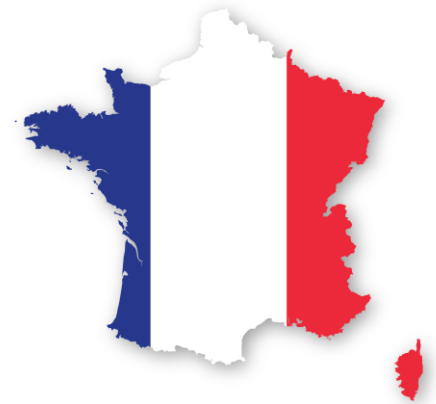




UNLOCKING THE **FRANCE MARKET**

BY SAT INSIGHTS UNIT



SOUTH AFRICAN TOURISM



Canada

USA

Brazil

France

Netherlands

UK

Germany

Italy

Spain

Russia

China

Japan

India

Australia

Nigeria

Kenya

Zambia

Malawi

Mozambique

Botswana

Namibia

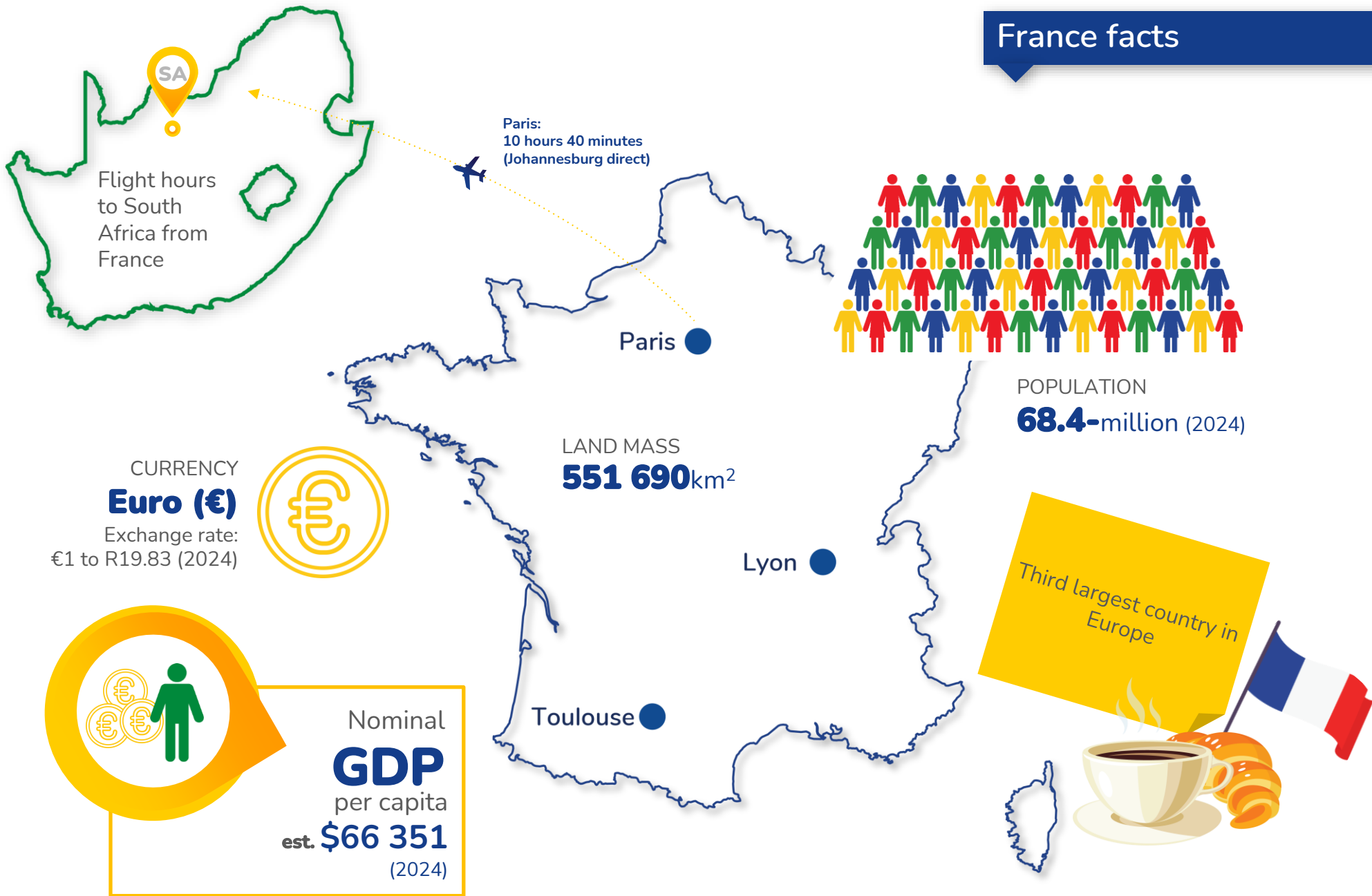
Zimbabwe

Eswatini

Lesotho

South Africa

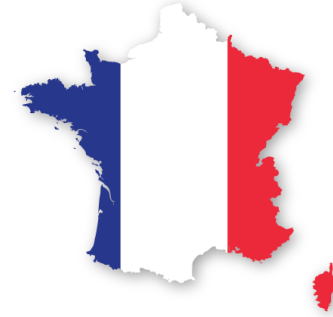
France facts



France's travel status



France's long-haul travel share, currently (2024) sitting at 20% of all trips, it is **expected to reach 23% by 2027**



French arrivals to South Africa peak in **October**. **June** is consistently a low season for French arrivals as that is their summertime.



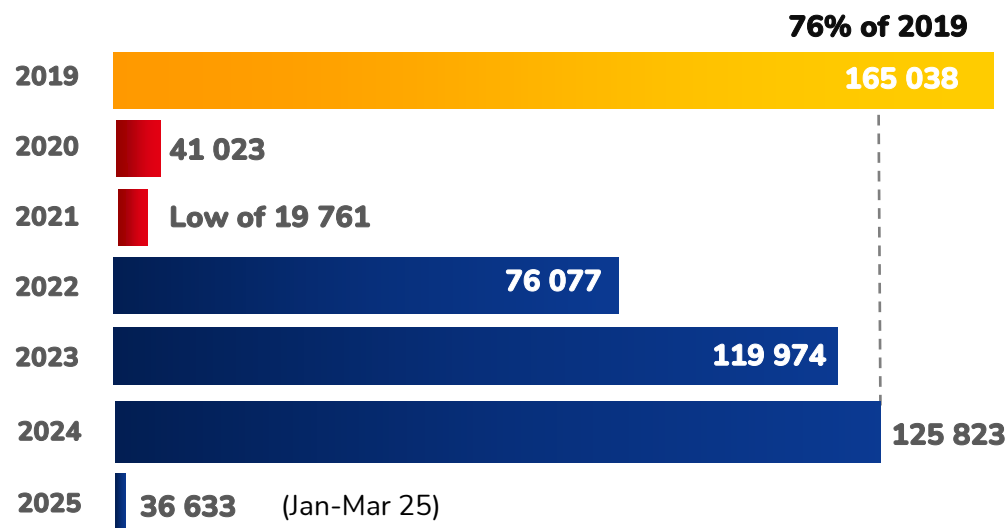
France's long-haul market size is said to be 11,5 million (2024), and is expected to reach **16.2-million by 2027**



France-South Africa travel trends

France has experienced steady growth over the past two years, ending 2024 with 125,823 arrivals—an increase of 4.9% from the previous year.

Projections for 2025 estimate arrivals at 167,310, reflecting a more cautious outlook compared to last year's forecast for the same period.



Visitor spending reached R3,0 Billion in 2023 up by 66,0% compared to 2022. In 2024 visitor spending went regressed by - 17,2% closing 2024 at R2,4 Billion.



South Africa ranks #2 for **wildlife** among French travellers, compared to 10 other countries



South Africa ranks #4 as an adventurous destination among French travellers.

