

Business Events – French MICE Market

July 2022

Bristol International Balloon Fiesta, England



Contents



- **Country profile**
- **Doing business with France**
- **Event trends**
- **Air accessibility update**
- **French MICE Media and Event Associations**
- **20 MICE Agencies**

Country profile

- France has a population of just over 67 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 - French GDP is projected to grow 4.5% in 2022 and 1.9% in 2023.
- Capgemini World Wealth Report 2020 - there were 702,000 High Net Worth Individuals (HNWI)* resident in France. This represents Europe's second-largest and globally the fifth largest HNWI population globally behind the US, Japan, Germany and China.
- France was the UK's largest European and second largest global source market overall in terms of visits, and fourth most valuable in terms of visitor spending in 2019.
- The largest proportion of French visitors who came to the UK reside in the Île-de France area, Hauts-de-France or the southern regions of Auvergne-Rhône-Alpes and Occitanie (2019).
- 45% arrivals from France are on plane, followed by 39% via the Channel Tunnel by rail or car.

Doing business with France

Top tips 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 2022

Top trends in France from VisitBritain enquires / meetings

- The French events sector is currently undergoing change due to the pandemic. Several notable agencies have merged or acquired other agencies, e.g. Hopscotch/ Le Public Système/ Sagarmatha and La Fonderie/ Vista/ Fancy Voyages.
- 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 team building element.
- French buyers tend to book short trips with 2-3 day duration in Europe. Direct flight routes and air capacity strongly influences destination choice – particularly where not all air routes have been re-established following the pandemic.
- 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 also 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.

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

Based on capacity data from May 2022 - October 2022

From Ajaccio to

- **London-Stansted** with Air Corsica (May 2022)

From Avignon-Caum to

- **Birmingham** with Flybe (from July-September 2022)
- **Southampton** with Flybe (from July-September 2022)

From Bastia-Poretta to

- **London-Gatwick** with easyJet
- **London-Heathrow** with British Airways

From Bergerac-Roumanieres to

- **Birmingham** with Jet2 (to September 2022)
- **Bournemouth** with Ryanair (June-September 2022)
- **Bristol** with Ryanair (June-August 2022)
- **East Midlands** with Ryanair (June-August 2022)
- **Leeds/Bradford** with Jet2 (to September 2022)
- **Liverpool** with Ryanair
- **London Stansted** with Ryanair
- **London City** with British Airways (to September 2022)
- **Manchester International** with Jet2 (to September 2022)
- **Southampton** with British Airways (to September 2022)

Source: Apex; correct as of 16 May 2022

From Beziers Vias to

- **Bristol** with Ryanair (June-August 2022)
- **Edinburgh** with Ryanair
- **London Luton** with Ryanair (June-September 2022)
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

From Biarritz Anglet Bayonne to

- **Bristol** with easyJet
- **London Gatwick** with easyJet
- **London Stansted** with Ryanair

From Bordeaux to

- **Belfast** with easyJet (June-September 2022)
- **Birmingham** with Ryanair (from June 2022)
- **Bristol** with easyJet
- **Edinburgh** with Ryanair
- **Glasgow International** with easyJet (June-August 2022)
- **London Gatwick** with British Airways, or easyJet
- **London Heathrow** with British Airways (to March 2022)
- **London Luton** with easyJet

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

Based on capacity data from May 2022 - October 2022

From Bordeaux to (cont.)

- **London Stansted** with Ryanair
- **Manchester International** with easyJet, or Ryanair

From Brest Bretagne to

- **Birmingham** with Flybe (July-September 2022)

From Brive Souillac to

- **London Stansted** with Ryanair

From Calvi to

- **London Stansted** with Air Corsica (to September 2022)

From Carcassonne to

- **East Midlands** with Ryanair
- **Edinburgh** with Ryanair
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

From Figari – Sud Corse to

- **London Gatwick** with easyJet (July-September 2022)
- **London Heathrow** with British Airways

From La Rochelle Laleu to

- **Bristol** with easyJet (June-September 2022)
- **London Gatwick** with easyJet
- **London Stansted** with Ryanair
- **Manchester International** with easyJet (July-September 2022), or Jet2 (to September 2022)

From Limoges Bellegarde to

- **Bristol** with Ryanair (June-August 2022)
- **East Midlands** with Ryanair (except September 2022)
- **Leeds/Bradford** with Ryanair
- **London Gatwick** with easyJet
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair
- **Southampton** with British Airways (to September 2022)

