Contrat cadre destination Provence

Flux et mobilité en Provence

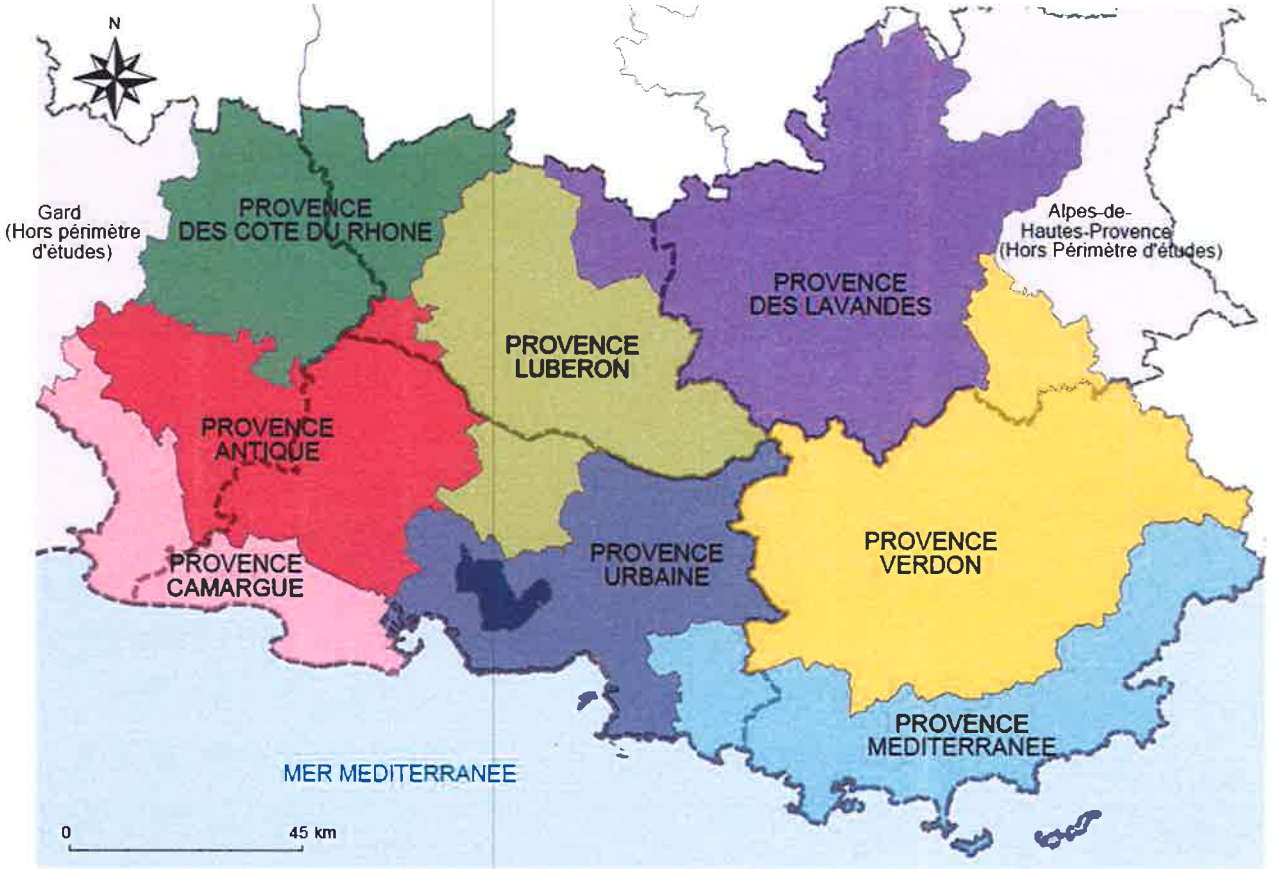
Année 2018

#MorethanProvence

PROVENCE
ENJOY THE UNEXPECTED

CONTRAT CADRE DESTINATION PROVENCE
8 TERRITOIRES SUR 5 DEPARTEMENTS

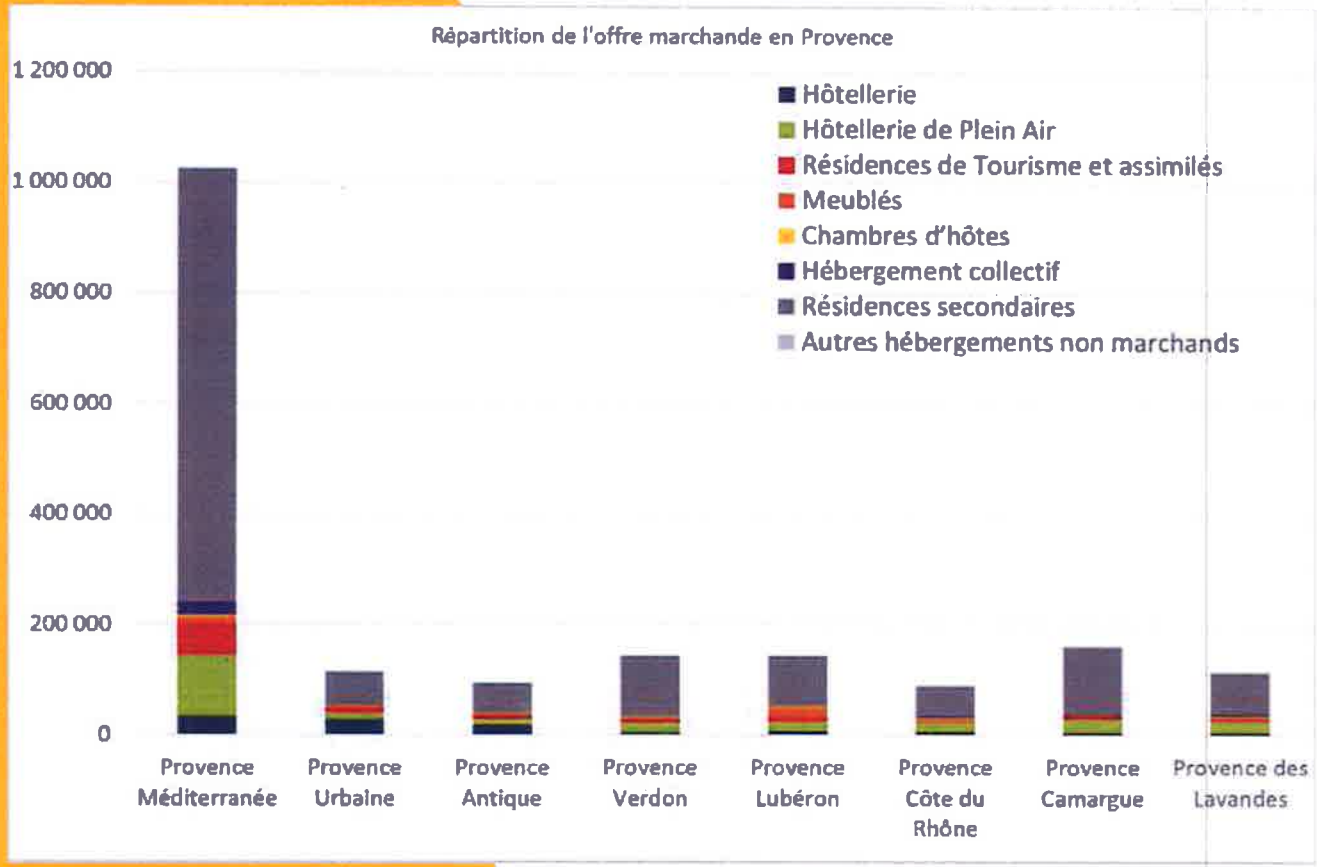
FLUX VISION TOURISME PROVENCE

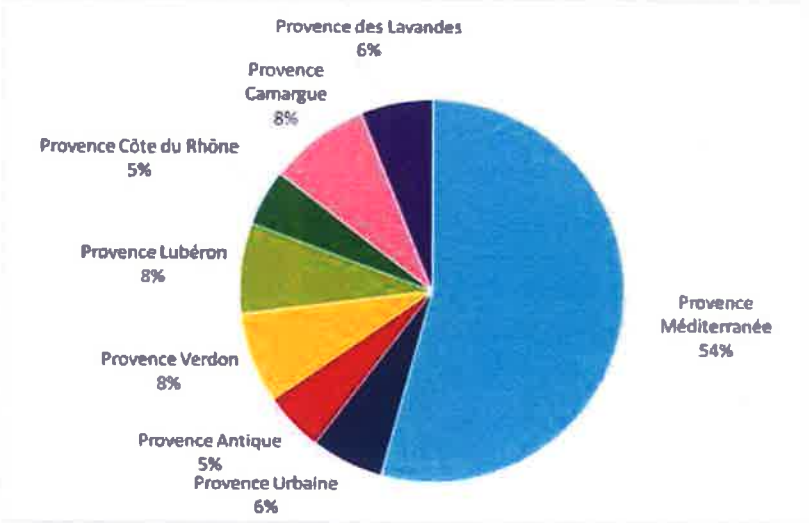


Source : Provence Tourisme - Flux Vision Tourisme

#MorethanProvence

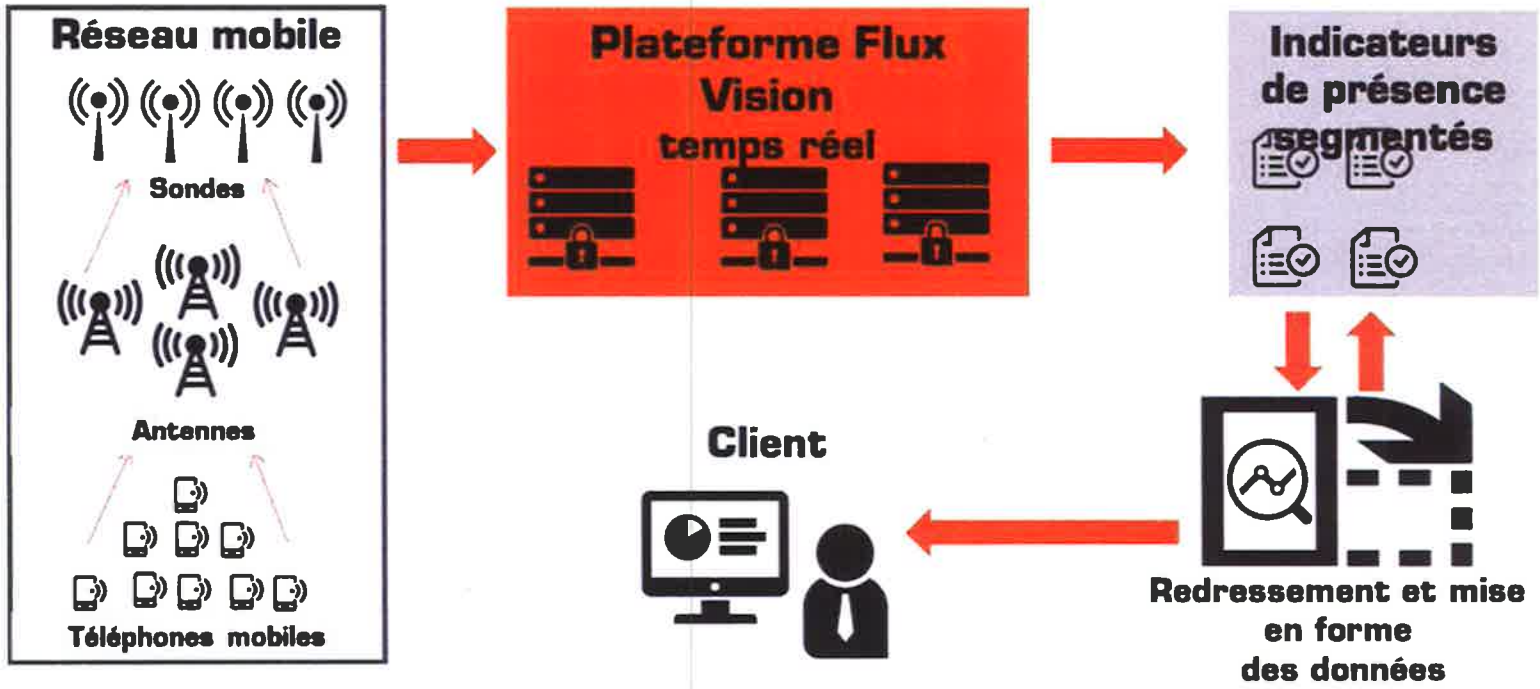
UNE OFFRE CONCENTREE
PLUS D'1 LIT TOURISTIQUE SUR 2 DANS LE VAR



