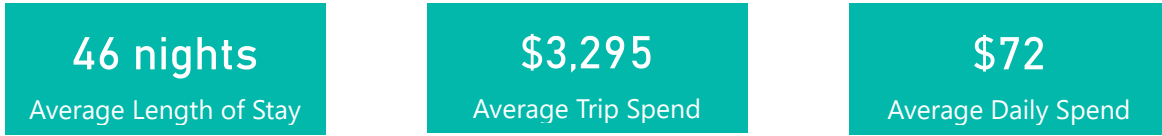


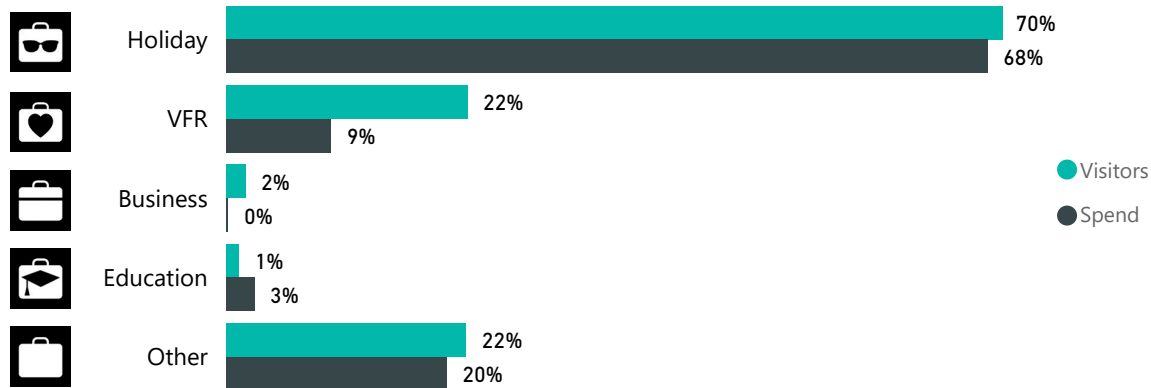
# FRANCE | MARKET PROFILE 2023

## MARKET OVERVIEW

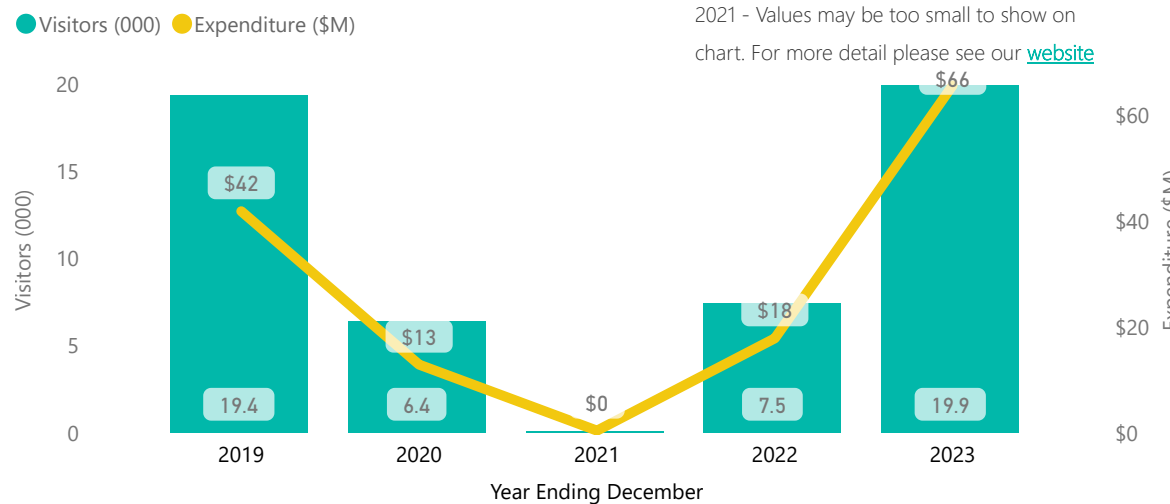
### Leisure Visitation to WA<sup>1</sup>



