



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:

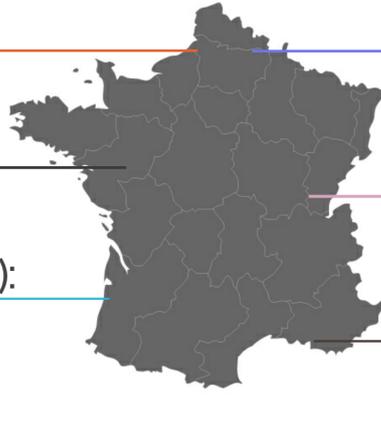
66 million

INFLATION RATE:

0.1%

EXCHANGE RATES (EUR PER USD):

.885



GROSS DOMESTIC PRODUCT (GDP):

\$2.6 trillion (1.1% annual growth rate)

EXPORTS:

\$509 billion

UNEMPLOYMENT RATE:

10.2%

Source: The World Fact Book, reporting 2015 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

63% Local Lifestyle

56% Cultural Historical Attractions

40% Beaches/Seaside Attractions

36% Ecotourism/ Urban Attractions/ Nightlife



Lodging Reservation made before leaving home

74% Yes

37% Internet Booking Service*

29% Travel Agency/Tour Operator/Travel Club

17% The Lodging Establishment Directly

4% Other

26% No

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



Source used in Destination selection for last leisure trip

64% Websites via computer or laptop

37% Information in printed travel guidebooks

36% Recommendation from family & friends



How Air Reservations were Booked

49% Travel Agency/Tour Operator/Travel Club

27% Directly with Airline

23% Internet Booking Service*

4.2% Corporate Travel Department

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



Advance Decision Time

17% Less than a month

17% 1 to 2 months

32% 3 to 5 months

27% 6 to 12 months

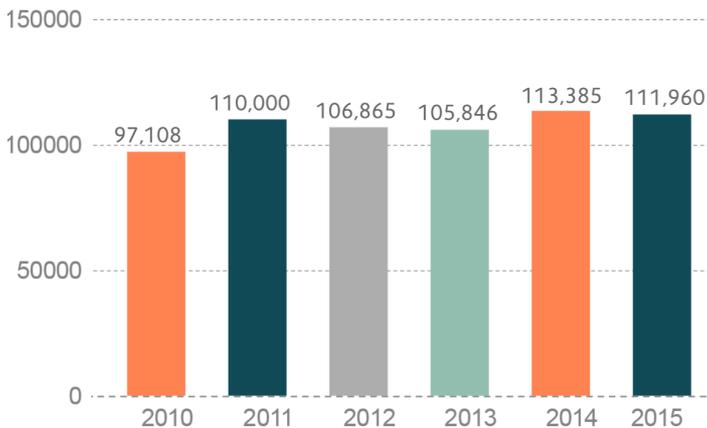
7% More than 1 year

Source: Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2013- 14 aggregate data

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

43.0 years Average Age

\$81,596 Average Household Income

2.7 persons Average Party Size



Length of Stay

2.8 Nights in Arizona

17.7 Nights in U.S.



Port of Entry

54% Los Angeles, CA

14% San Francisco, CA

6% New York, NY

4% Chicago, IL

3% Minneapolis/ St. Paul MN



Main Purpose of Trip

97% Leisure

91% Vacation Holiday

3% Visit Friends/Relatives

2% Education

3.2% Business

2.7% General Business

0.5% Convention/Conference/Trade Show



Transportation in U.S.

70% Rented Auto

39% City Subway/Tram/Bus

28% Air travel between U.S. cities

25% Bus between cities

16% Taxicab/Limousine



Accommodations*

92% Hotel/Motel

3% Private Home

8% Other



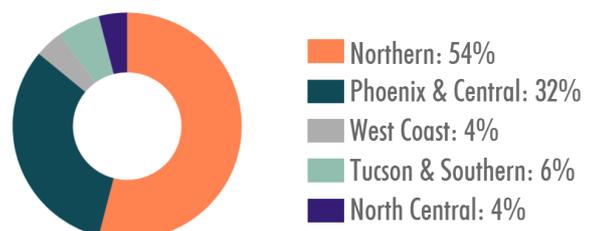
Visa Credit Card Travel Spending

French Visa Card Spending ranked #5 in 2015 with 2.8% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



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

Source:
Tourism Economics, reporting 2010-2015 data
VisaVUE Travel, reporting 2015 data
U.S. Dept. of Commerce - NTTO, reporting 2013-14 aggregate data