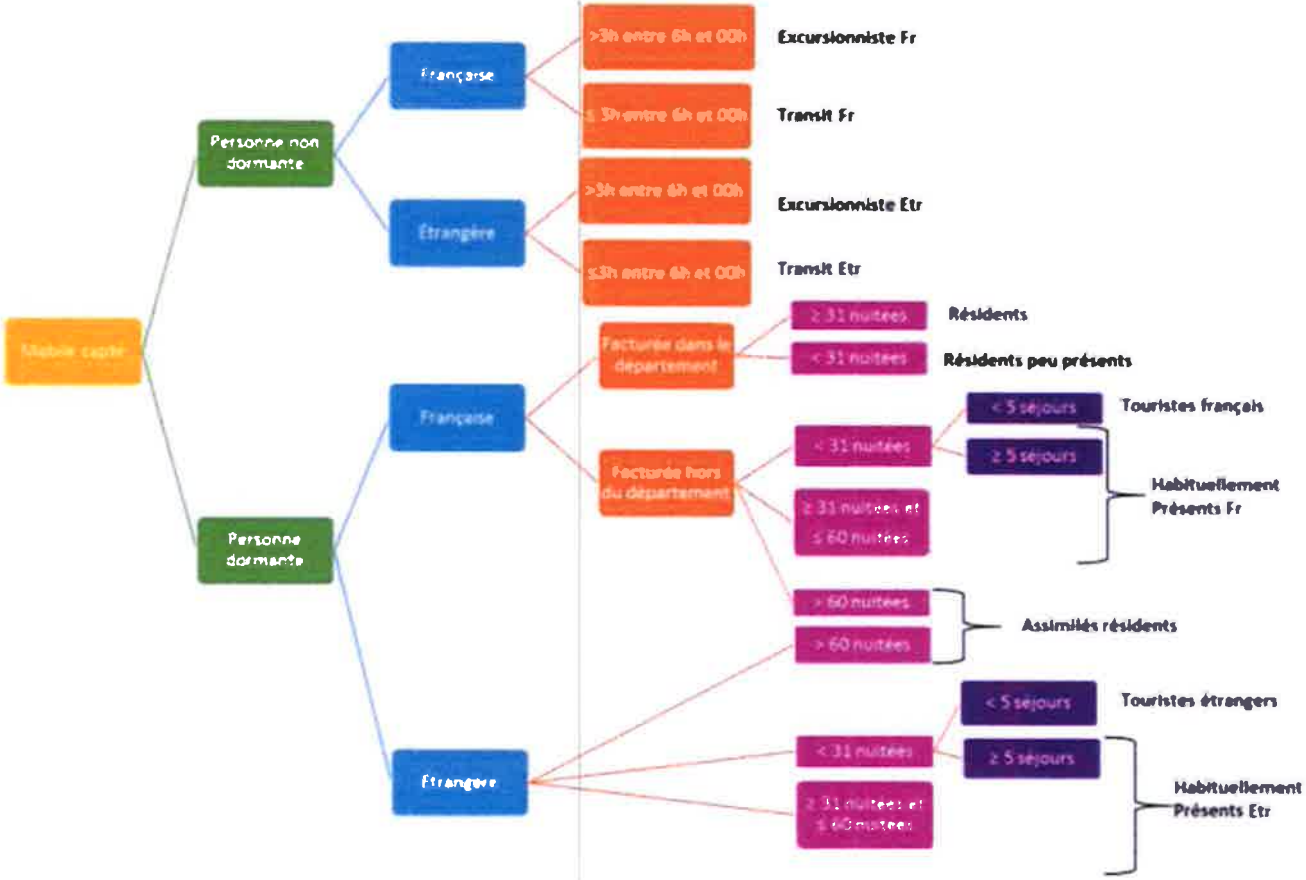


#MorethanProvence

FLUX VISION TOURISME
LE DISPOSITIF



FLUX VISION TOURISME
LE DISPOSITIF



#MorethanProvence

FLUX VISION TOURISME
LE DISPOSITIF

Facturés dans le département

Résidents
30 nuitées et plus

Résidents peu présents
<31 nuitées

Des **comportements atypiques** à analyser **Ex.** travailleurs avec 2 domiciles (cadres, entrepreneurs / prof. libérales / enseignants, etc.), étudiants

Facturés hors du département

Assimilés Résidents
> 60 nuitées

Résidents des dpts limitrophes liés aux débords de captation ou personnes non facturées dans le dpt ayant **comportement de résident**

Ex. Etudiants facturés chez les parents,, saisonniers, résidents secondaires longue durée

Habituellement présents
de 30 nuitées à 60 nuitées ou > = 5 séjours

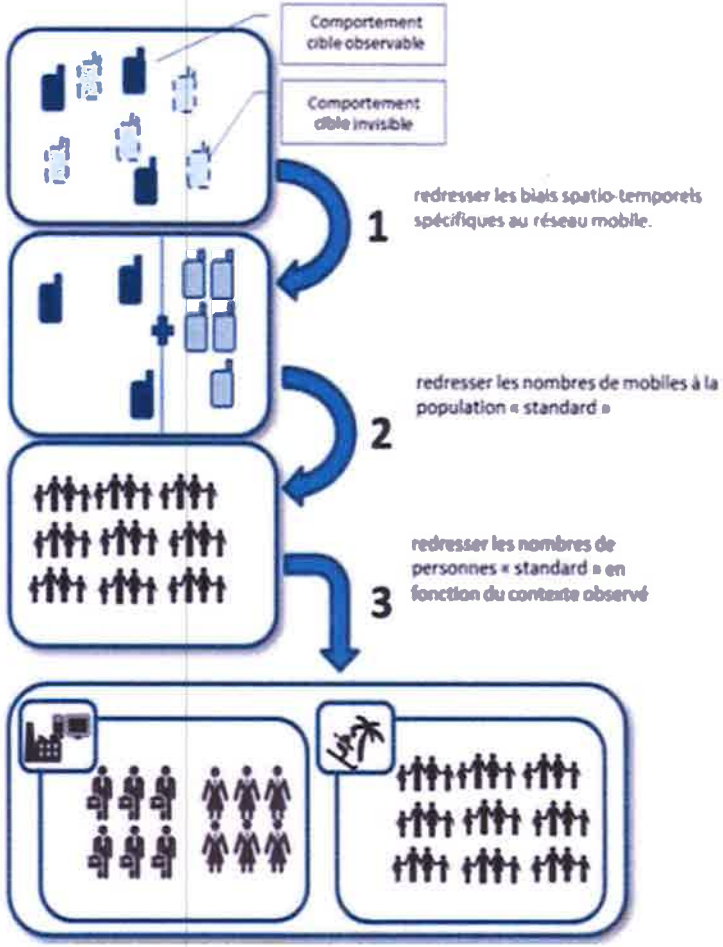
Des populations dont le comportement se rapproche des **touristes** mais sur les périodes de **week-end**

Ex. résidents secondaires de week-end, étudiants facturés dans le dép, saisonniers agricoles et chantiers de courtes durées

Touristes
<31 nuitées et < 5 séjours

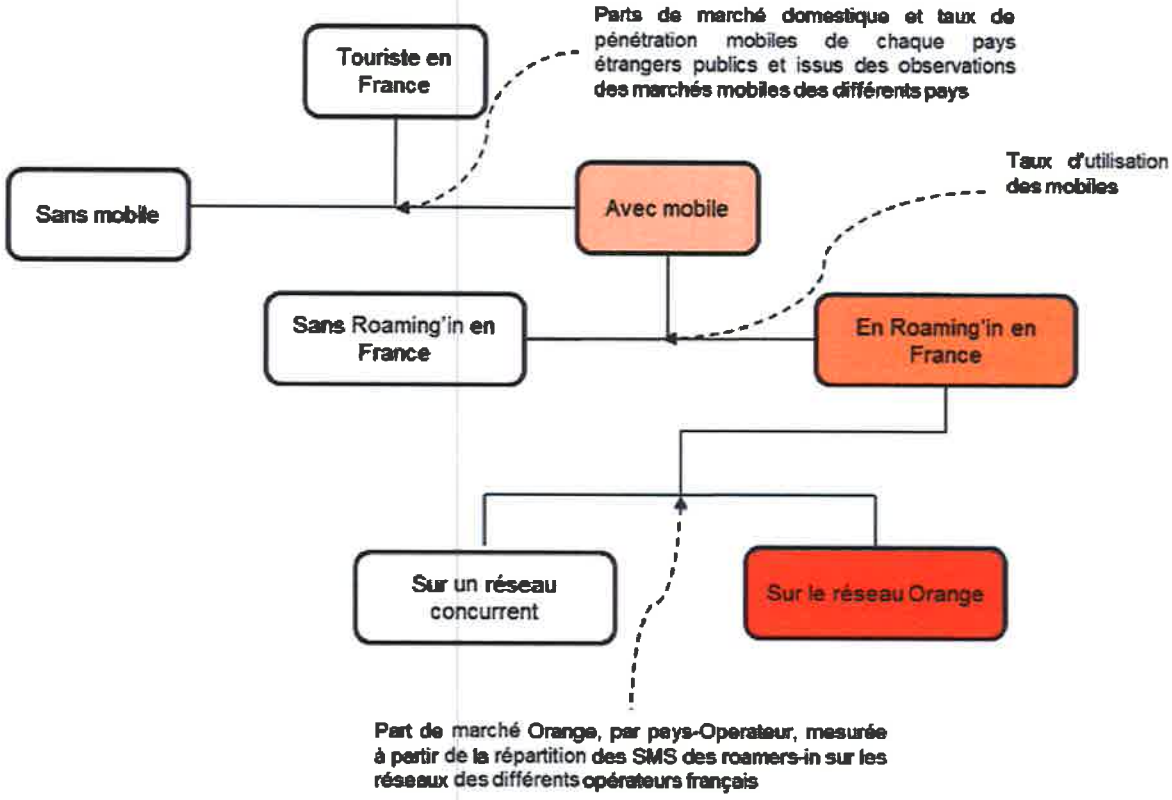
Touristes qui fréquentent le territoire avec des durées et fréquences limitées

