

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):

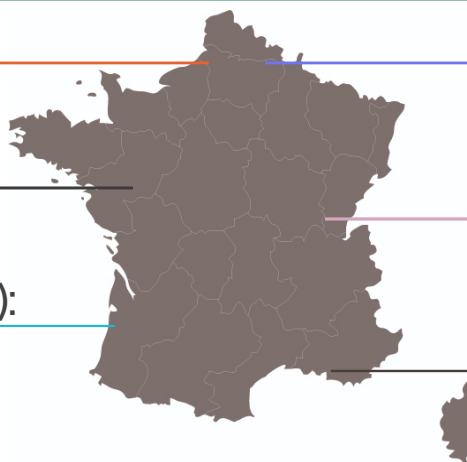
\$2.8 trillion (1.6% annual growth rate)

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



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



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



Lodging Reservation made before leaving home

85% Yes

44% Internet Booking Service*

34% Travel Agency/Tour Operator/Travel Club

21% The Lodging Establishment Directly

5% Other

15% No

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



How Air Reservations were Booked

37% Directly with Airline

36% Travel Agency/Tour Operator/Travel Club

21% Internet Booking Service*

8% Corporate Travel Department

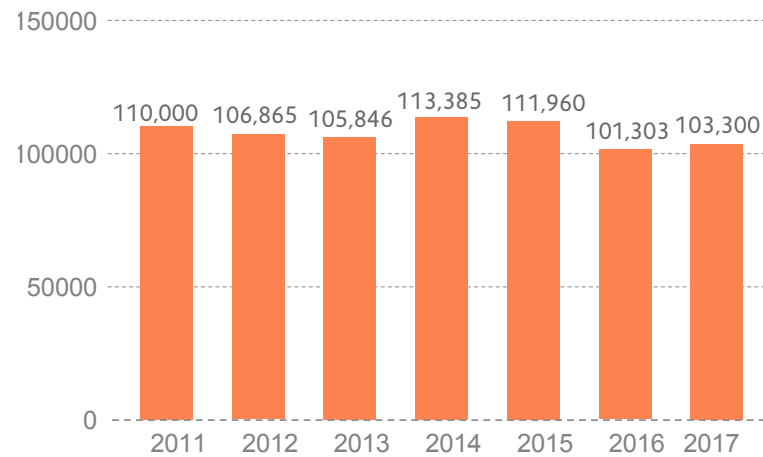
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source: Brand USA, reporting 2017 intercontinental traveler data
U.S. Dept. of Commerce - NTTO, reporting 2016-17 aggregate data

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

63% Los Angeles, CA

18% San Francisco, CA

3% Las Vegas, NV

3% New York, NY

3% Atlanta, GA



Transportation in U.S.

74% Rented Auto

26% Air Travel between U.S. Cities

26% City Subway/Tram/Bus

24% Auto, Private or Company

16% Ferry/River Taxi/Srt Scenic Cruise



Accommodations*

84% Hotel/Motel

8% Private Home

9% 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 2016-17 aggregate data



Visitor Characteristics

43 years Average Age

\$76,127 Average Household Income

2.2 persons Average Party Size



Length of Stay

3.5 Average Nights per Destination

17.6 Average Nights in U.S.



Main Purpose of Trip*

97% Leisure

91% Vacation Holiday

6% Visit Friends/Relatives

3% Education

3% Business

2.2% General Business

0.7% Convention/Conference/Trade Show

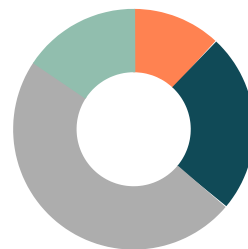
*Includes overlap of trips covering multiple purposes.



Visa Credit Card Travel Spending

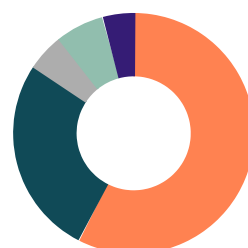
French Visa Card Spending ranked #6 in 2017 with 3.2% of total International Travel Spending in Arizona.

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%