

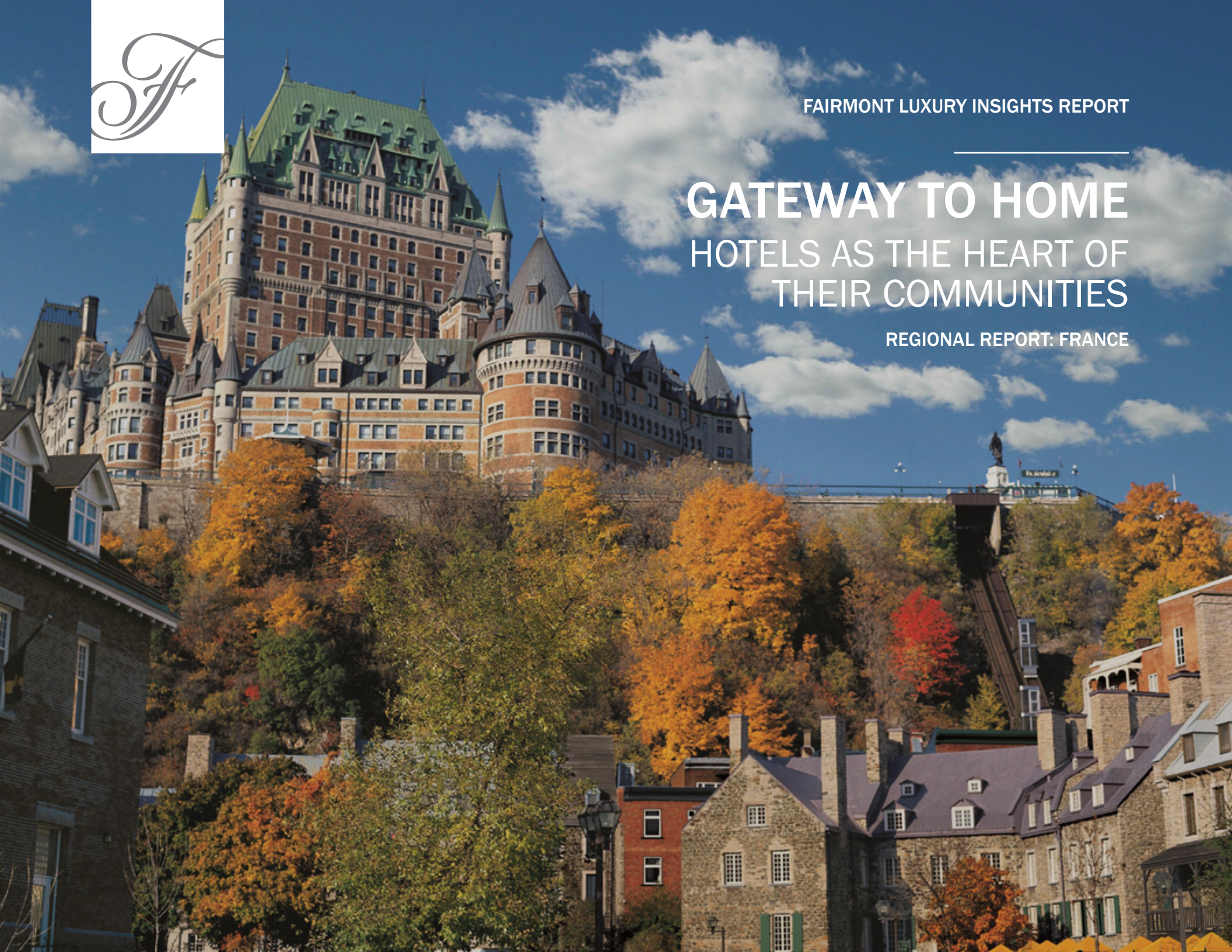


FAIRMONT LUXURY INSIGHTS REPORT

GATEWAY TO HOME

HOTELS AS THE HEART OF THEIR COMMUNITIES

REGIONAL REPORT: FRANCE





The Luxury Insights Report: Gateway to Home - Hotels as the Heart of their Communities is the latest volume in a series of ongoing research-led, data-driven reports. Findings explore luxury travel trends, revealing that affluent travelers perceive hotels and resorts as established authorities and trusted travel guides.

A closer look was taken to understand the priorities of savvy travelers in key markets across the globe. The following report dives deeper into the preferences of luxury travelers from France to understand how they differ from their international counterparts.

EXPERIENCE

Luxury travelers from France eschew the expected and thrive on discovery.

CULTURE CURATORS

Passion for immersive and enlightening experiences runs deep among French travelers, with 9-in-10 preferring destinations with rich history and culture, while 80% avoid overly 'touristy destinations', which is well above the global average (74%). French travelers are not afraid of exploring the unknown, with only 37% preferring to go to familiar destinations. Interestingly, French affluent travelers in the millennial demographic are more so creatures of habit, as 58% prefer going to familiar destinations.

No matter their age, affluent French travelers value luxury hotels, with 91% seeing them as an important part of the vacation experience.

CASE STUDY:

Fairmont Le Montreaux Palace in Switzerland offers guests the opportunity create their own adventures, enjoying historic castles, vibrant towns, and lovely countrysides.



FAIRMONT LE MONTREUX PALACE



COLLEAGUE CONNECTIONS

Colleagues are the heart and soul of the travel experience for travelers from France.

FIRST CLASS SERVICE

Similar to others around the world, 9-in-10 French travelers agree that friendly and engaging colleagues influence their choice of hotel. Knowing they will find knowledgeable locals working at the restaurants and attractions makes all the difference to a great vacation. As purveyors of culture and history, French luxury travelers are also interested in hotels that have employees with a deep understanding of the local happenings, with 88% trusting recommendations from local hotel colleagues.

A priority focus for the brand's parent company AccorHotels, as well Fairmont, is a worldwide commitment to sustainability, striving for zero food waste and healthy sustainable food. Across the wider AccorHotels network, which serves 200 million meals each year, the goal is to:

Reduce food waste by 30%

Engage 100% of the restaurants in providing healthy and sustainable food

Establish 1,000 urban vegetable gardens on hotel properties

SUSTAINABILITY

Affluent travelers from France value a hotel's efforts towards responsible tourism, and that begins with their plate.

FOOD FIRST

While French travelers value sustainable tourism, to them, food is at the center of their connection with a local community. It is of utmost importance that hotel kitchens have locally-sourced ingredients, with 90% of French affluent travelers prioritizing this, in contrast to a global average of 77%.



FAIRMONT LE CHÂTEAU MONTEBELLO



FAMILY MEMORIES

Whether locally or abroad, travelers from France seek out luxury hotels to celebrate momentous occasions.

MEMORABLE MOMENTS AT HOME

For French travelers, local luxury hotels are not only for vacations; they're also an ideal destination for business and social gatherings, with 74% of French travelers agreeing that hotels provide a memorable option for such occasions. Similarly, 66% say they will seek out a specific luxury hotel in their home country because of the experiences they offer.

COMMUNITY

For affluent French travelers, hotels are the pillars of their communities, infused with the culture of the region and notable for the opportunities they offer to experience and interact with the local community.

GATEWAY TO THE COMMUNITY

From the minute they walk through the door, French travelers look to their hotel to connect them with the local community. Starting with the desire to connect with local artists through the décor, to getting the inside scoop from local employees, to providing local authentic experiences by acting as a community hub.



THE SAVOY, A FAIRMONT MANAGED HOTEL

83% of luxury travelers from France seek hotels that provide unique local experiences by being fixtures of local history and culture.



FAIRMONT MONTE CARLO