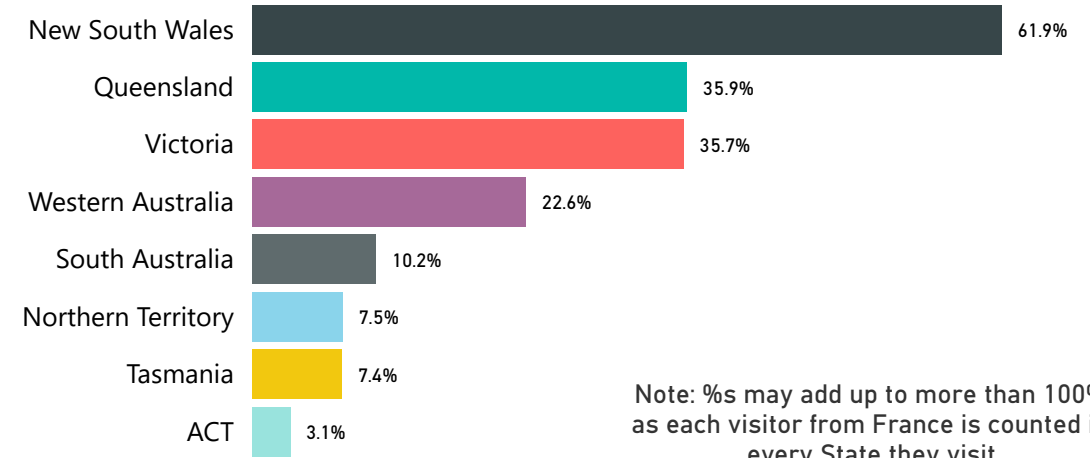
### International Visitors and Spend by Purpose (WA)<sup>1</sup>



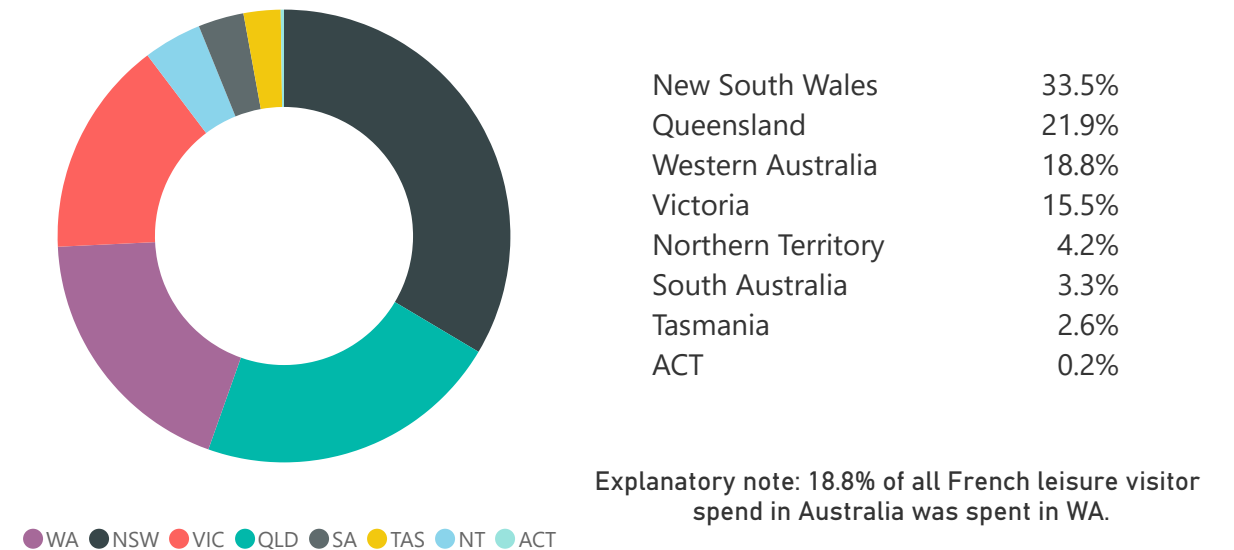
### Leisure Visitation and Spend to WA<sup>2</sup>



### Market Share of International Leisure Visitors to Australia<sup>1</sup>



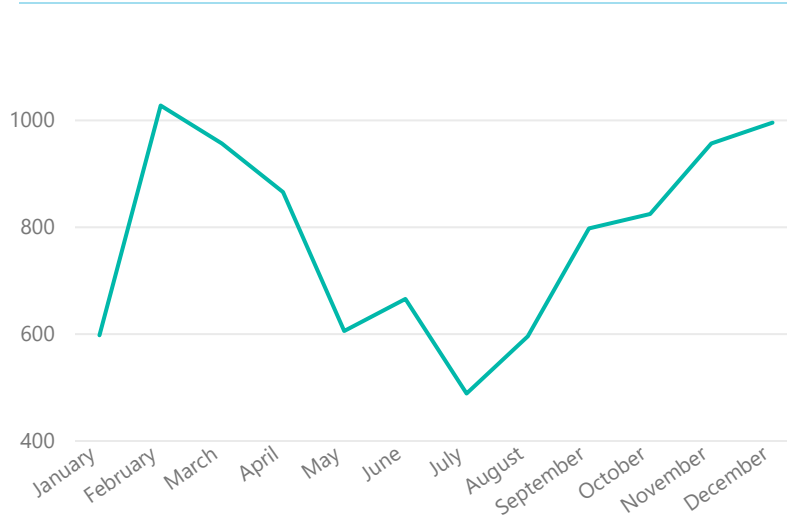
### Market Share of International Leisure Visitor Spend in Australia<sup>1</sup>