FLUX VISION TOURISME
LE REDRESSEMENT FRANCAIS



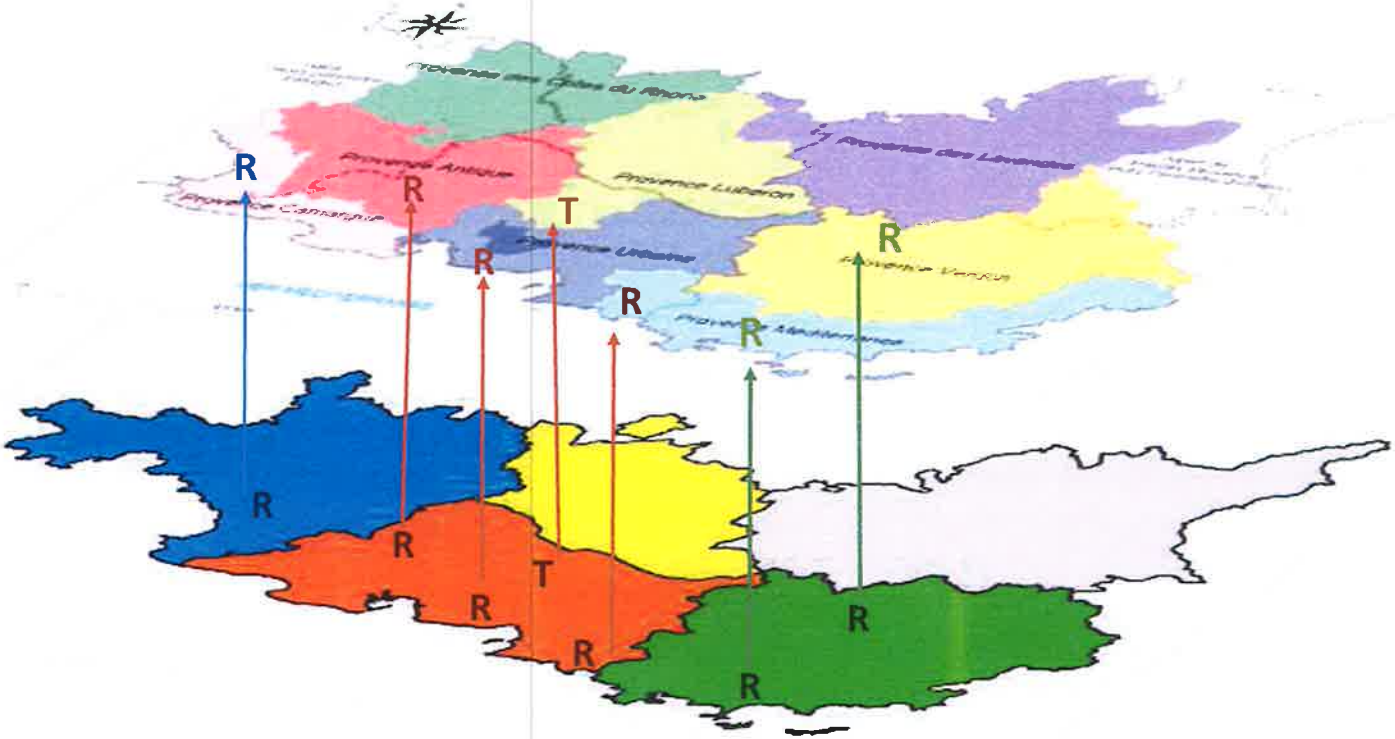
#MorethanProvence

FLUX VISION TOURISME
LE REDRESSEMENT ETRANGER



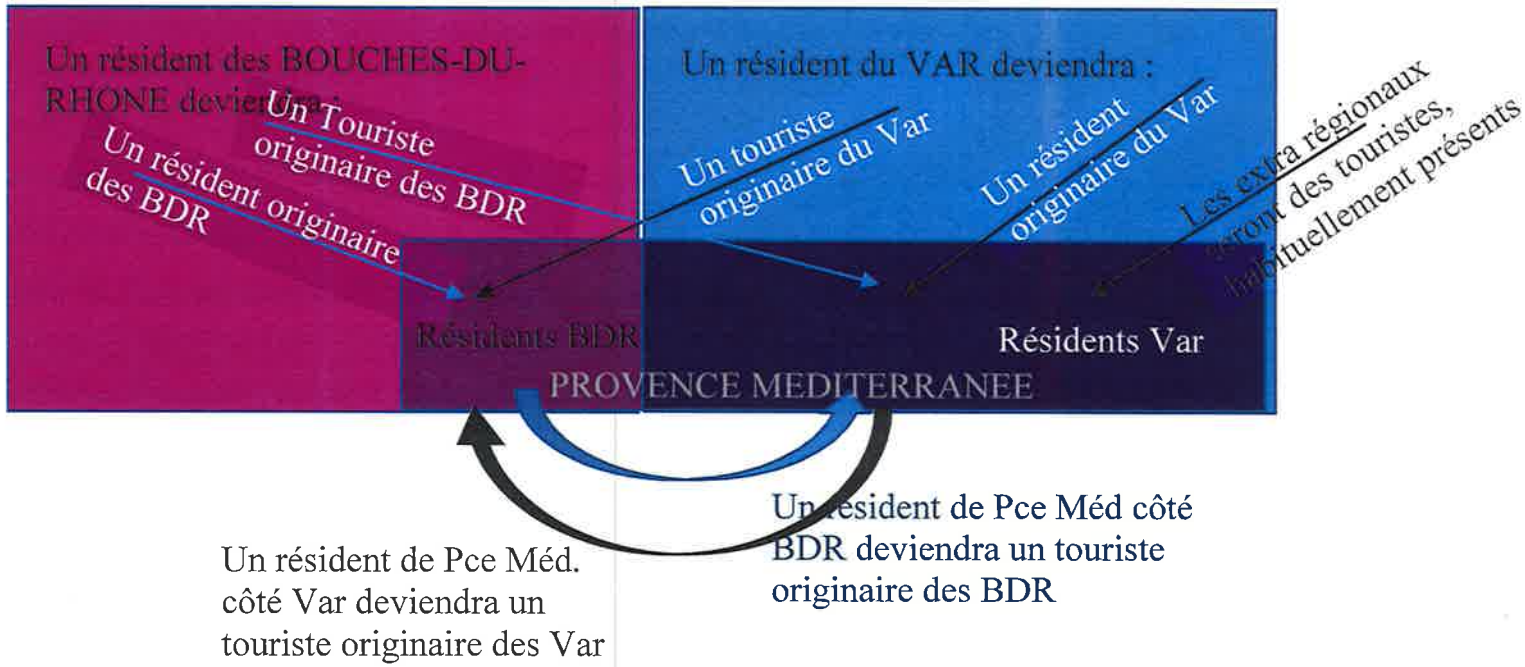
FLUX VISION TOURISME PROVENCE
PROJECTION DE LA SEGMENTATION DEPARTEMENTALE

Projection 3D de la segmentation départementale



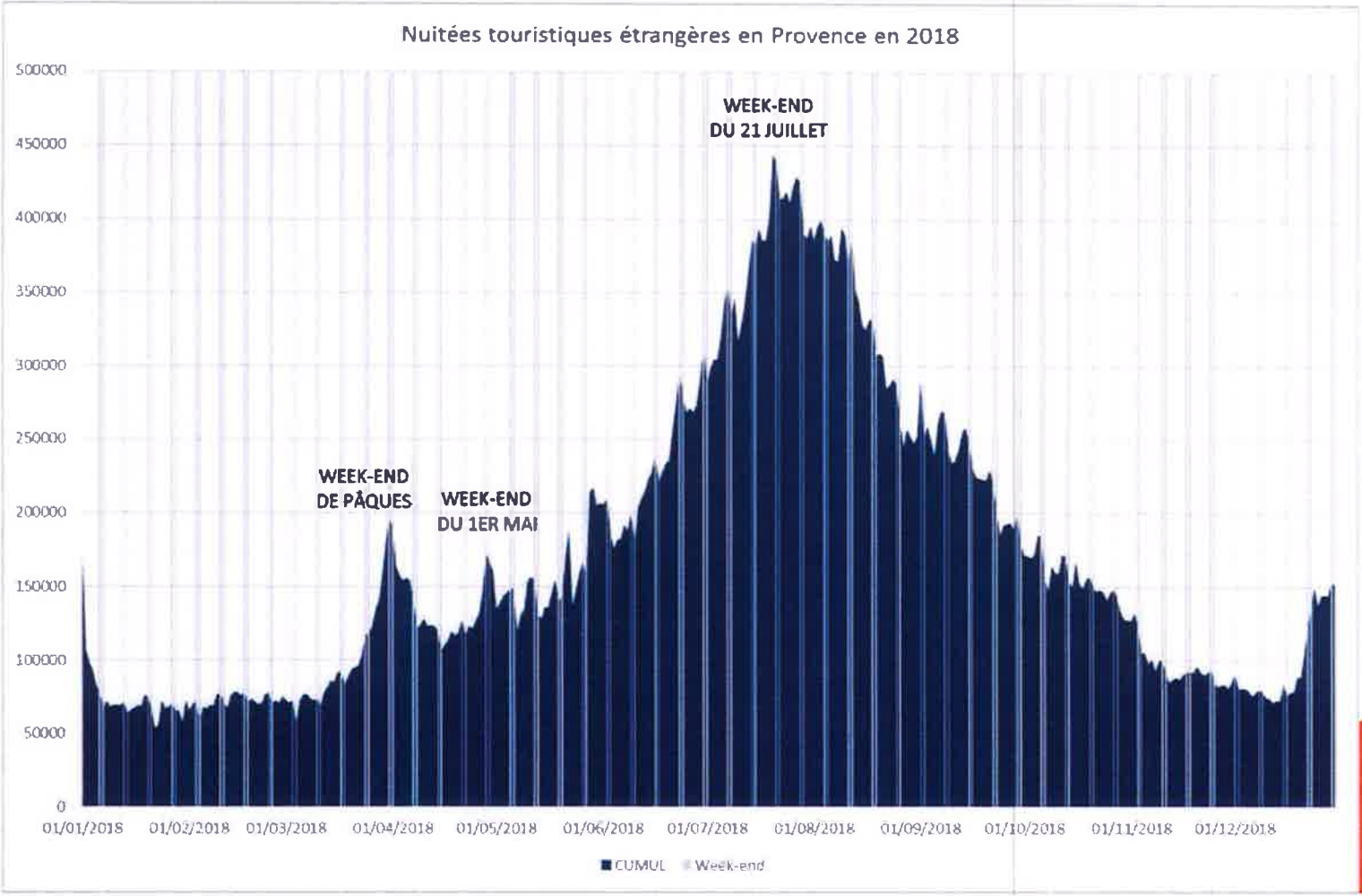
#MorethanProvence

FLUX VISION TOURISME PROVENCE
LA COMPLEXITE DU DISPOSITIF



#MorethanProvence

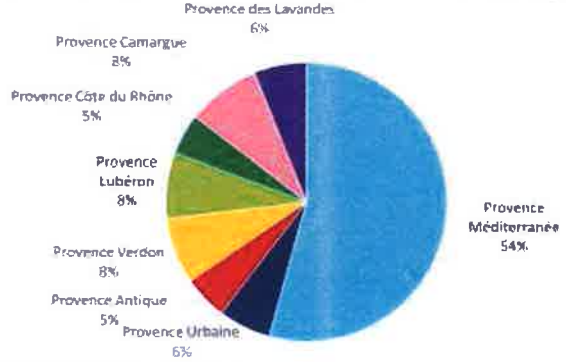
LES TOURISTES ETRANGERS



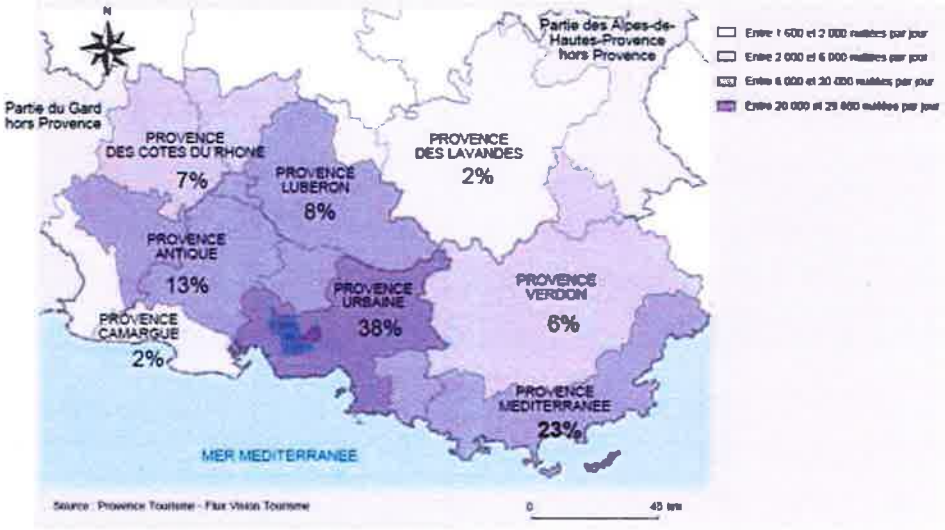
#MorethanProvence

LES TOURISTES ETRANGERS
REPARTIS SUR LA PROVENCE

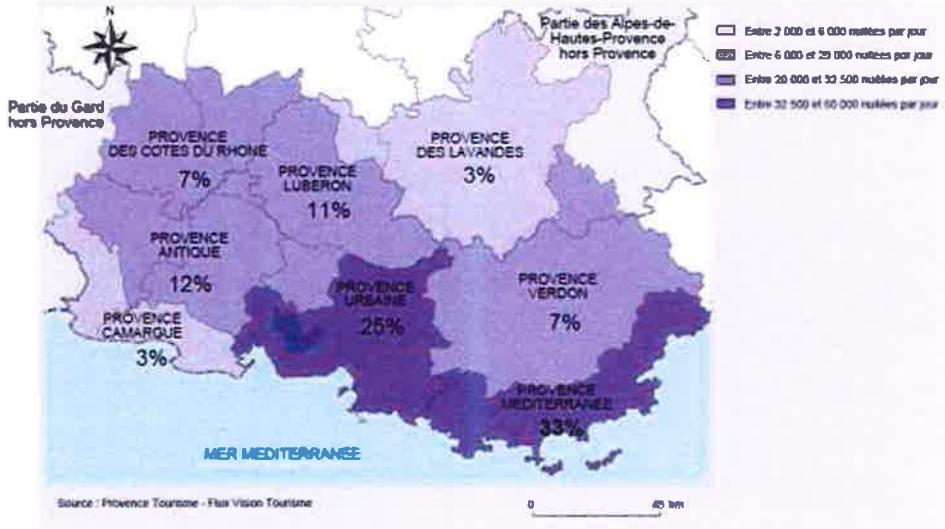
REPARTITION DE L'OFFRE MARCHANDE EN 2017



