

# Innovation Norway France Travel Trade Insights

- Webinar France, 2022  
Friday 18th March – 9am

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# Agenda

**1 – Context in France**

**2 – The Tourism sector in France**

**3 – Status activities 2022**

**4 – Questions & Answers**

# 1 – General situation in France

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# The context in France

**Covid update**

**Political climate**

**War in Ukraine**

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# COVID UPDATE

## SITUATION UPDATE

### Since March 14, 2022

- End of wearing a mask indoors (except in transport, health facilities and places of care).
- End of the vaccination pass (the "health pass" remains mandatory in transport, health facilities and places of care).
- End of wearing a mask in the classroom in schools, colleges and high schools.
- End of the protocol in business and the obligation to wear a mask.

# COVID UPDATE

## Situation update

Source: [data.gouv.fr](https://data.gouv.fr)

Updated: 13/03/2022

**Average number of new confirmed cases daily**

64,001 positive cases

 25.08 % in 7 days

Updated: 13/03/2022

**Incidence rate**

686.18 number of cases per week per 100,000 inhabitants

 25.27 % in 7 days

Updated: 16/03/2022

**Average number of new daily hospitalizations**

1,038 new people hospitalized

 10.43 % in 7 days

Updated: 16/03/2022

**Average number of new daily critical care entries**

97 new entries in critical care

 -1.02% in 7 days

Updated: 15/03/2022

**Number of people who received at least one dose**

54,261,761 people who received at least one dose of vaccine

 0.02% in 7 days

Updated: 15/03/2022

**Number of people fully vaccinated**

53,329,030 people fully vaccinated

 0.05% in 7 days

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# Political climate in France

## **2022 The rotating presidency of the European Union Council**

France chairs for six months (January - June 2022) the Council of Ministers of the European Union.

## **2022 French presidential election**

The first round of the 2022 French presidential election will be held on 10 April 2022. Should no candidate win a majority of the vote in the first round, a runoff will be held between the top two candidates on 24 April 2022.

The economic impact of the war in Ukraine, which began on Thursday, February 24, 2022, is already very real at the pump. Fuel prices have soared. It is already having an **impact on the price of fuels, gas and agricultural raw materials** and the effects will continue.

**The price of fuel has exceeded €2/l.** Faced with this exceptional situation, the Government will act directly on the price at the pump *via* a **"fuel discount" of 15 cents / l, applied from 1 April 2022 and for four months.**

Nearly €7 billion in aid to deal with a "crisis that will settle in the long term " The measures presented by Prime Minister Jean Castex have a double objective: reduce the energy bill in the short term and make the economy less dependent on Russia.

Rising prices, inflation (4% for 2022), fear of a global expansion of the conflict, nuclear threat: **the war in Ukraine affects all of us.** Nearly half of them are even "very worried"(66%) according to opinion polls conducted these recent days.

**«La guerre en Europe n'appartient plus à nos livres d'histoire», selon Macron**

Expression of solidarity (demonstration / march) / donation for Ukraine via TV and others (concert for Peace at the Opera /expression of solidarity towards the Ukrainian refugees.

**However, the pros of the sector do not sink into a pessimism. Probably because travellers are very eager to pack their bags and are just waiting for a geopolitical respite to conclude their holiday plans and trips. But the terrible Ukrainian crisis is likely to last and lead to an increase of the airfare prices.**



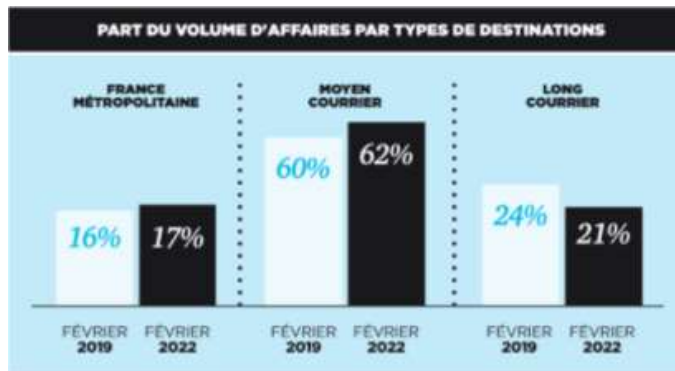
# War in Ukraine Economic & social consequences



# 2 – What about the travel sector?

## The outlooks were good

- Summer departure rate was almost on the same level as in 2019 with an all time high level of « long stay » holidays
- Some TO reported better results in Jan/ Feb than in early 2019
- Airline industry multiplied offers and FR was expected to recover 70% of passengers from 2019



 Norway

Sources :

[Guerre en Ukraine : les aéroports français anticipent de « lourdes » conséquences \(lechotouristique.com\)](#)

[Baromètre Orchestra/L'Echo : le top 20 des destinations en février 2022 \(lechotouristique.com\)](#)

[Covid : les Français sont massivement partis en vacances l'an dernier | Les Echos](#)



Photo by Kevin Bosc on Unsplash

# Shift of priorities

In 2 years, cleanliness and health have become important criteria when choosing a destination



