

# Business Events – French MICE Market

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Bristol International Balloon Fiesta, England



VisitEngland



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# Country profile

- France has a population of just over 68 million.
- The official language is French; English often is the first or second foreign language taught in schools.
- The highest populated areas are in the north and southeast of France, as well as cities led by Paris.
- According to Trading Economics, the French GDP is projected to grow 1.5% in 2025 and 1.7% in 2026. France is the world's seventh-largest economy.
- Major Industries: Key sectors include aerospace, automotive, luxury goods, tourism, pharmaceuticals and finance.
- Innovation Focus: There is a growing trend of French businesses engaging in events related to technology, sustainability and innovation to stay ahead in the competitive market.
- France is a top source market for business events visits to Britain. It is also a top source market for spend.
- Air Connectivity: France has a well-developed air transport network, with major international airports such as Charles de Gaulle in Paris, Lyon-Saint Exupéry and Nice Côte d'Azur offering extensive global connectivity.
- Train Connectivity: Eurostar offers a sustainable and fast access to Britain, with on average 17 trains per day. It takes an average of 2h 22m to travel from London to Paris, over a distance of 212 miles (342 km).

# Doing business with France

## Top tips for working with French event buyers and organisers

- Appointments are mandatory and should be made one month in advance and reconfirmed the day before. Be punctual and allow for flexibility around the duration of the meeting.
- Meetings are important to the French. They like to meet the people they work with to build a relationship. First meetings are important for introductions with further interactions to maintain relationships, discuss business opportunities and make decisions. The French tend to be direct, ask probing questions, analyse the details of a proposal and raise issues they would like to solve with debating skill. Try to avoid high-pressure sales tactics. Agendas tend to be rarely used and not necessarily be adhered to.
- Communication tends to be formal and you should expect written communication, both to back up decisions and to maintain a record of decisions and discussions. Following the established protocol is critical to building and maintaining business relationships. Once a firm business relationship has been established it is appropriate to relax rules and to become more informal.
- French business behaviour emphasises courtesy, is usually formal and tends to be hierarchical. Mutual trust and respect is earned over time and close personal business alliances are important.
- Expectations for standards and services are high – any issues should be resolved promptly. The French look for excellent value for money across all business dealings so be prepared for negotiation.
- Make sure your sales material is available in both English and French and that you use the metric system when describing meeting spaces alongside capacities.
- Speaking French is an advantage in this market; if, however, you do not speak French, do try to use some French in your first approach.

# Our experience – Meeting & Incentive trends 2024

Top trends in France from VisitBritain enquiries / meetings

- Sustainability has become a significant trend in the French business events market. Organisers are increasingly focused on reducing the environmental impact of events.
- MICE bookings from France tend to come from agencies specialised in this market or directly from corporates. They mainly book meetings and incentives and include a teambuilding element.
- French buyers tend to book short trips with 2-3 day duration in Europe. Direct flight routes and air/train capacity strongly influence destination choice.
- French agencies book both with suppliers directly and through DMCs – the latter normally with French speakers.
- Group sizes tend to be less than 100 passengers due to airline capacity limits for group bookings on European airlines.
- Events are generally booked year-round, except for July and August. Peak months are from September to November.
- Buyers consider the attractiveness of the region / city when choosing a destination for their event. They also consider potential business reasons to travel to a region, e.g. visiting a branch office, access to local customers.

# MICE Media & Event Association

## Media:

Publication	Magazine frequency/ circulation	Readership	Website visitors	Newsletter frequency/ no. of	Countries covered
TendanceNomade	6 issues print annually 25 digital issues annually 15k average circulation	54% corporate 41% agencies 5% associations	55k average monthly visitors to <a href="http://www.tnmedianetwork.com">www.tnmedianetwork.com</a>	Twice monthly to 35k subscribers	France, Belgium, Switzerland
MeeT and TRaVeL MaG	5 print issues annually 10 digital issues annually 5.3 average circulation	65% corporate 25% agencies 10% associations	6.2k average monthly visitors to <a href="http://www.meetandtravelmag.com">www.meetandtravelmag.com</a>	Weekly to 30k subscribers	France, Belgium, Switzerland

## Association of event organisers :

L'événement : <https://levenement.org/>

UNIMEV – Union Française des Métiers de l'Événement : <https://www.unimev.fr/>

## 20 MICE Agencies:

Most international event agencies are based in the Paris region but located in various parts of the city and suburbs. In addition, there are other strong agencies in Lyon and Toulouse.