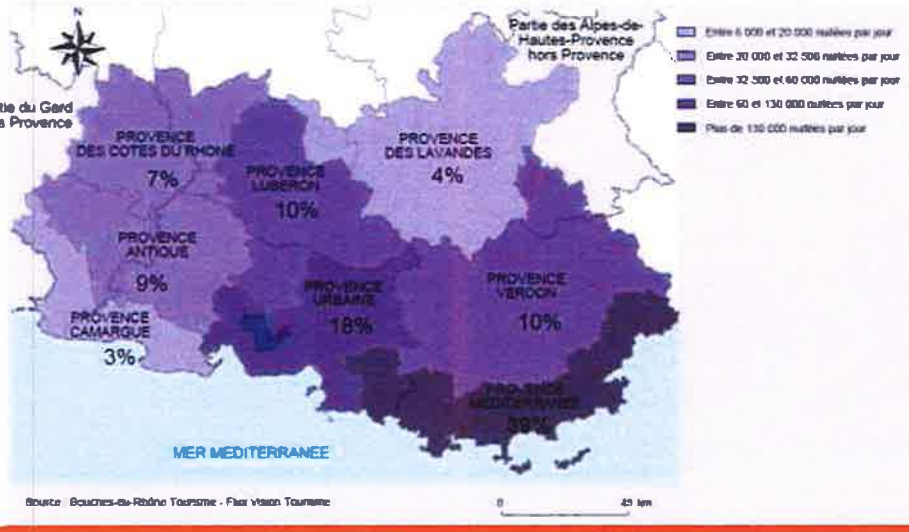
REPARTITION DES NUITEES TOURISTIQUES ETRANGERES EN HIVER 2018 (janvier - mars)



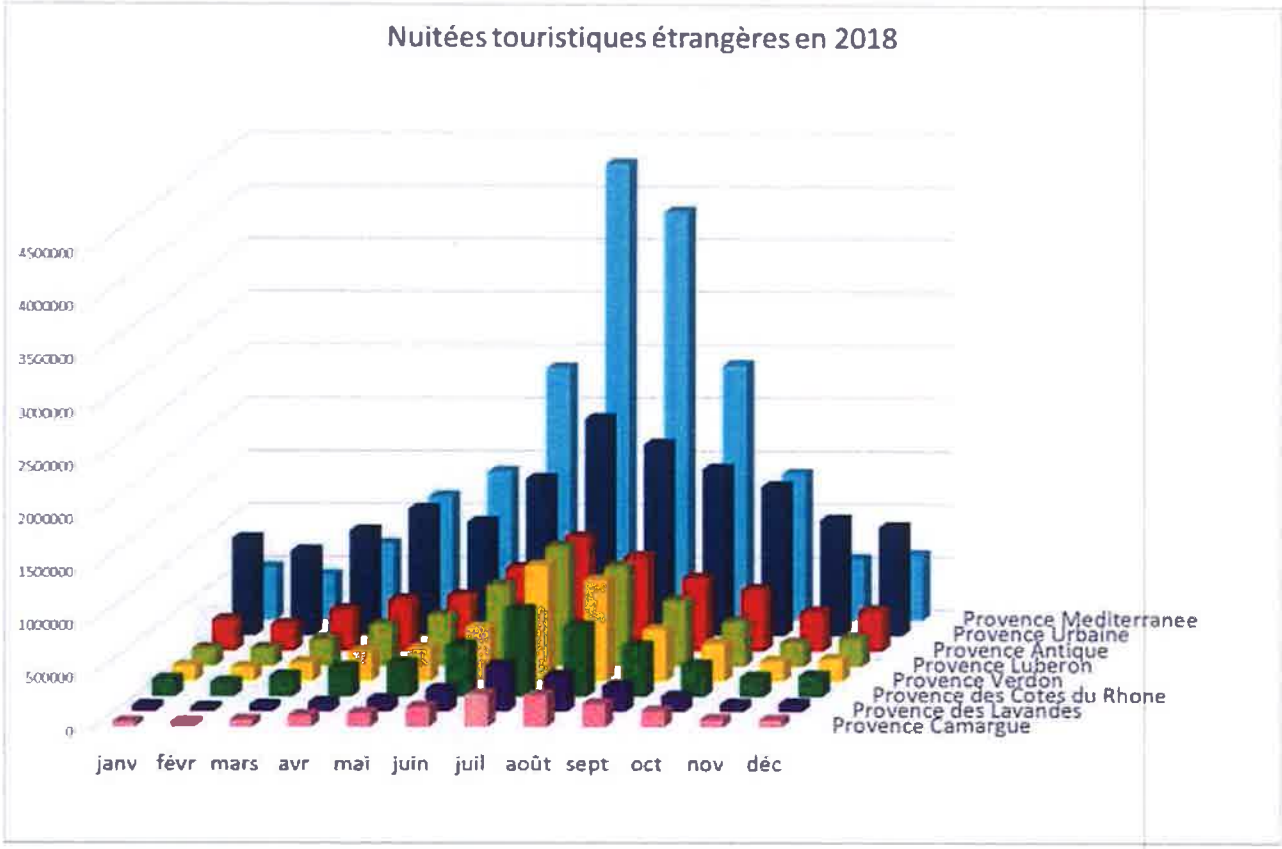
REPARTITION DES NUITEES TOURISTIQUES ETRANGERES AU PRINTEMPS 2018 (avril-juin)



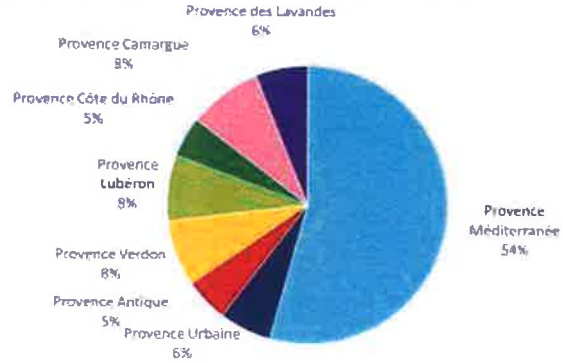
REPARTITION DES NUITEES TOURISTIQUES ETRANGERES EN ETE 2018 (juillet-août)