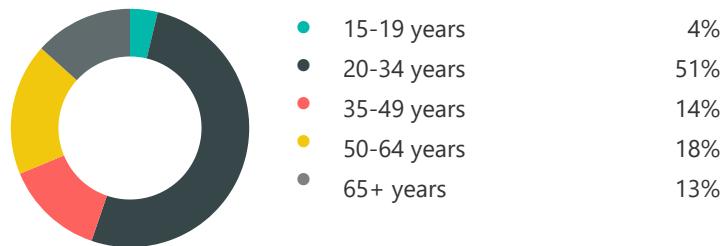
# FRANCE | MARKET PROFILE

## TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

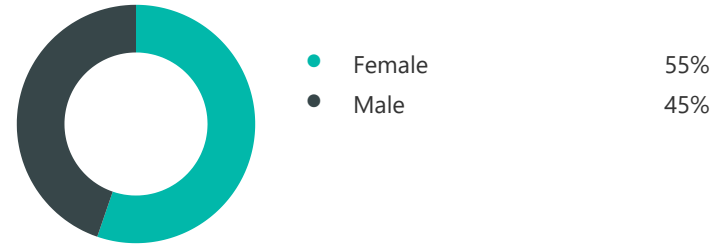
Seasonality - Short-term Leisure Visitor Arrivals to WA<sup>4</sup>