Company	Column1	Country	Address 1: City
BOULEVARD DE LA STIM	<a href="http://www.bdstim.com">www.bdstim.com</a>	France	Boulogne-Billancourt
EGG	<a href="http://www.egg-events.com">www.egg-events.com</a>	France	Neuilly sur Seine
EQUATOUR	<a href="http://www.equatour.fr">www.equatour.fr</a>	France	Paris
Eugène & Co	<a href="http://www.eugene-co.com">www.eugene-co.com</a>	France	Paris
EXOCET	<a href="http://www.exocet.fr">www.exocet.fr</a>	France	Paris
FACETS	<a href="http://www.facets.fr">www.facets.fr</a>	France	Paris
FANCY VOYAGES	<a href="http://www.fancy-voyages.fr">www.fancy-voyages.fr</a>	France	Lyon
FC2 events	<a href="http://www.fc2events.fr">www.fc2events.fr</a>	France	Courbevoie
GL Events	<a href="http://www.gl-events.com">www.gl-events.com</a>	France	Lyon
GOODWILL TRAVEL	<a href="http://www.goodwilltravel.fr">www.goodwilltravel.fr</a>	France	Paris
Havas Events	<a href="http://www.havas.com">www.havas.com</a>	France	Puteaux
Hopscotch	<a href="http://www.hopscotchgroupe.com">www.hopscotchgroupe.com</a>	France	Paris
LA FONDERIE	<a href="http://www.la-fonderie.fr">www.la-fonderie.fr</a>	France	Pantin
LEVER de RIDEAU	<a href="http://www.ldr.fr">www.ldr.fr</a>	France	Paris
MADIBA	<a href="http://www.madiba.fr">www.madiba.fr</a>	France	Marseille
MAMAN L'AGENCE	<a href="http://www.mamanagence.com">www.mamanagence.com</a>	France	Boulogne Billancourt
CWT - meetings & Events	<a href="http://www.mycwt.com">www.mycwt.com</a>	France	Boulogne-Billancourt
PROFIL ORGANISATION	<a href="http://www.profilorganisation.fr">www.profilorganisation.fr</a>	France	TOULOUSE
Scape Chaikana	<a href="http://www.scape-chaikana.com">www.scape-chaikana.com</a>	France	Paris
SUCCES DES STIM	<a href="http://www.succes-des-stim.com">www.succes-des-stim.com</a>	France	Paris

# Non-stop flight connectivity from France to the UK (1/5)

Based on capacity data from April 2024 – September 2024

## From Bastia-Poretta to

- London-Gatwick with easyJet (from April 2024)

## From Bergerac-Roumanières to

- Bournemouth with Ryanair (from May 2024)
- Bristol with Ryanair (from June 2024)
- East Midlands with Ryanair (from June 2024)
- Edinburgh with Ryanair
- Leeds/Bradford with Jet2 (from May 2024)
- Liverpool with Ryanair
- London Stansted with Ryanair
- London City with British Airways (from June 2024)
- Manchester with Jet2 (from May 2024)
- Southampton with British Airways (from May 2024)

## From Biarritz Anglet Bayonne to

- Edinburgh with Ryanair
- London Gatwick with easyJet
- London Stansted with Ryanair

## From Béziers Vias to

- Bristol with Ryanair
- Edinburgh with Ryanair (from June 2024)
- London Luton with Ryanair
- London Stansted with Ryanair (from May 2024)
- Manchester International with Ryanair

## From Bordeaux to

- Belfast with easyJet (from May 2024)
- Birmingham with Ryanair
- Bristol with easyJet
- Edinburgh with Ryanair
- Glasgow with easyJet (from June 2024)
- London Gatwick with British Airways and easyJet
- London Luton with easyJet
- London Stansted with Ryanair
- Manchester International with easyJet or Ryanair



# Non-stop flight connectivity from France to the UK (2/5)

Based on capacity data from April 2024 – September 2024

## From Brive-Souillac to

- London Stansted with Ryanair

## From Caen to

- Southampton with Chalcir Aviation (from June 2024)

## From Calvi to

- London Gatwick with easyJet (from June 2024)

## From Carcassonne to

- Bournemouth International with Ryanair (from May 2024)
- East Midlands with Ryanair (from May 2024)
- London Stansted with Ryanair
- Manchester International with Ryanair

## From Chambéry to

- Birmingham International with Jet2 or TUI Airways (both up to April 2024)
- Bristol with Jet2 or TUI Airways (both up to April 2024)
- Edinburgh with British Airways, Jet2 or TUI Airways (all up to April 2024)
- Glasgow International with TUI Airways (up to April 2024)
- Leeds Bradford with Jet2 (up to April 2024)
- London Gatwick with TUI Airways (up to April 2024)

## From Chambéry to

- London Stansted with Jet2 or TUI Airways (both up to April 2024)
- London City with British Airways (up to April 2024)
- Manchester International with Jet2 or TUI Airways (both up to April 2024)
- Southampton with British Airways (up to April 2024)

## From Figari-Sud Corse to

- London Gatwick with easyJet (from June 2024)
- London Heathrow with British Airways (from May 2024)