LES TOURISTES ETRANGERS
PIC DE FREQUENTATION EN JUILLET

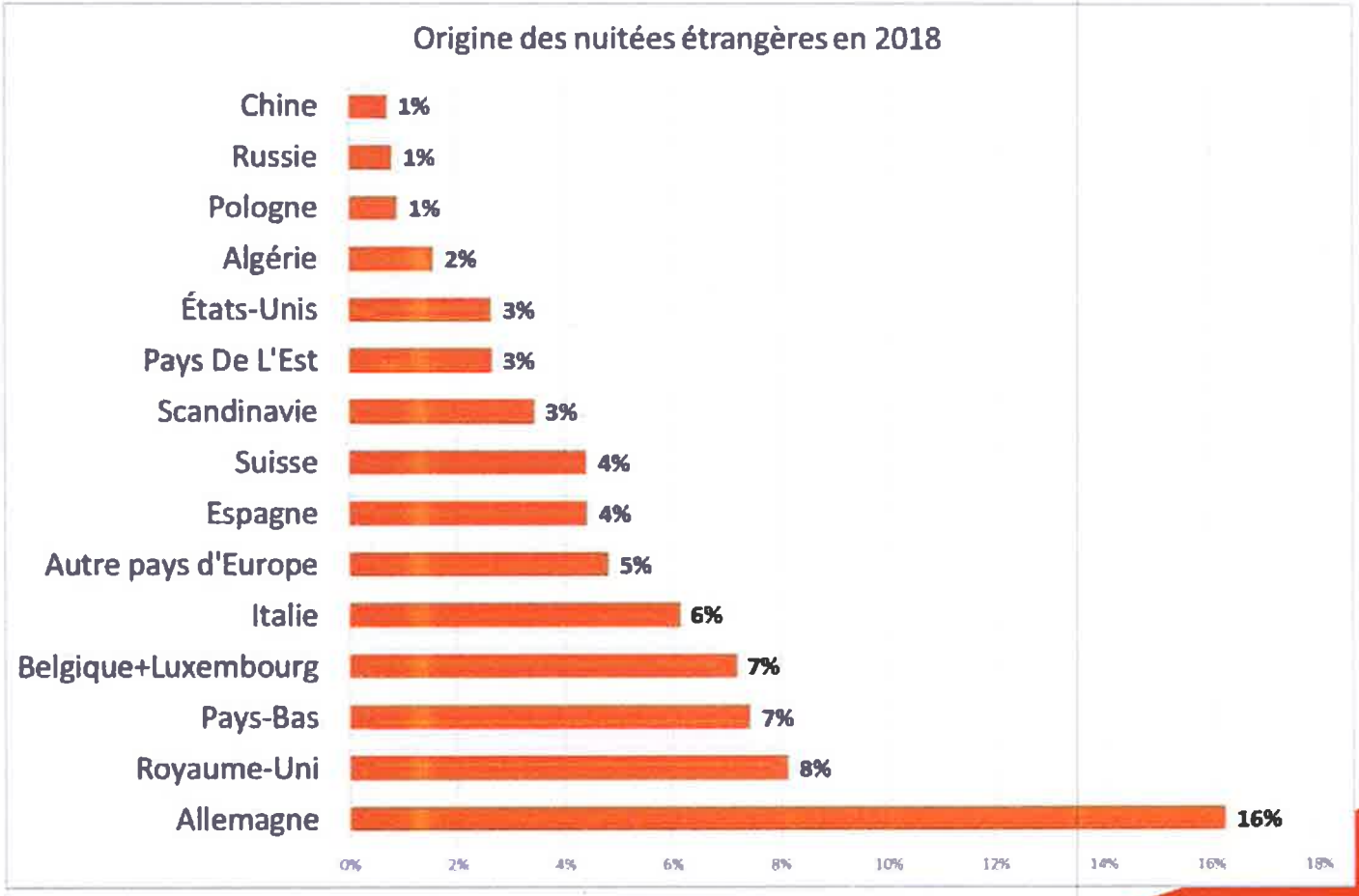


REPARTITION DE L'OFFRE MARCHANDE EN 2017



#MorethanProvence

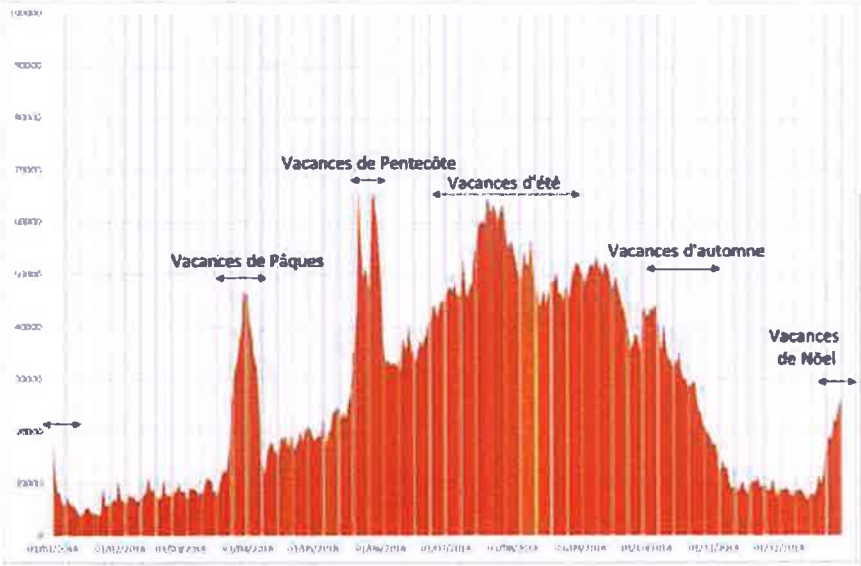
LES TOURISTES ETRANGERS

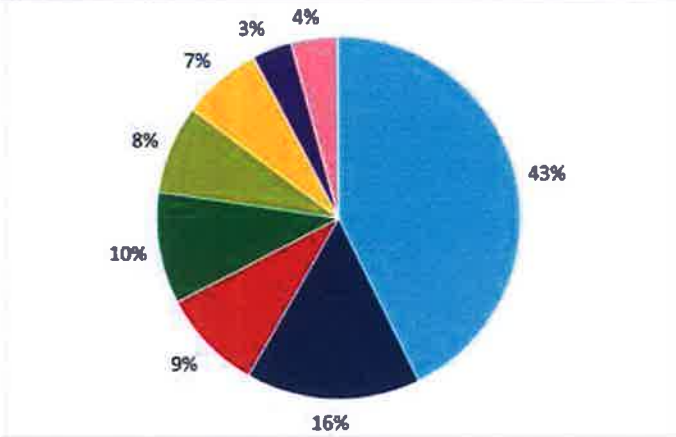


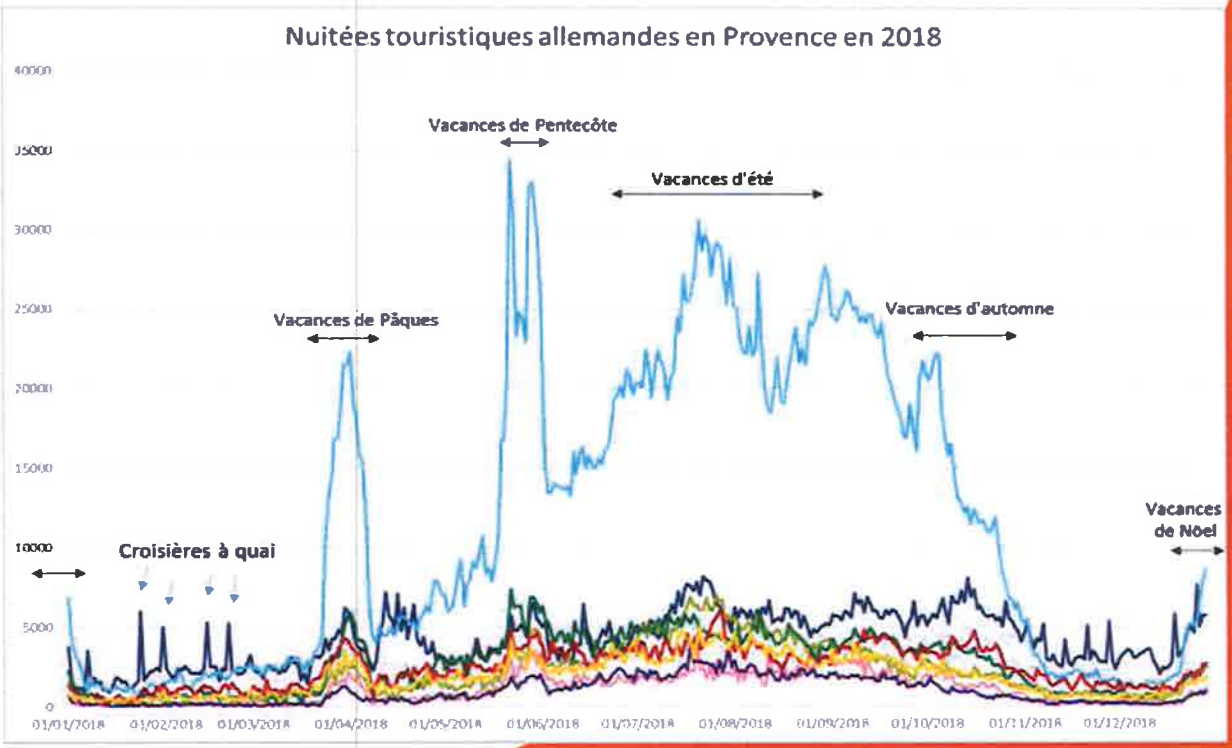
#MorethanProvence

LES TOURISTES ALLEMANDS

16% DES NUITEES TOURISTIQUES ETRANGERES EN PROVENCE



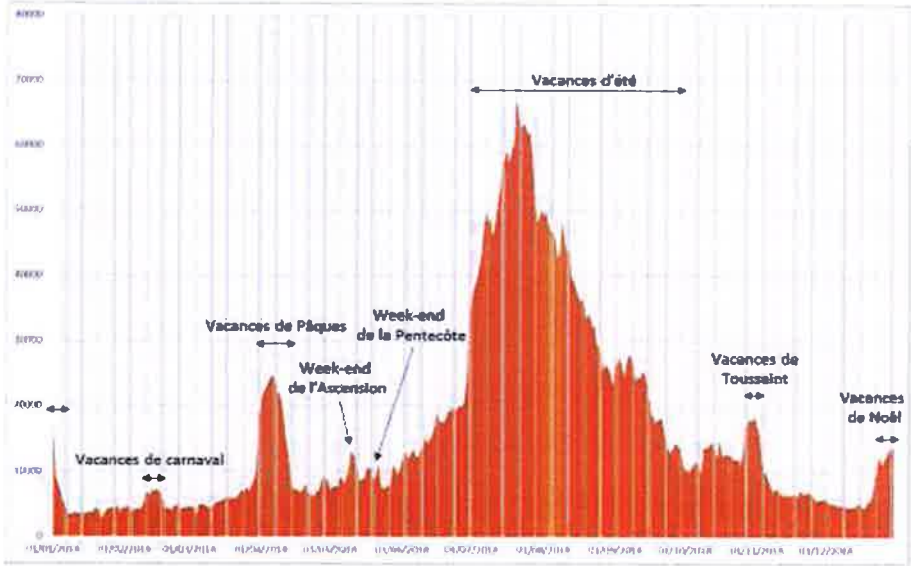


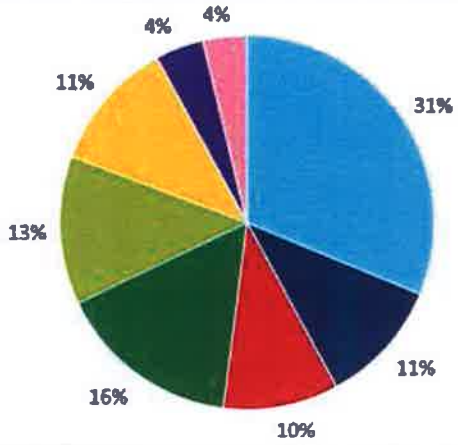


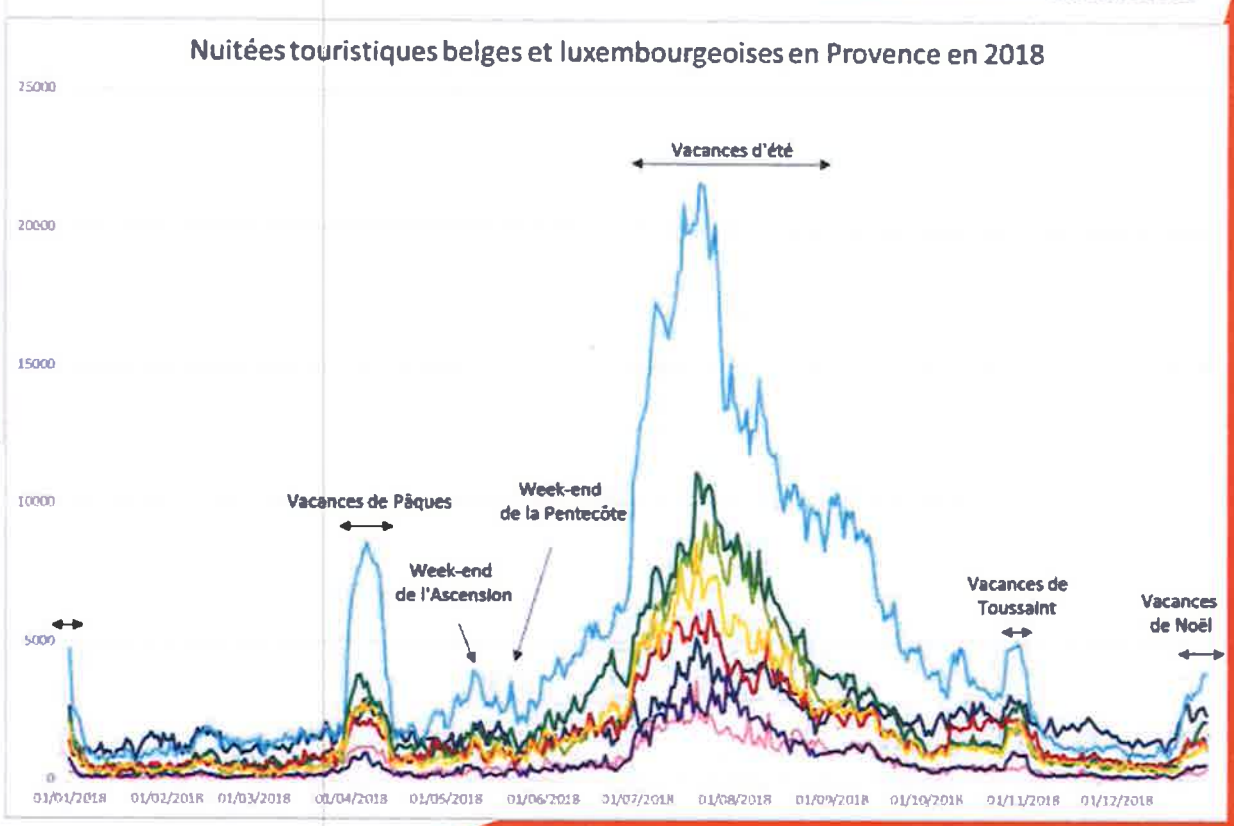
