



Why
France ?!

France is 3rd amongst the European Markets

The French Market has a great potential;

In 2005, more than 875 000 French (+13%) came to the USA

The U.S. are #1 among long-haul destinations.

More than 5 weeks paid vacation per year
(1 week in spring, 3 weeks in summer and 1 week in winter)

The French who are traveling to the U.S. are true tourists; therefore, they spend more money per day as they are not there to visit family.

The French are repetitive travelers.

The Dollar is very low against the Euro

What do they want to find in the USA ?

- Genuine destination; Oregon has a lot of potentials that attracts the French travelers; Culture, history, Art of life, wines, beautiful outdoors...
- Most of the French are « repeat visitors » which means they want to discover new destinations in the US.
- They want to meet you and discover how you live.
- Experience activities that will change them from what they find in France.

How do they book their trip?

Around 35% of the bookings are made with the 10 Major Tour Operating Companies in France;

Nouvelles Frontières, Vacances Fabuleuses, Kuoni, Jetset, Vacances Transat, Voyageurs, Thomas Cook, Directours, Jet tours Look Voyages, Backroads.

Most of the Tour Operators book with US Receptive. The main receptives are Allied T Pro, ATI, Rocky Mountain Holiday Tours, America 4 You.

Internet is growing fast (more than 50% increase of household connected to the Internet in 2006)

What is your French Office doing?

Pitching Major publications (Figaro Magazine, Gala, Grands Reportages etc.)

Pitching Niche publications dedicated to golf, horses, motorbikes, wines etc.

Newsletters are sent to the Trade and the Media.

A web Site about Oregon is developed in French.

Contact the Tour Operating Companies to help them discover our State and train their Sales Persons.

Network with the Airlines Companies (Lufthansa, Delta Air Lines, United Air Lines) to work together on Marketing actions.

Pro-active work with Rental Car Companies a vital part for the Fly and Drive Business.

Synergy and success for Oregon

Media

The first Meetings with the Media are showing interest (even if we are in the middle of Presidential campaign) . We are working on projects with Figaro Magazine, Golf Magazine, Cheval Pratique.

Airlines

Network with the Airlines Companies is successful. Agreements for co-marketing actions are already on their way.

Trade

Network with the Tourism Industry shows a genuine interest from the Product Managers.

Car Rentals

Network with Rental Car Companies to work together on Marketing Actions.

Thank you!



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