 2021 and put together the top destination map based on different criteria to find out what destinations are top-of-mind for French travelers.



## Top in terms of search volumes

- +11 ▲ 1 Dubai, UAE
- +16 ▲ 2 Pointe-à-Pitre, Guadeloupe
- +24 ▲ 3 Fort-de-France, Martinique
- 4 Marrakesh, Morocco
- +29 ▲ 5 Cancún, Mexico
- 6 New York City, USA
- 7 Lisbon, Portugal
- 8 Tunis, Tunisia
- 9 Madrid, Spain
- +11 ▲ 10 Istanbul, Turkey

## Top for travel in spring

- 1 New York City, USA
- 2 Dubai, UAE
- 3 Pointe-à-Pitre, Guadeloupe
- +12 ▲ 4 Fort-de-France, Martinique
- 5 Los Angeles, USA
- 6 Marrakesh, Morocco
- 7 Tokyo, Japan
- +20 ▲ 8 Cancún, Mexico
- 9 Lisbon, Portugal
- 10 Bangkok, Thailand

## Top for travel in summer

- 1 New York City, USA
- 2 Los Angeles, USA
- +17 ▲ 3 Dubai, UAE
- 4 Denpasar, Indonesia
- 5 Montréal, Canada
- 6 Bangkok, Thailand
- 7 Tokyo, Japan
- 8 Athens, Greece
- +14 ▲ 9 Pointe-à-Pitre, Guadeloupe
- 10 Ajaccio, France

▲ Increase in ranking position in comparison to 2020

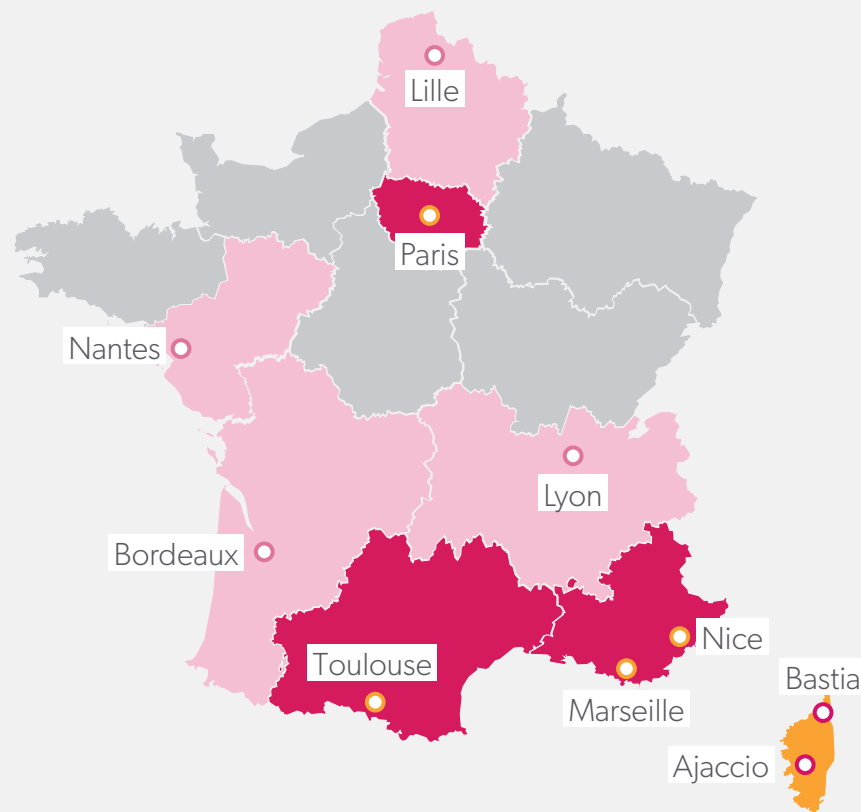


# What are the **top destinations**?

The top destinations for domestic travel as well as travel within Europe remained stable in comparison to the last year. The only “newcomer” in both rankings is Ajaccio, the capital of French Corsica island. This might mean that more French travelers consider domestic travel this year and plan to go to Corsica in spring and summer.

## Highest domestic search volume

	1	Paris, France
	2	Nice, France
	3	Toulouse, France
+4 ▲	4	Ajaccio, France
	5	Nantes, France
	6	Marseille, France
	7	Lyon, France
	8	Bastia, France
	9	Bordeaux, France
	10	Lille, France



In case your destination is not in the top ranking for now, you might want to start raising awareness about it. Inspirational campaigns can be a suitable way to grow demand by building travelers' confidence and reassuring them about safety and convenience.

## Top destinations within Europe

	1	Lisbon, Portugal
	2	Madrid, Spain
	3	Paris, France
	4	Porto, Portugal
	5	Nice, France
	6	Barcelona, Spain
	7	London, UK
	8	Toulouse, France
+19 ▲	9	Ajaccio, France
	10	Athens, Greece







# What are the top destinations?



Do you see your destination trending? Amazing! Don't miss out on an opportunity to convert demand to your destination into real visitors. Conversion-oriented advertising (e.g. display ads) will bring you bookings as soon as the borders reopen, and travel is safe again.

## Highest volumes for immediate travel

	1	Dubai, UAE
	2	Pointe-à-Pitre, Guadeloupe
+9 ▲	3	Fort-de-France, Martinique
	4	Bangkok, Thailand
+12 ▲	5	Cancún, Mexico
	6	New York City, USA
	7	Marrakesh, Morocco
	8	Miami, USA
	9	Lisbon, Portugal
+11 ▲	10	Istanbul, Turkey



## Highest ranking increase (within top 100)

+139 ▲	42	Sint Maarten, Sint Maarten
+99 ▲	67	Santo Domingo, Dominican Republic
+89 ▲	85	Douala, Cameroon
+88 ▲	17	Punta Cana, Dominican Republic
+87 ▲	41	Male, Maldives
+82 ▲	37	Zanzibar, Tanzania
+80 ▲	95	Bamako, Mali
+80 ▲	96	Hurghada, Egypt
+74 ▲	60	Abidjan, Ivory Coast
+66 ▲	34	San José, Costa Rica





TRAVELER SPOTLIGHT

# France

Highest daily average search increase from

## Rennes

January shows 14.6% increase compared to the average of last 12 months



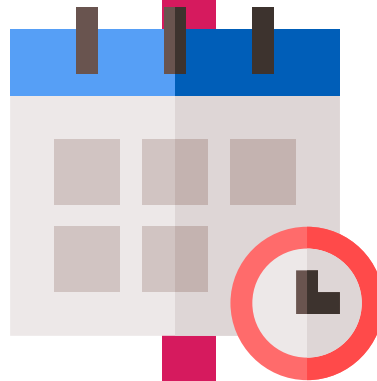
## 58 days

was the average time between searching and the travel day in January



## Jan 4

was the day with highest search volumes: 39.1% above January average



## 7–8 pm

was the time with highest search volumes with 6.5% of the daily searches

## 2 March

is the most searched day assuming the advance time on the peak demand date

## 6,4 days

is the average searched stay for March onwards




## Dubai

is the most searched destination on the peak day with 3.56% of the total volume







As an Amadeus company, travel audience is a part of the leading technology company dedicated to the global travel industry and has access to unique travel data including searches, bookings, schedules and traffic.

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