#MorethanProvence

LES TOURISTES BELGES ET LUXEMBOURGEOIS

7% DES NUITEES TOURISTIQUES ETRANGERES EN PROVENCE



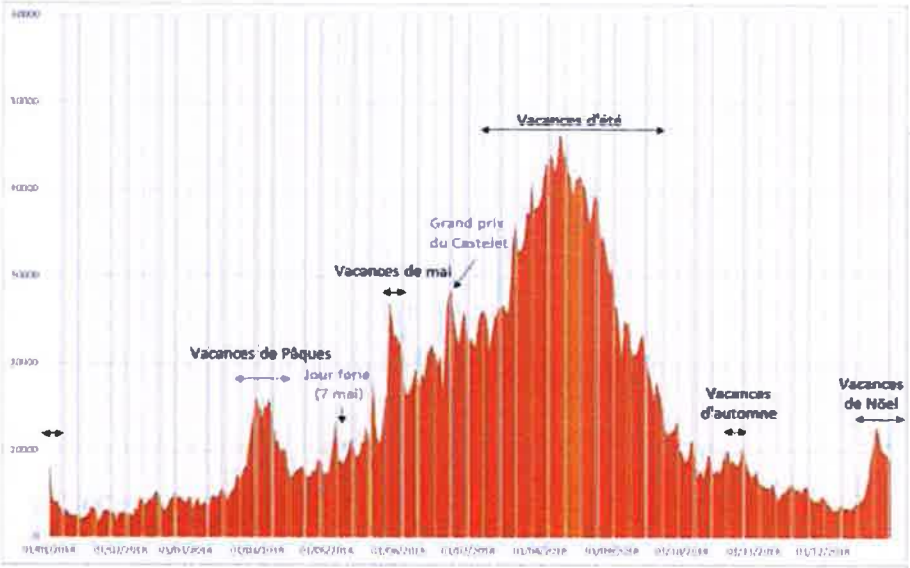


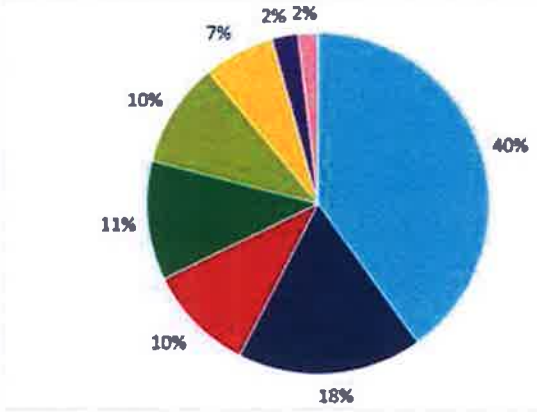


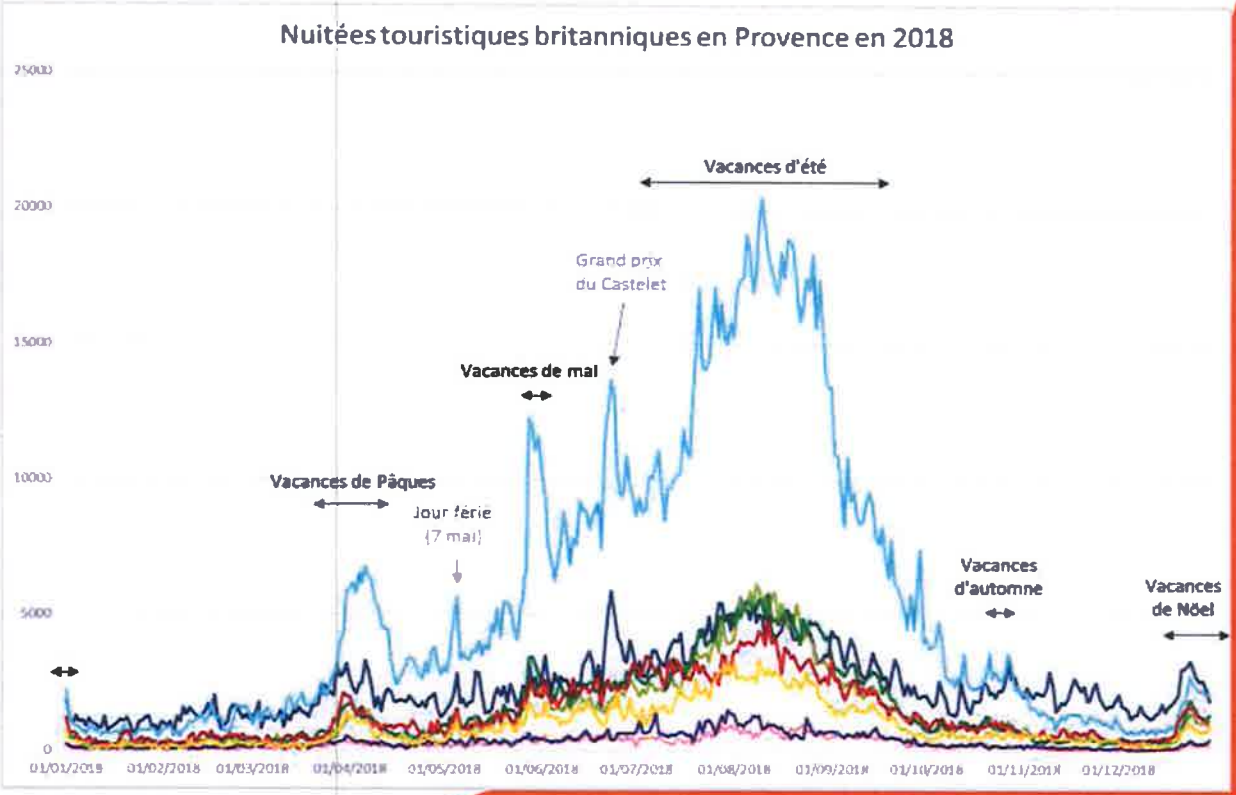
#MorethanProvence

LES TOURISTES BRITANNIQUES

8% DES NUITEES TOURISTIQUES ETRANGERES EN PROVENCE



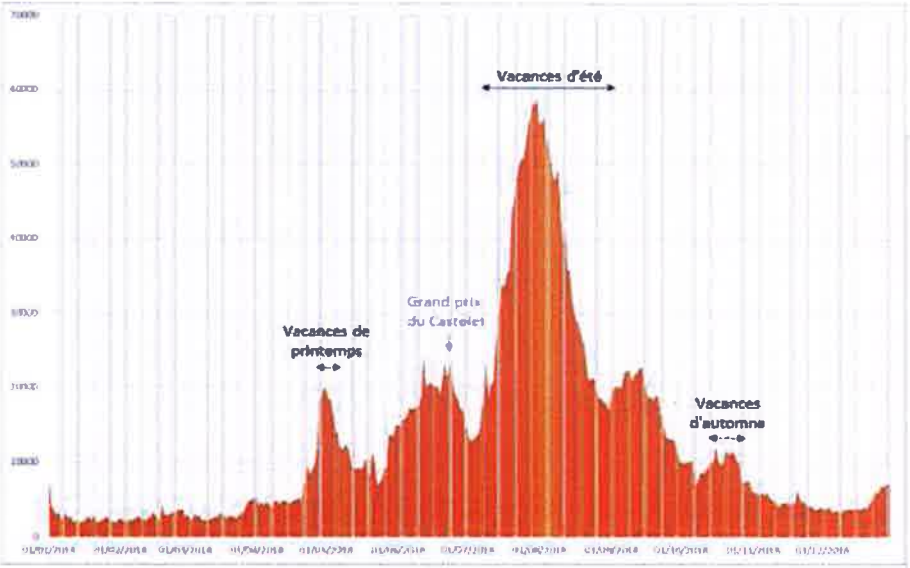


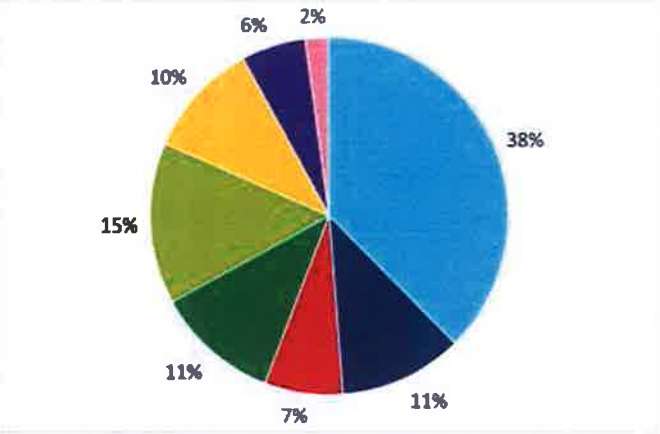


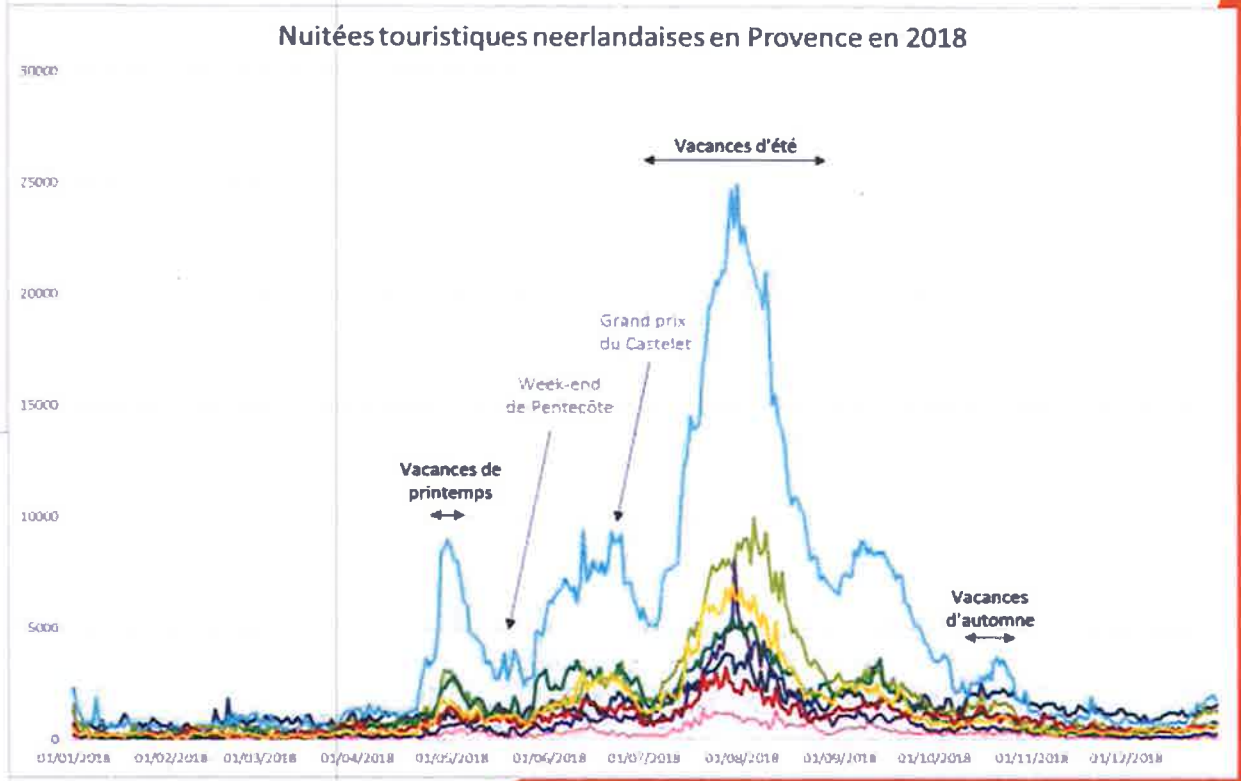
#MorethanProvence

LES TOURISTES NEERLANDAIS