# Need to unwind, relax ... and spend time with friends or family



## Then the war came...

- Generic travel demand between the desire to get away, fear and culpability
- Higher oil prices and lower purchasing power = Toward less in-destination mobility by car ?
- Impact on Airline industry – affecting routes profitability
  - Air France covered by 50%



## How are operators affected by the war ?


- **Wait & See** – 2022 is not « wasted » yet. The desire to travel is strong

50% say 2022 will be better than 2021 / 35% say it is impossible to answer yet

- 70% say they are affected by an « Anxiety » climate
- 54% say projects have been delayed
- 39% say client ask more questions about safety etc

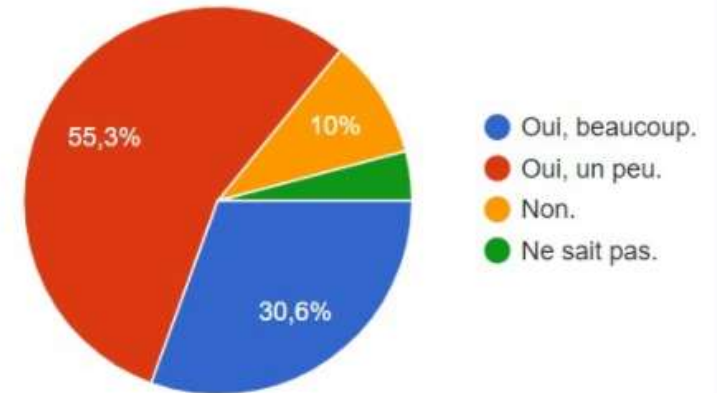
- A sector dependant on household's confidence .

Source : [Guerre en Ukraine : quel impact sur les ventes des agences et voyagistes ? \(lechatouristique.com\)](#)

 **Norway** [Tourisme : la guerre en Ukraine déstabilise les spécialistes du voyage | Les Echos](#)

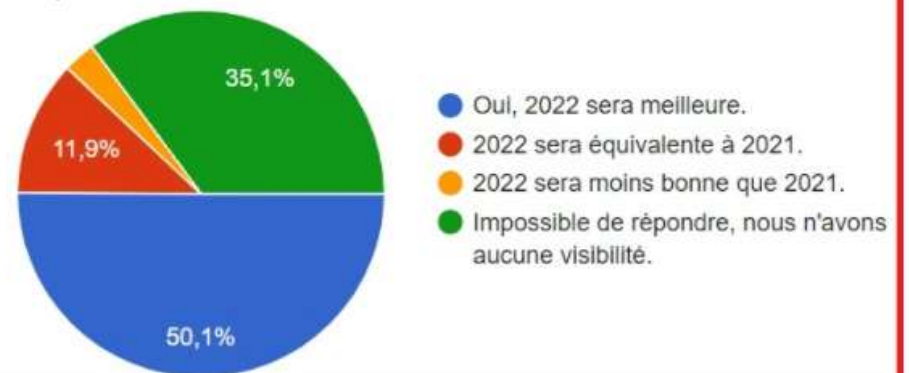
### La guerre en Ukraine affecte-t-elle votre entreprise ?

461 réponses



### En termes de réservations, pour votre entreprise, pensez-vous que l'année 2022 sera meilleure que 2021 ?

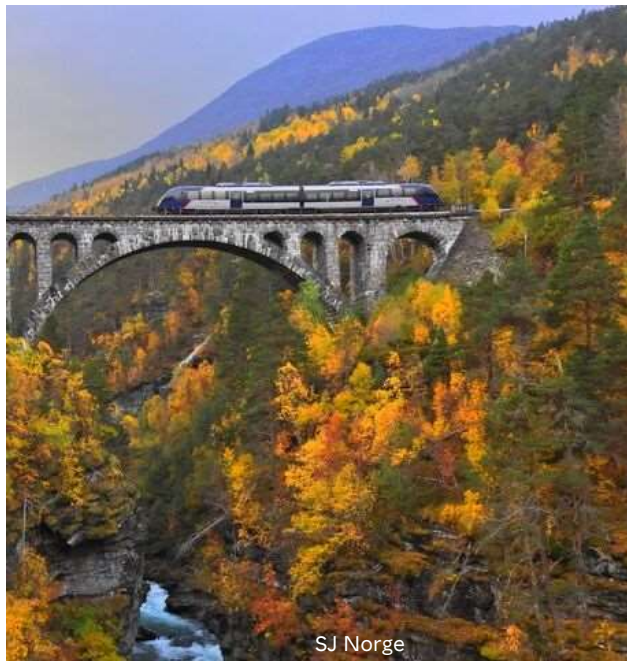
461 réponses



# 3 B2B Activities 2022

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## MAY – agent visit & « four seasons » workshop



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## SEPTEMBER – Norway for Culture Lovers





# 4 - NTW

# FRENCH BUYERS



# 4 – Questions & Answers

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# Ta gjerne kontakt med oss 😊



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