## From Grenoble-Isère to

- Birmingham International with Jet2 (up to April 2024)
- Bristol with easyJet (up to April 2024)
- Edinburgh with easyJet (up to April 2024)
- London Gatwick with British Airways (up to April 2024)
- London Heathrow with British Airways (up to April 2024)
- London Luton with easyJet (up to April 2024)
- London Stansted with Jet2 (up to April 2024)
- Manchester International with Jet2 (up to April 2024)
- Newcastle with Jet2 (up to April 2024)

# Non-stop flight connectivity from France to the UK (3/5)

Based on capacity data from April 2024 – September 2024

## From La Rochelle - Laleu to

- **Bristol** with easyJet (June-August 2024)
- **London Gatwick** with easyJet (from June 2024)
- **London Stansted** with Ryanair (from March 2024)
- **Manchester** with easyJet (June-August 2024)

## From Limoges Bellegarde to

- **Bristol** with Ryanair (June-August 2024)
- **East Midlands** with Ryanair
- **Leeds/Bradford** with Ryanair (from June 2024)
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

## From Lyon to

- **Edinburgh** with easyJet
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways
- **London Luton** with easyJet
- **Manchester International** with easyJet

## From Marseille to

- **Bristol** with easyJet (from May 2024), or Ryanair
- **Edinburgh** with Ryanair
- **Glasgow** with easyJet (from June 2024)
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

## From Montpellier-Méditerranée to

- **London Gatwick** with British Airways or easyJet
- **London Luton** with easyJet (from June-August 2024)

## From Nantes Atlantique to

- **Bournemouth International** with Ryanair (from June 2024)
- **Bristol** with easyJet (from June 2024)
- **Edinburgh** with Ryanair
- **London Gatwick** with easyJet
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

# Non-stop flight connectivity from France to the UK (4/5)

Based on capacity data from April 2024 – September 2024

## From Nice Côte d'Azur to

- **Belfast International** with easyJet (from June 2024)
- **Birmingham** with Jet2
- **Bristol** with easyJet
- **Edinburgh** with easyJet
- **Leeds/Bradford** with Jet2
- **Liverpool** with easyJet
- **London Gatwick** with British Airways, or Wizz Air (the latter up to April 2024)
- **London Heathrow** with Air France or British Airways
- **London Luton** with easyJet
- **London Stansted** with Ryanair, British Airway or Jet2 (the latter two from May 2024)
- **London City** with British Airways
- **Manchester International** with easyJet, or Jet2

## From Nîmes Garons to

- **London Stansted** with Ryanair

## From Paris Beauvais-Tillé to

- **Belfast International** with Ryanair
- **Birmingham** with Ryanair

## From Paris Beauvais-Tillé to (cont.)

- **Edinburgh** with Ryanair
- **Leeds/Bradford** with Ryanair
- **Manchester International** with Ryanair

## From Paris Charles de Gaulle to

- **Belfast International** with easyJet
- **Birmingham International** with Air France, or easyJet
- **Bristol** with easyJet
- **East Midlands** with Eastern Airways
- **Edinburgh** with Air France or easyJet
- **Glasgow International** with easyJet
- **Leeds/Bradford** with Jet2
- **Liverpool** with easyJet
- **London Gatwick** with easyJet
- **London Heathrow** with Air France, or British Airways
- **London Luton** with easyJet
- **London Southend** with easyJet
- **Manchester International** with Air France and easyJet

# Non-stop flight connectivity from France to the UK (5/5)

Based on capacity data from April 2024 – September 2024

## From Paris Charles de Gaulle to (cont.)

- **Newcastle** with Air France
- **Southampton** with Eastern Airways

## From Paris Orly to

- **Bristol** with easyJet
- **Edinburgh** with Transavia
- **London Gatwick** with Vueling
- **London Heathrow** with Vueling
- **Manchester International** with easyJet

## From Perpignan Llabanère to

- **Birmingham International** with Ryanair (from June 2024)
- **Leeds/Bradford** with Ryanair (from May 2024)
- **London Stansted** with Ryanair

## From Poitiers-Biard to

- **Edinburgh** with Ryanair (from June 2024)
- **London Stansted** with Ryanair

## From Rennes St Jacques to

- **London Gatwick** with easyJet

## From Rodez-Marcillac to

- **London Stansted** with Ryanair (from June 2024)

## From Strasbourg to

- **London Gatwick** with Volotea

## From Tarbes Lourdes Pyrénées to

- **London Stansted** with Ryanair

## From Toulon-Hyeres to

- **London Gatwick** with easyJet

## From Toulouse-Blagnac to

- **Birmingham International** with Ryanair or TUI Airways (the latter up to April 2024)
- **Bristol** with easyJet
- **Edinburgh** with Ryanair
- **London Gatwick** with easyJet, or TUI Airways (up to April 2024)
- **London Heathrow** with British Airways
- **London Stansted** with Ryanair
- **Manchester International** with TUI Airways (up to April 2024)

## From Tours St Symphorien to

- **London Stansted** with Ryanair





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