7% DES NUITEES TOURISTIQUES ETRANGERES EN PROVENCE



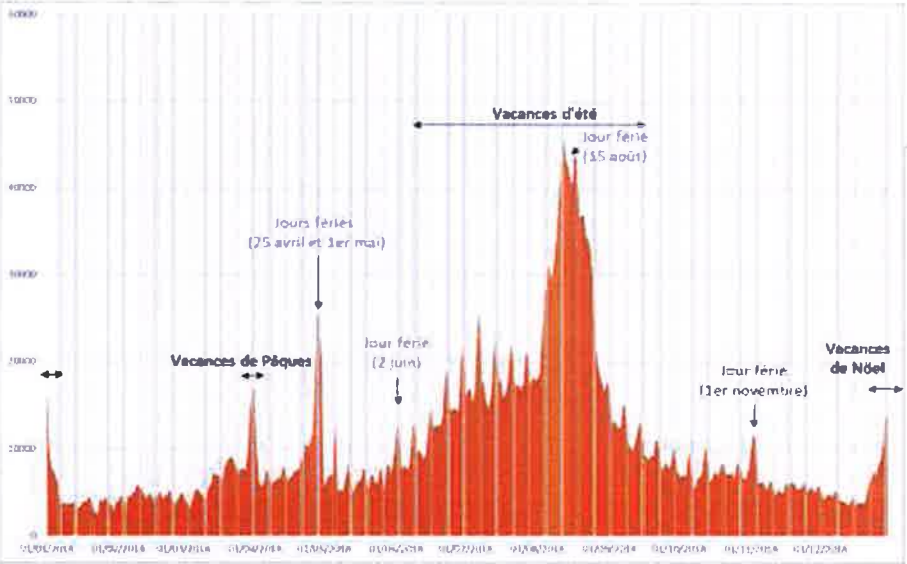


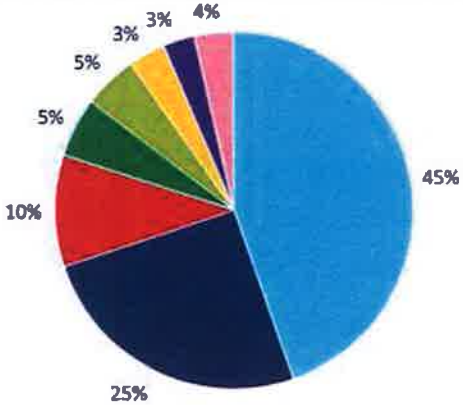


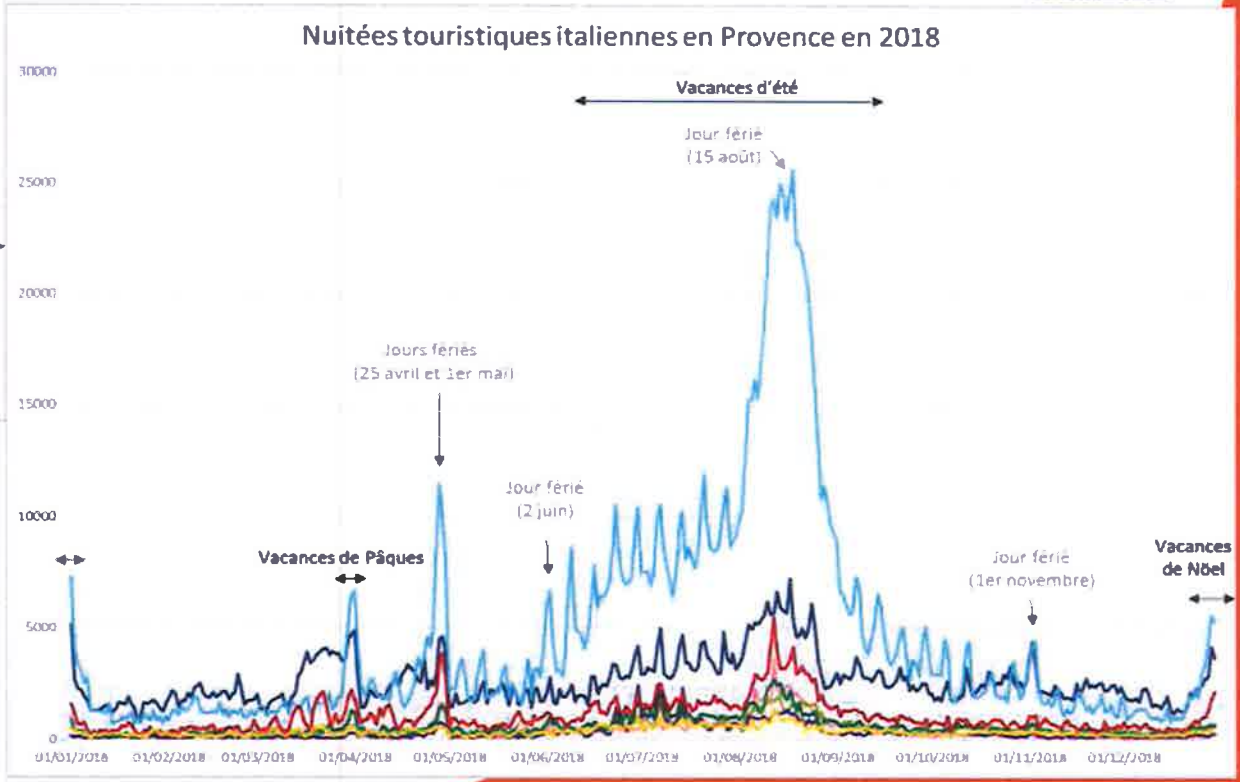
#MorethanProvence

LES TOURISTES ITALIENS

6% DES NUITEES TOURISTIQUES ETRANGERES EN PROVENCE



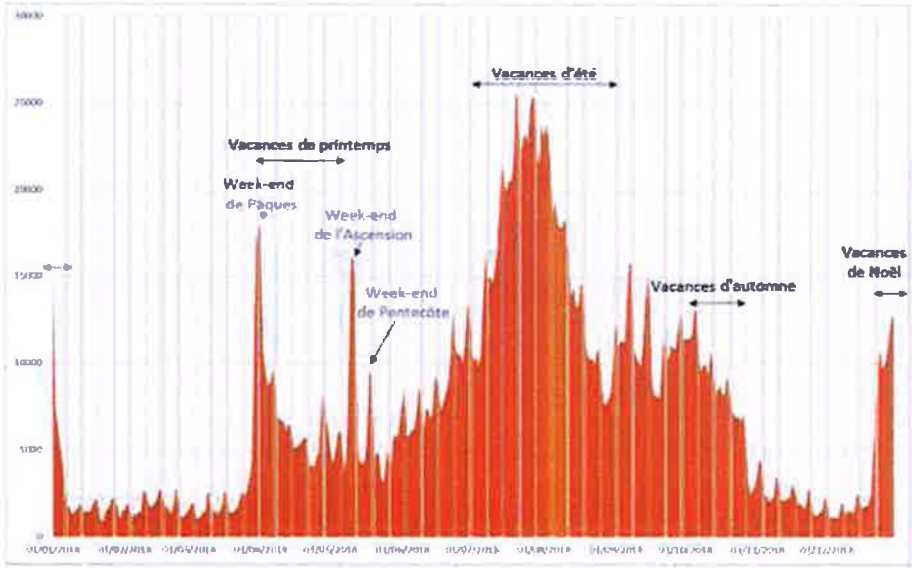


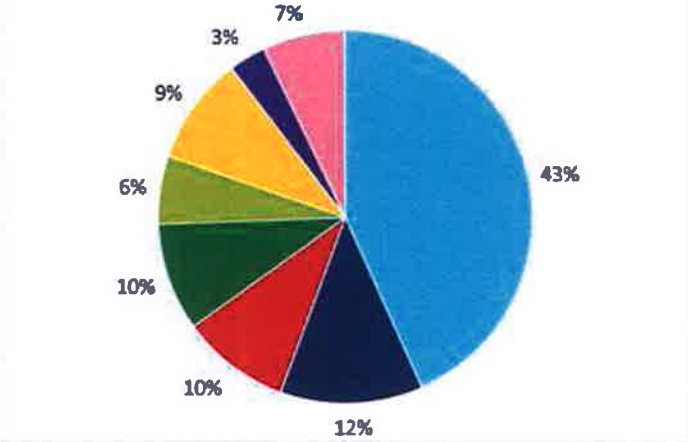


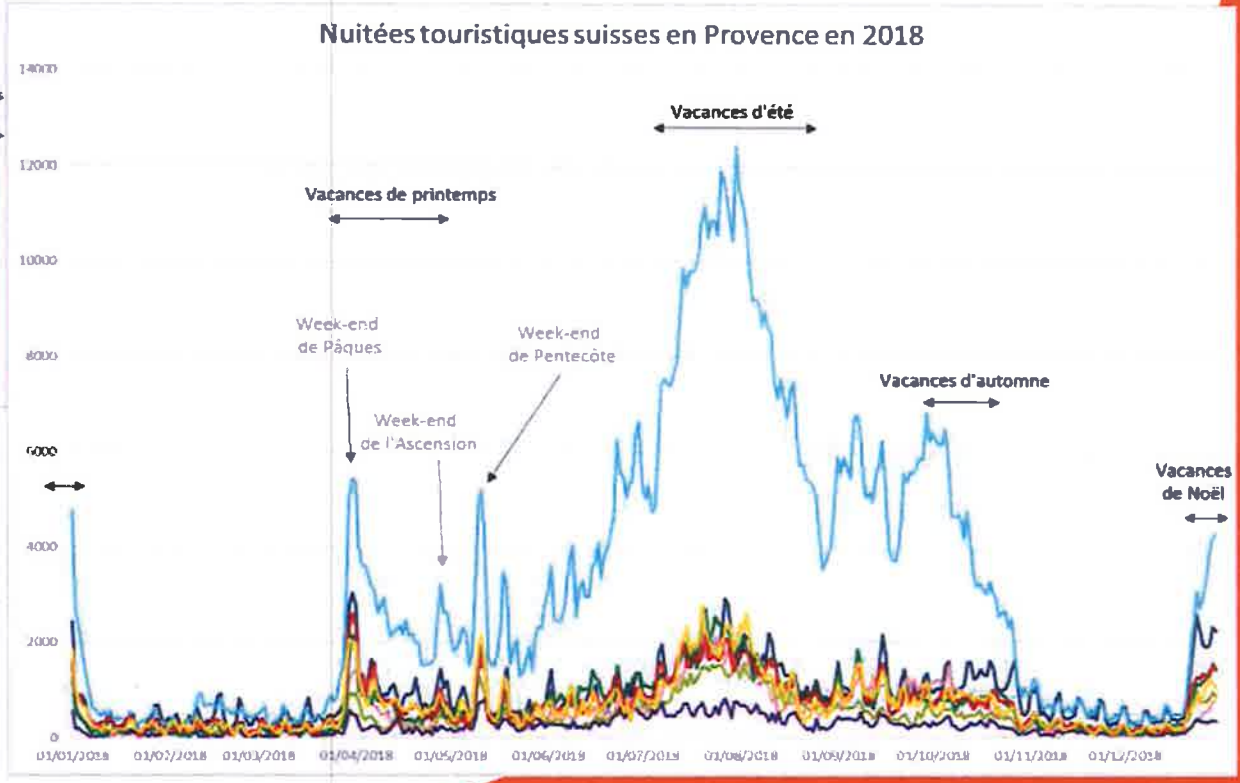
#MorethanProvence

LES TOURISTES SUISSES

4% DES NUITEES TOURISTIQUES ETRANGERES EN PROVENCE

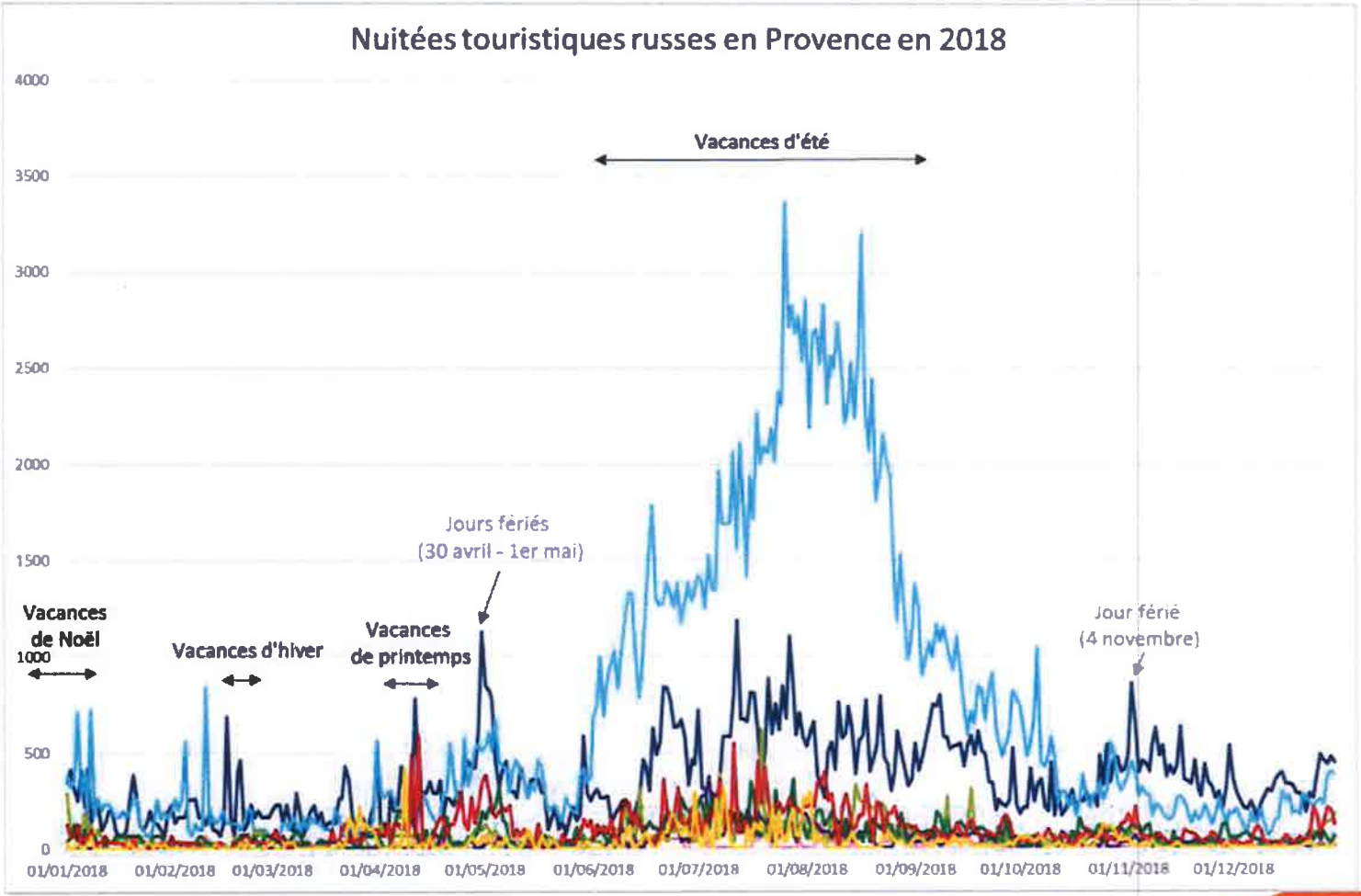


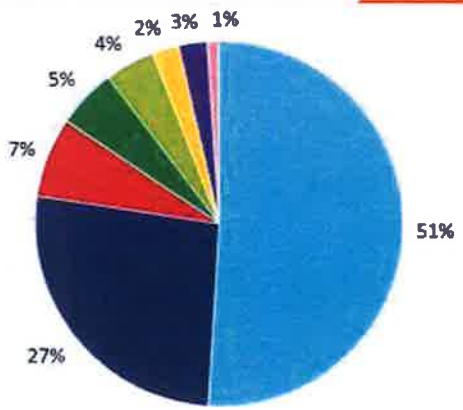