Getting to South Africa



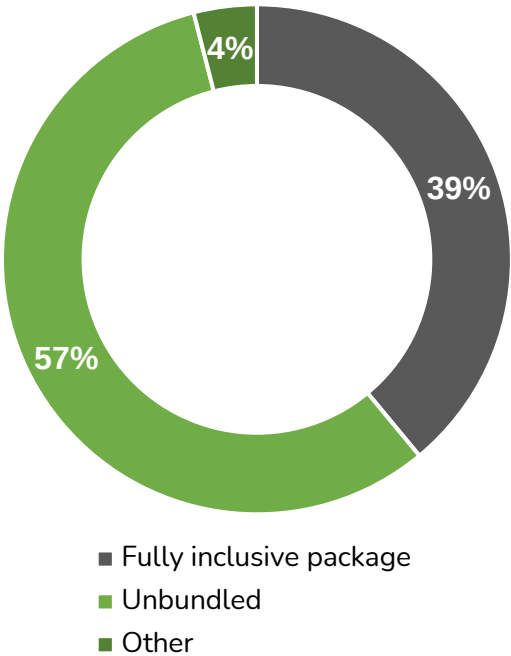
Seat Capacity

	2024	% Growth vs 2023	vs 2019 Capacity
France	160 211	2,6% ↑	57%

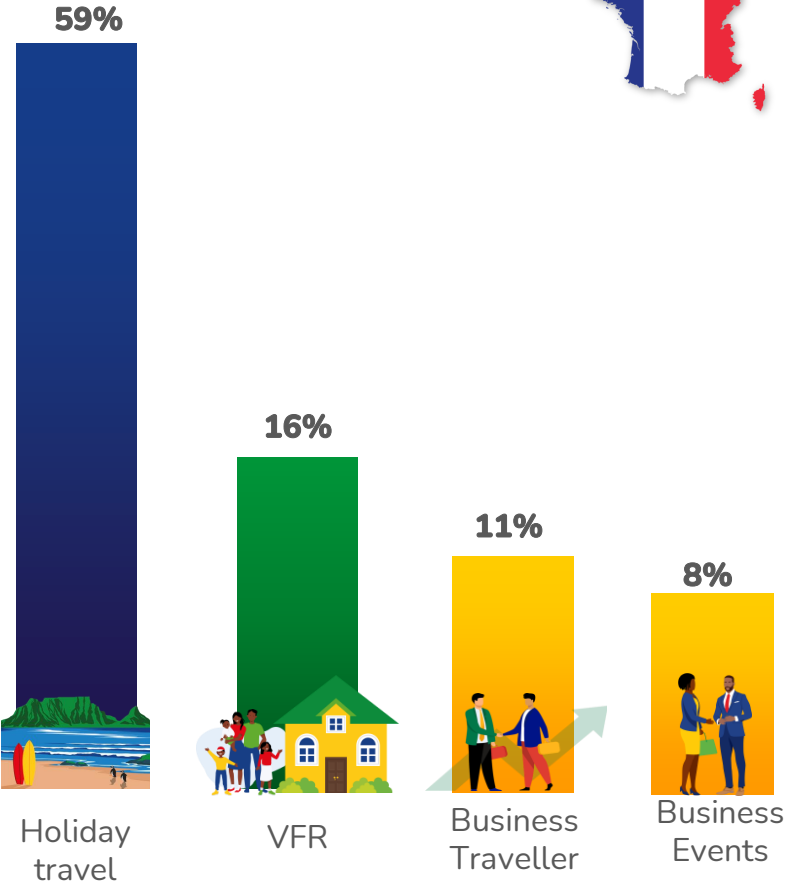
Airlines:



Travel package preferences:



Traveller profiles (2024):



Competition for the French market

South Africa's competitors:



Canada



**#1
Welcoming
people**



Kenya



**#1 for
wildlife
tourism**



Thailand



**#1 value
for money**



Travel makes the French feel 'alive' and energised, they want to visit countries where they can meet different people



South Africa (33%) is expected to see **faster growth** from the French market **when compared to** Canada, Caribbean, **India, Kenya and UAE**



South Africa is highly associated with **natural beauty and wildlife experiences**



The French prefer warm climates and vast landscapes, and that are accessible and provide multitude of options for leisure activities

What do the French do in SA?