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

Based on capacity data from May 2022 - October 2022

From Lyon to

- **Bristol** with easyJet
- **Edinburgh** with easyJet
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways
- **London Luton** with easyJet

From Marseille to

- **Bristol** with easyJet
- **East Midlands** with Ryanair
- **Edinburgh** with Ryanair
- **Glasgow International** with easyJet (June-September 2022)
- **London Gatwick** with easyJet
- **London Heathrow** with British Airways
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

From Montpellier Mediterranee to

- **London Gatwick** with easyJet
- **London Luton** with easyJet (June-September 2022)

From Nantes Atlantique to

- **Birmingham** with easyJet (June-September 2022)
- **Bristol** with easyJet (June-September 2022)
- **Edinburgh** with Ryanair
- **London Gatwick** with easyJet
- **London Stansted** with Ryanair
- **Manchester International** with Ryanair

From Nice Cote d'Azur to

- **Belfast** with easyJet
- **Bristol** with easyJet
- **Edinburgh** with easyJet
- **Leeds/Bradford** with Jet 2 (to September 2022)
- **Liverpool** with easyJet
- **London Gatwick** with British Airways, or easyJet
- **London Heathrow** with Air France (May, July, August 2022), or British Airways
- **London Luton** with easyJet
- **London Stansted** with Ryanair
- **London City** with British Airways
- **Manchester International** with easyJet or Jet2
- **Southampton** with British Airways (to September 2022)

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

Based on capacity data from May 2022 - October 2022

From Nimes Garons to

- **Edinburgh** with Ryanair
- **London Stansted** with Ryanair (June-August 2022)

From Paris Beauvais-Tille to

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

From Paris Charles De Gaulle to

- **Belfast International** with easyJet
- **Birmingham International** with Air France
- **Bristol** with easyJet
- **Edinburgh** with Air France or easyJet
- **Glasgow International** with easyJet
- **Leeds/Bradford** with Jet2
- **Liverpool** with easyJet (May 2022)
- **London Gatwick** with easyJet
- **London Heathrow** with Air France or British Airways
- **London Luton** with easyJet

From Paris Charles De Gaulle to

- **Manchester International** with Air France or easyJet
- **Newcastle** with Air France

From Paris Orly to

- **Birmingham International** with Vueling
- **Bristol** with easyJet
- **Cardiff** with Vueling
- **Edinburgh** with Transavia, or Vueling
- **Glasgow International** with Transavia, or Vueling
- **Liverpool** with Vueling (May 2022)
- **London Gatwick** with Vueling
- **Newcastle** with Vueling (to March 2022)

From Perpignan Llabanere to

- **Birmingham International** with Ryanair
- **London Stansted** with Ryanair

From Poitiers Biard to

- **Edinburgh** with Ryanair
- **London Stansted** with Ryanair

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

Based on capacity data from May 2022 - October 2022

From Quimper to

- London City with British Airways (June-September 2022)

From Rennes St Jacques to

- London Gatwick with easyJet

From Rodez Marcillac to

- London Stansted with Ryanair (June-September 2022)

From Tarbes Ossun Lourdes to

- London Stansted with Ryanair

From Toulon Hyeres to

- London Gatwick with easyJet (from June 2022)
- Southampton with Flybe (July-September 2022)

From Toulouse Blagnac to

- Bristol with easyJet
- Edinburgh with Ryanair
- London Gatwick with easyJet
- London Heathrow with British Airways
- London Stansted with Ryanair

From Tours St Symphorien to

- London Stansted with Ryanair

Please also note that Eurostar offers 13 direct trains from Paris to London St Pancras every day and the journey takes 2h 16m.

MICE Media & Event Association

Media:

Publication	Magazine frequency/ circulation	Readership	Website visitors	Newsletter frequency/ no. of recipients	Countries covered
Voyages & Stratégie	4 issues annually 20.5k average circulation	75% corporate 25% agencies	30k average monthly visitors to www.voyages-strategie.com	Once monthly to 14.5k subscribers	France, Belgium, Switzerland
TendanceNomade	6 issues print annually 25 digital issues annually 15k average circulation	54% corporate 41% agencies 5% associations	55k average monthly visitors to www.tnmedianetwork.com	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 www.meetandtravelmag.com	Weekly to 30k subscribers	France, Belgium, Switzerland

Association of event organisers :

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

Largest network of event planners in France, : 90 Event agencies covering 80% of the market

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

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