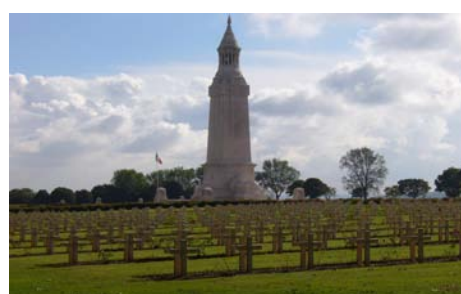


Location: Nord - Pas-de-Calais Region, France

Client: Comité Régional du Tourisme Nord-Pas-de-Calais

Services: Market Positioning Study, Visitor Survey



Assessment and potential of world war sites to the French and British markets

Project Objectives:

- There are a large number of World War I and II sites in Northern France, some of which are well-known, but most are relatively unknown. The purpose of this study was to assess 23 sites to identify the strengths and weaknesses of each, and identify the potential for improving visitation from both the French and British markets.
- The study was undertaken by assessing paper and web-based marketing material, and undertaking visits to each of the sites. A self-completion visitor survey was also developed and placed at each site for completion by visitors, and in-depth telephone interviews were undertaken with consenting visitors. Interviews with British tour operators specialising in war tourism were also carried out.

Our Recommendations:

- There appears to be strong evidence that interest in World War I and II sites is increasing amongst all age groups, and therefore there is a buoyant market with good opportunities for all sites assessed.
- Sites could collaborate together to market themselves more effectively. Web sites should be improved, and English language sites are essential to be able to communicate with the UK market. Sites should also actively market themselves to specialist battlefield UK tour operators. Improved sign-posting on roads near to sites will improve visibility of sites, and the attractions should consider promoting themselves in conjunction with cross-Channel ferry operators and Channel Tunnel marketing activities.
- The educational market for tours to France is considerable and has increasing potential, in particular since the recent introduction of French into the primary school (5-11 years) curriculum.