#MorethanProvence

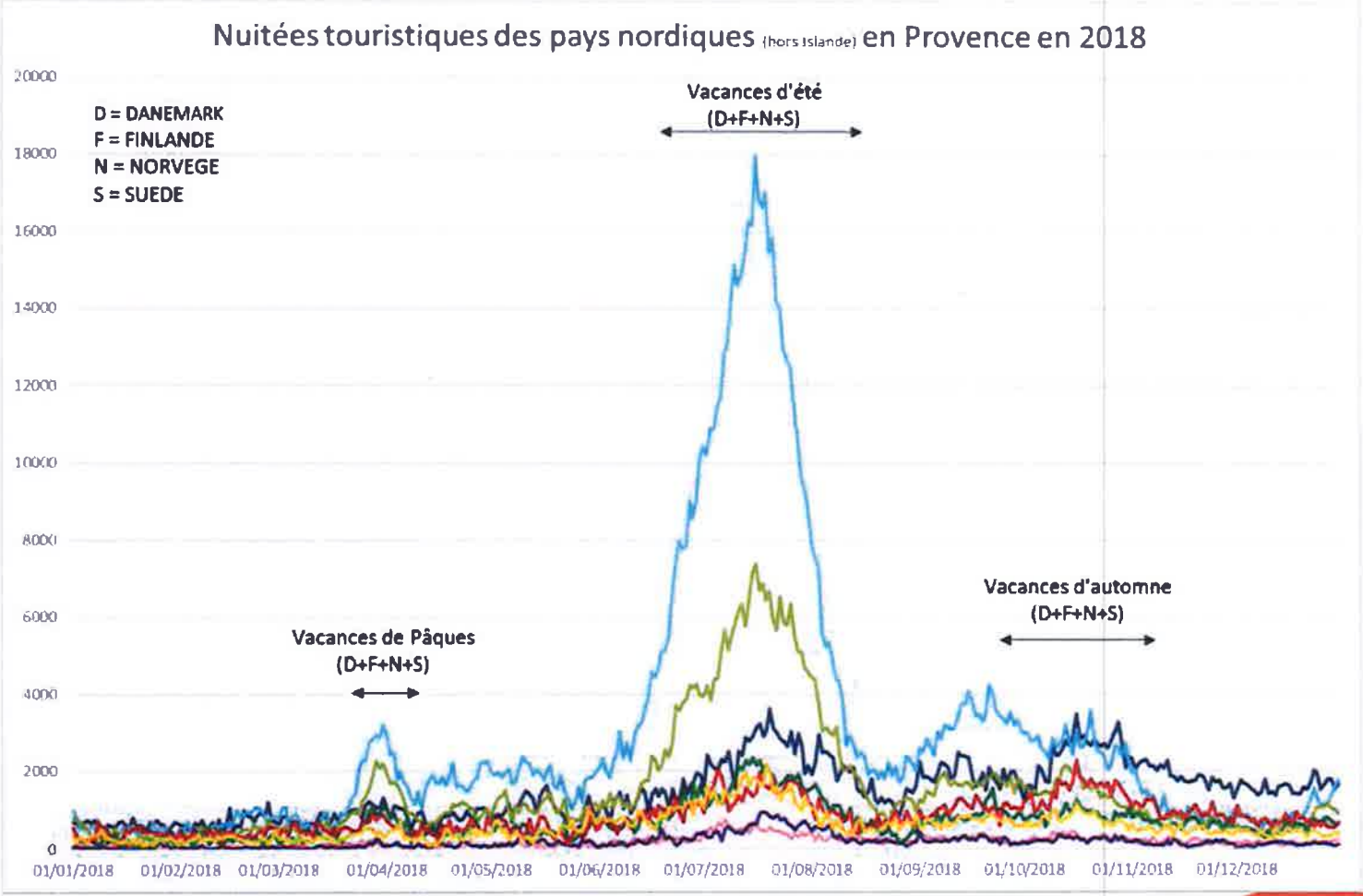
LES CLIENTELES EXTRA LOINTAINES

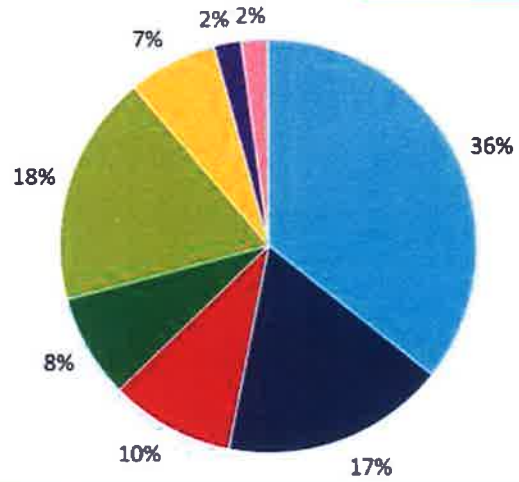




#MorethanProvence

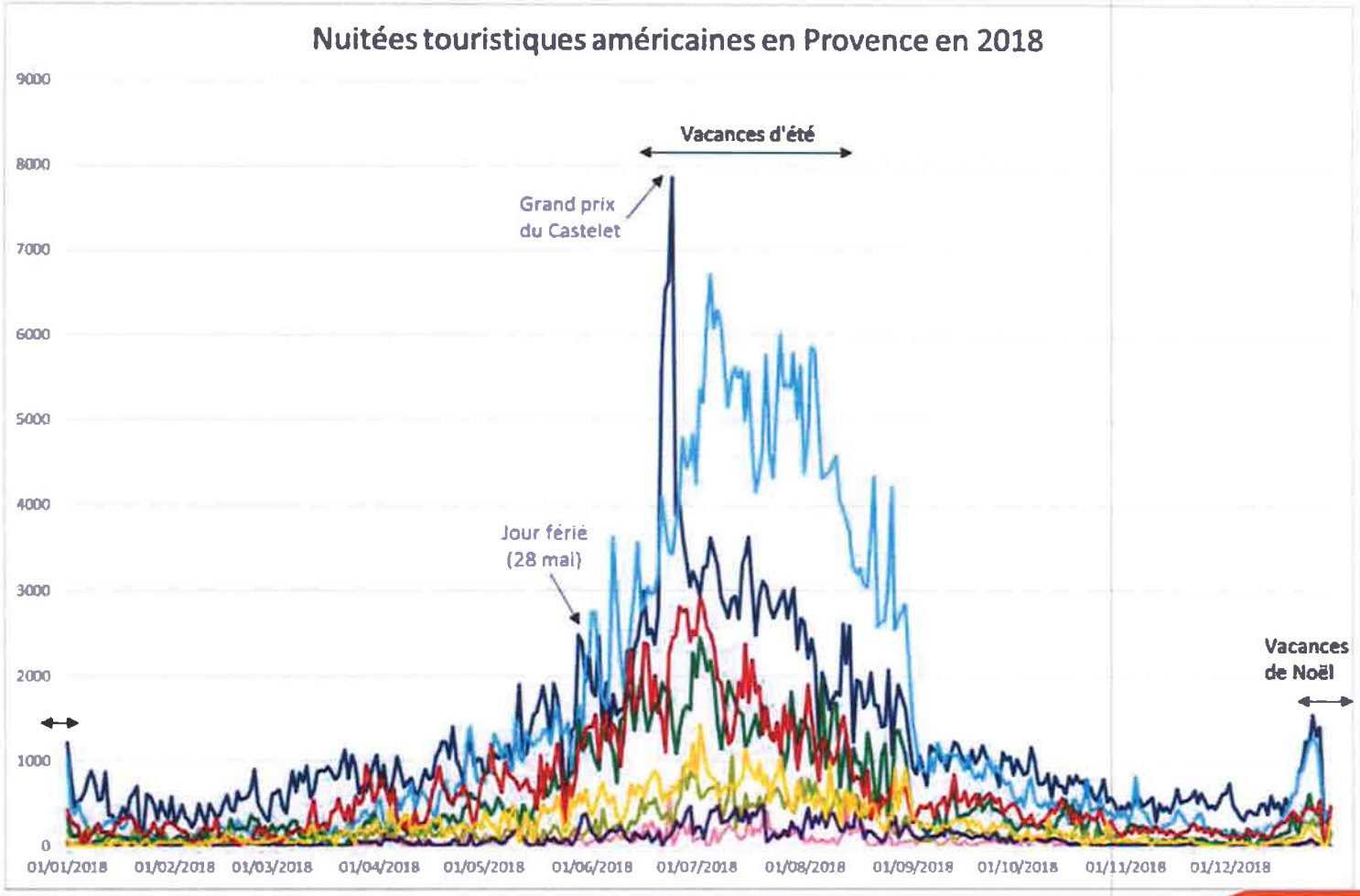
LES CLIENTELES EXTRA LOINTAINES

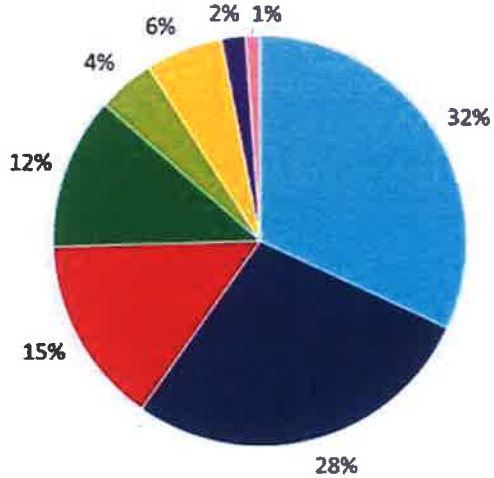




#MorethanProvence

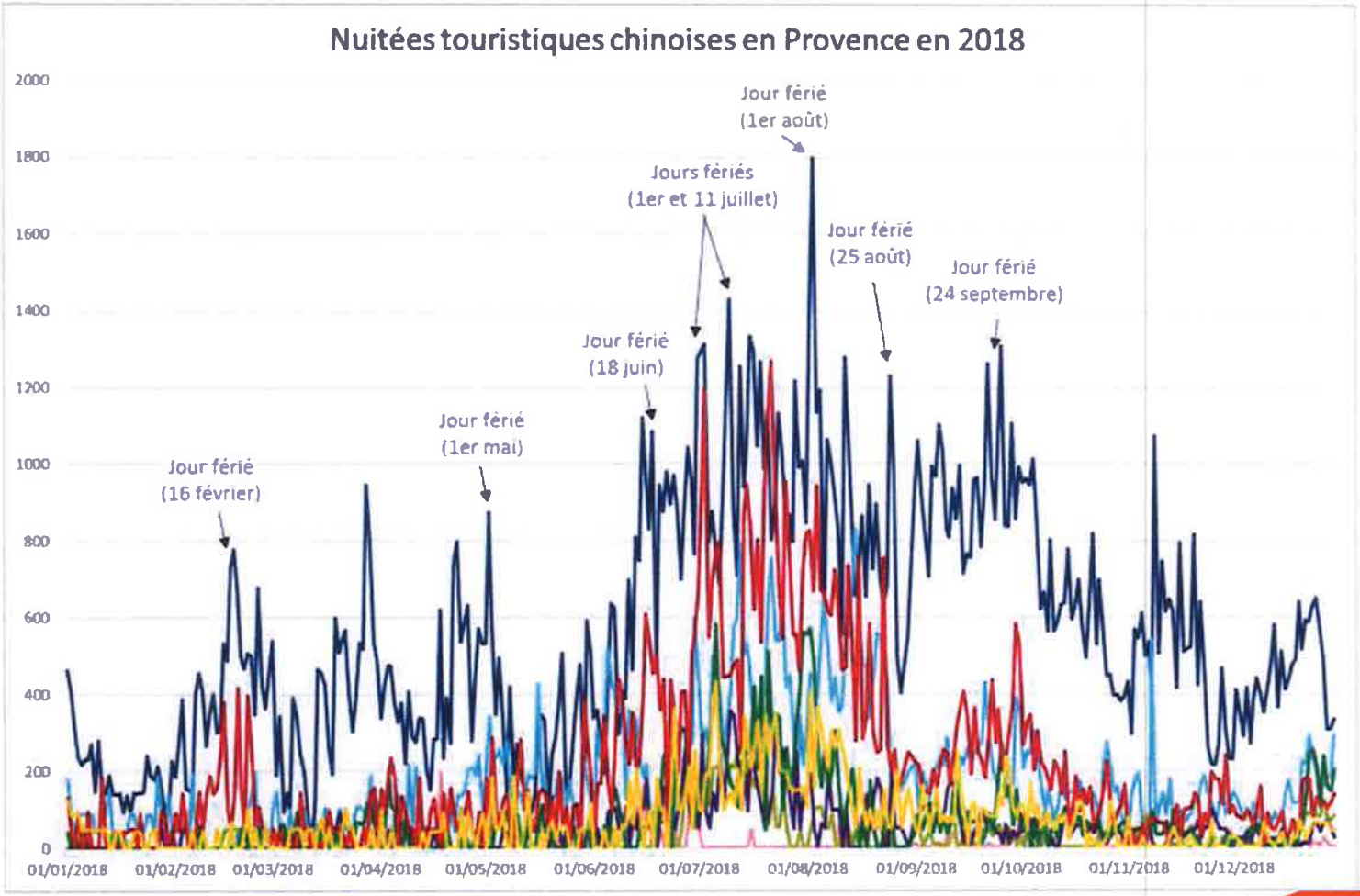
LES CLIENTELES EXTRA LOINTAINES

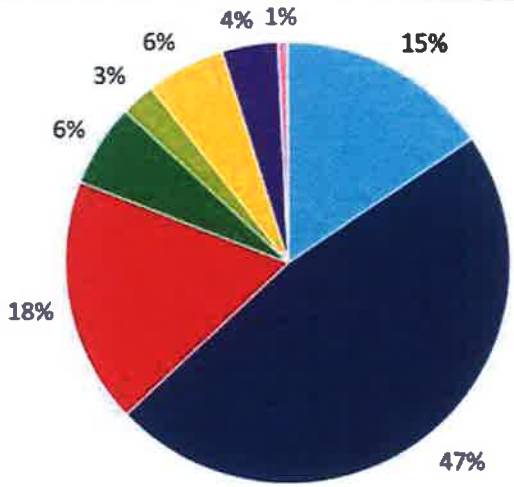




#MorethanProvence

LES CLIENTELES EXTRA LOINTAINES





#MorethanProvence

PROVENCE

ENJOY THE UNEXPECTED