



# MARKET: FRANCE

25th May

# CHALLENGES

## OPERATIONAL CHALLENGES

- The employees are still on **partial unemployment**. **Some travel agencies are closed**. Teleworking is for most of the administrative staff and the manager's office.
- **Less human resources** but still a lot of work to do to be on time when the world will open again.
- Besides the handle of the postponements, the cancellations, and the talks with the insurances, they also **need time to prepare the season for 2021**.
- For the moment they survive thanks to the support of their insurance, the state measures (loans, partial unemployment...) as well as some cash left. **However the situation should not last too long**.

## BOOKING & CANCELLATION CHALLENGES

- Vouchers system valid for 18 months in France. Challenges on **maintaining the same price level** for next year.
- Cancellations with the **providers on land have been done with flexibility**. They mentioned otherwise problems with some airlines.
- **Difficulties to develop 2021** because everything is on stand-By: How will be the new travel rules, what about the airlines and the prices for winter ...?

# BOOKING SITUATION

- **The summer in Norway is dead for the French!** is the reaction of the interviewed TO following the announcement from the Norwegian government on Friday 15th May regarding leisure travel to / from Norway.
- **The majority of the clients postpone their cancelled travel to the next summer season.** Groups are easier to postpone than individuals. Vouchers are not necessarily guaranteed for the same country destination.
- At the moment for the majority of the people **it is too early to think after the summer holidays.**
- **Hopes for autumn winter 2020 – 2021.** Some new bookings have been observed before and during the crisis and **Norway is perceived as a safe country** to travel to. It is important to prepare a plan ( price product, availabilities ... ) to communicate to the TO's when demands start again. This is particularly relevant as we have been pro active in communicating “All Norway All Year” in the past years as well as we observed a **good development of the winter and autumn seasons.**
- A new study made by Horwarth HTL for BPI France – confirms that **French people will prioritize reunion with family and friends in non-commercial accommodation this summer.** International trips for 2020 are expected to drop by 53% . The study also confirms that bookings to tour operators shall **begin slowly from September for travel in Autumn/Winter 2020-2021.**

## BORDERS & TRAVEL ADVICE

- **Domestic situation** : On May 14th the French PM announced that French citizens could go on Summer holidays (July & August) in France and the overseas department. **Per now a leisure travel restriction of 100 km (leisure trips) applies until June 2nd.** The government shall come back on new travel updates this week.
- **Borders with other European countries** are closed until at least June 15th for leisure trips and until further notice for countries outside Europe. **The quarantine rule shall not apply for travellers from European countries.** However a reciprocity rule (**voluntary quarantine**) will be set with other neighbour countries implementing quarantine like UK and Spain.



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