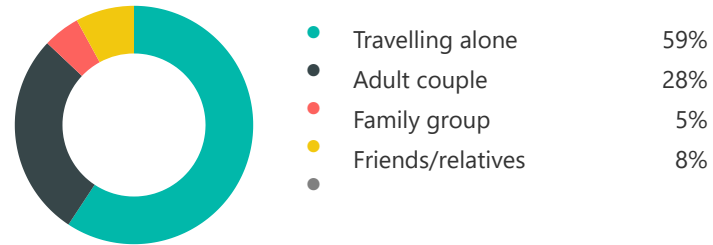
Age<sup>3</sup>



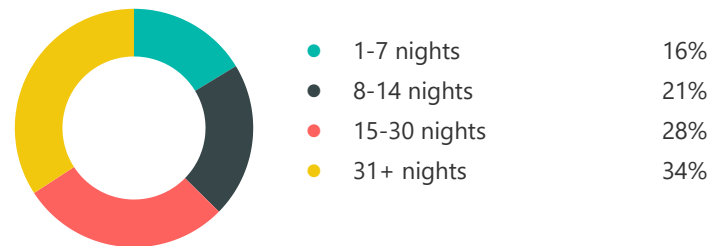
Gender<sup>3</sup>



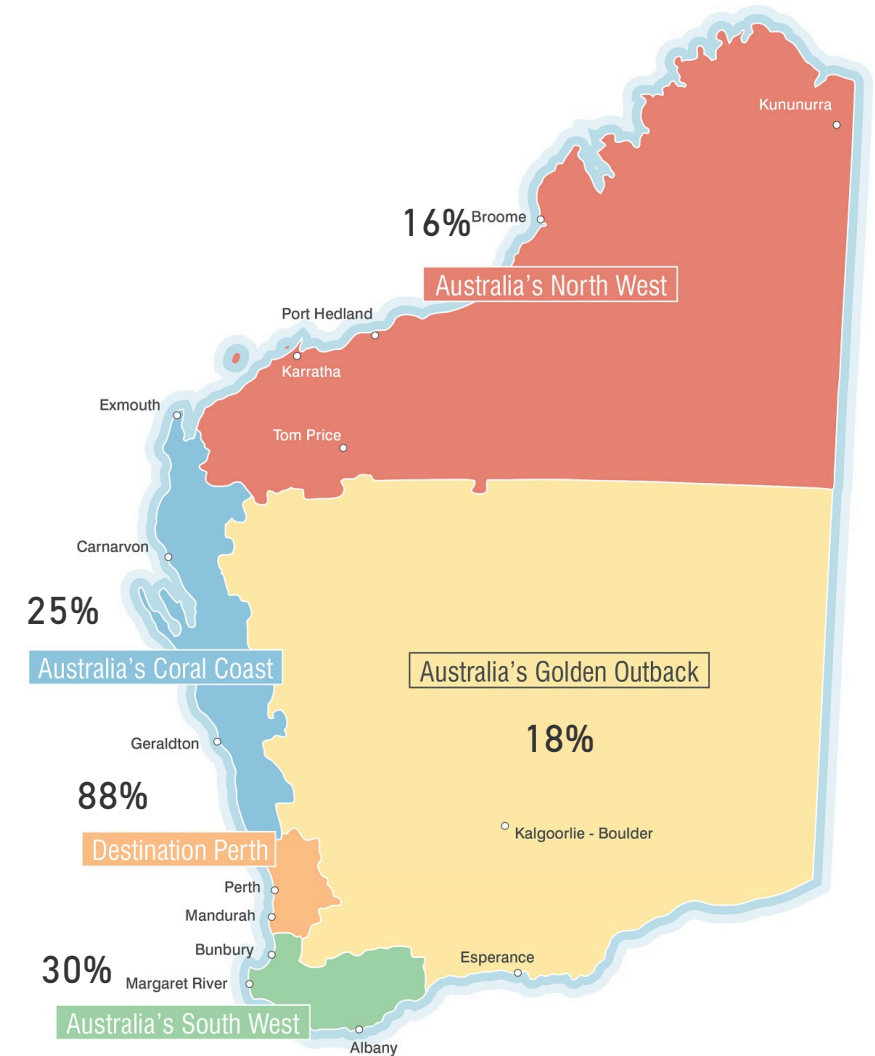
Travel Party<sup>3</sup>



Length of Trip<sup>3</sup>



Regional Dispersal<sup>3</sup>



# FRANCE | MARKET PROFILE

## TRIP PROFILE (TWO YEAR AVERAGE - 2019/23)

### Top 5 Activities for Leisure Visitors to WA<sup>3</sup>

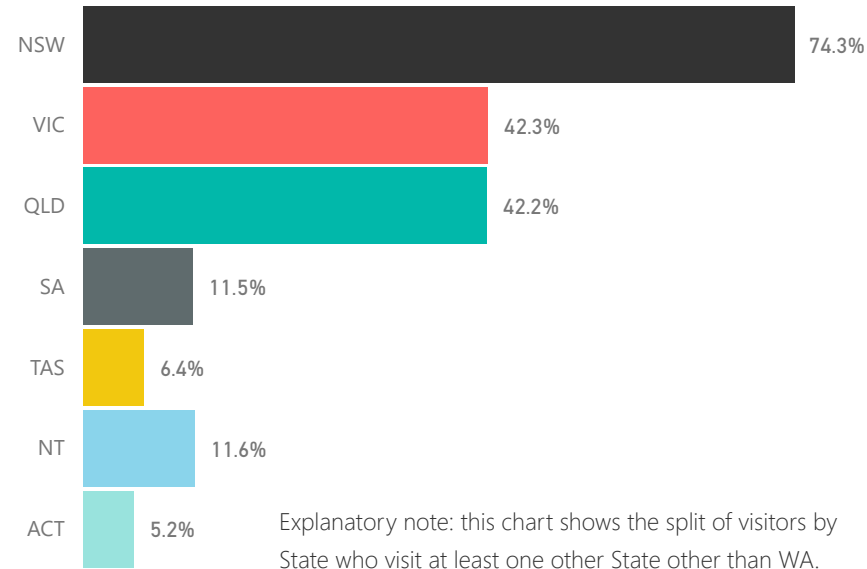
1	Eat out / dine at a restaurant and/or cafe	97%
2	Go shopping for pleasure	89%
3	Go to the beach	92%
4	Visit botanical or other public gardens	100%
5	Visit national parks / state parks	84%

*NOTE: Activity may have taken in place in WA or elsewhere in Australia during the trip.*

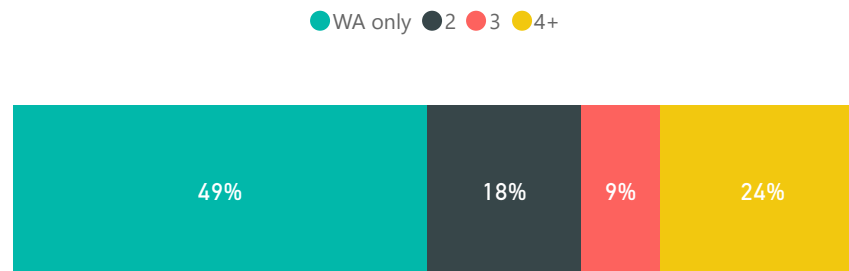
### Top 3 Accommodation Choices for Leisure Visitors to WA<sup>3</sup>

1	Other commercial accommodation	60%
2	Other Private Accommodation	48%
3	Caravan or camping	34%

### Other States Visited<sup>3</sup>



### Number of States Visited<sup>3</sup>



### Group Tour v Free Independent Travellers (FIT)<sup>3</sup>

98% of French leisure visitors to WA are free independent travellers. Equally, 98% of French leisure visitors to the rest of Australia are free independent travellers, so only a small proportion are likely to be on a group tour.

### Repeat Visitors<sup>3</sup>

48% of French leisure visitors to WA are on a return visit to Australia

### Travel Packages<sup>3</sup>

6% of French leisure visitors to WA arrived on a travel package