

France Market Profile

This summary provides the most up-to-date data available on France as it relates to their people and economy, travel related motivations and planning behavior and French visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

67.1 million

INFLATION RATE:

1.2%

EXCHANGE RATES (EUR PER USD):

.89

GROSS DOMESTIC PRODUCT (GDP):

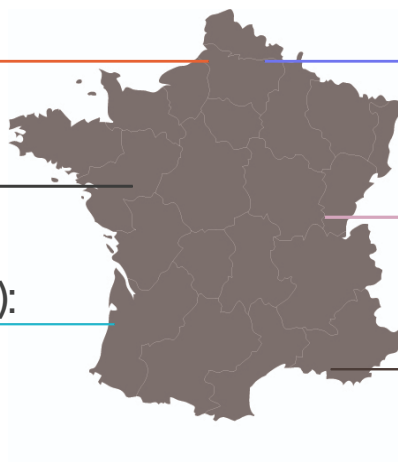
\$2.8 trillion (1.6% annual growth rate)

EXPORTS:

\$541.3 billion

UNEMPLOYMENT RATE:

9.5%



Source:
The World Factbook, reporting 2017 estimates

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

61% Local Lifestyle

55% Cultural/Historical Attractions

43% Beaches/Seaside Attractions

43% Dining/Gastronomy



Lodging Reservation made before leaving home

81% Yes

44% Internet Booking Service*

32% Travel Agency/Tour Operator/Travel Club

20% The Lodging Establishment Directly

5% Other

19% No

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



Source used in Destination selection for last leisure trip

59% Websites via computer or laptop

37% Recommendation from family & friends

27% Information in printed travel guidebooks



How Air Reservations were Booked

39% Travel Agency/Tour Operator/Travel Club

39% Directly with Airline

19% Internet Booking Service*

6% Corporate Travel Department

* assume "Internet Booking Service" is an Online Travel Agency (OTA).



Advance Decision Time

15% Less than a month

17% 1 to 2 months

34% 3 to 5 months

25% 6 to 12 months

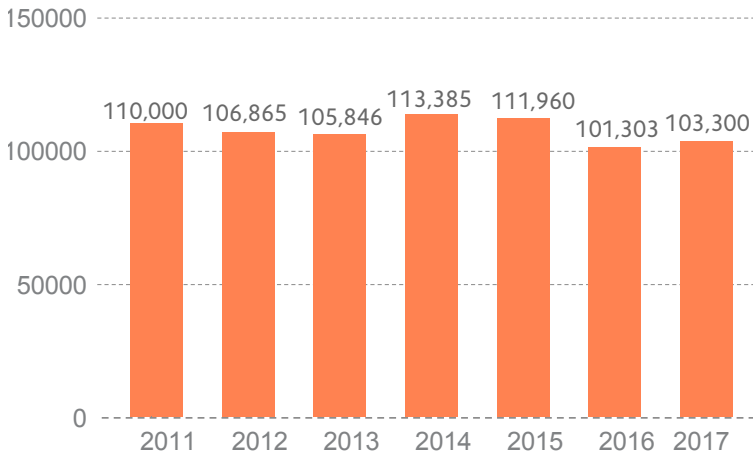
6% More than 1 year

Source: Brand USA, reporting 2017 intercontinental traveler data
U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

40 years Average Age

\$76,598 Average Household Income

2.3 persons Average Party Size



Length of Stay

3.6 Nights per Destination

18.1 Nights in U.S.



Port of Entry

53% Los Angeles, CA

20% San Francisco, CA

4% Atlanta, GA

3% Las Vegas, NV

3% New York, NY



Main Purpose of Trip*

96% Leisure

89% Vacation Holiday

6% Visit Friends/Relatives

3% Education

7% Business

2.3% General Business

1.7% Convention/Conference/Trade Show

*Includes overlap of trips covering multiple purposes.



Transportation in U.S.

71% Rented Auto

30% City Subway/Tram/Bus

25% Air travel between U.S. cities

16% Bus between cities

15% Taxicab/Limousine



Accommodations*

81% Hotel/Motel

8% Private Home

13% Other

* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:
Tourism Economics, reporting 2011-2017 data
VisaVUE Travel, reporting 2017 data
U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data



Visa Credit Card Travel Spending

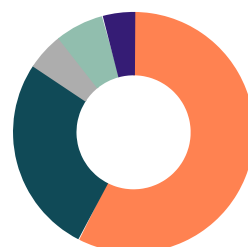
French Visa Card Spending ranked #6 in 2017 with 3.2% of total International Travel Spending in Arizona.

By Quarter



Q1: 12%
Q2: 24%
Q3: 48%
Q4: 16%

By Arizona Region



Northern: 57%
Phoenix & Central: 27%
West Coast: 5%
Tucson & Southern: 7%
North Central: 4%