Shopping and eating out



Visiting natural attractions



Experiencing wildlife

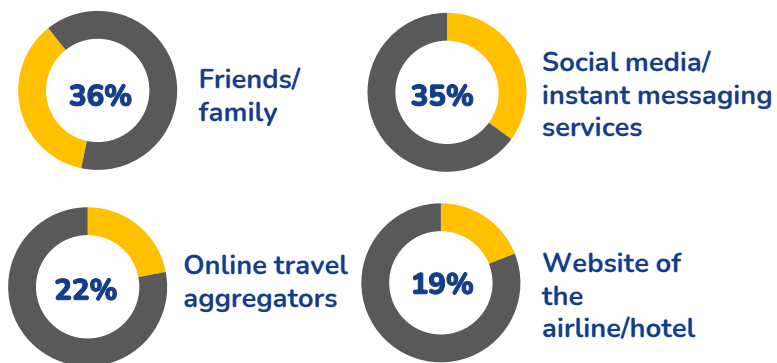


Going to the beach

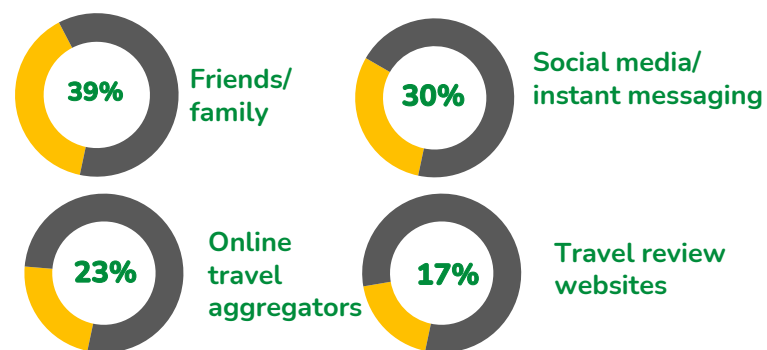
When sharing their holiday experiences, French' preferred channels are friends/family or Social media/ instant messaging services

Role of Media Channels

Channels used to share details of holiday experiences during trips



Channels used to share holiday experiences after trips



Source: SAT Brand Tracker

Profile of South African arrivals

French traveller facts:



Most French visitors travel with a **spouse or partner (39%)** or **alone (34%)**



The **25 to 40 y.o. French tourists** make up 49% of arrivals in South Africa



Two out of every three (64%) tourists to South Africa are **male**



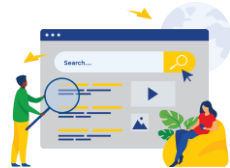
Most nights are spent in hotels (26%), with Family and friends (21%) and Game Lodges



French travellers stay in South Africa for about **two weeks** on average (15 days)



They trust information from sources that are authentic and unbiased – such as Word of Mouth



Majority (**57%**) book their air ticket directly with **airline (online)**, and **21%** with online travel agency



33% book their accommodation via an online travel agency. and they spend about R12 100 on **accommodation**



The average French tourist spends on average **R22 200** when visiting South Africa

Number of long-haul French travellers globally: **13-million (2025)**



Eating out (83%)



Visiting natural attractions (63%)



Viewing wildlife (62%)

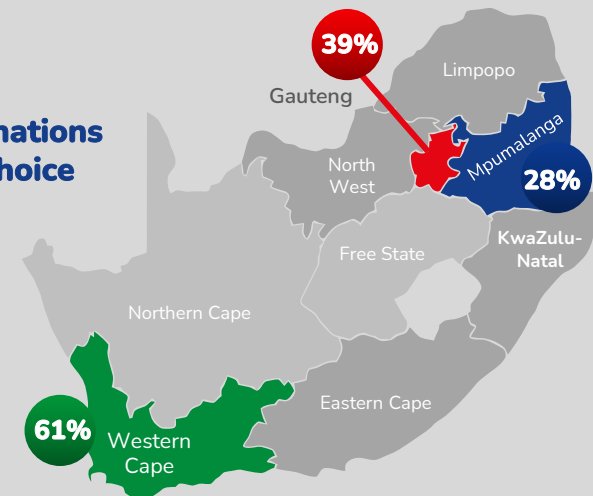


Shopping (75%)



Adventure (47%)

Destinations of choice





SOUTH AFRICAN TOURISM

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