Revised 8/2017

ARIZONA
OFFICE OF TOURISM

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:
66.8 million

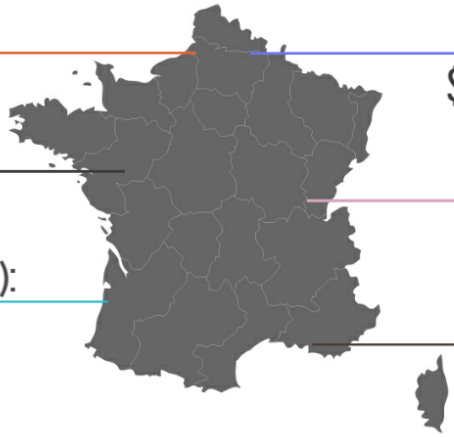
GROSS DOMESTIC PRODUCT (GDP):
$2.7 trillion (1.3% annual growth rate)

INFLATION RATE:
0.3%

EXPORTS:
$505 billion

EXCHANGE RATES (EUR PER USD):
.921

UNEMPLOYMENT RATE:
9.7%



Source:
The World Fact Book, reporting 2016 data

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

- **63%** Local Lifestyle
- **56%** Cultural Historical Attractions
- **40%** Beaches/Seaside Attractions
- **36%** Ecotourism/ Urban Attractions/ Nightlife

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

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

Lodging Reservation made before leaving home

- **81%** Yes
  - **44%** Internet Booking Service*
  - **32%** Travel Agency/Tour Operator/Travel Club
  - **20%** The Lodgng Establishment Directly
  - **5%** Other
- **19%** No

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

How Air Reservations were Booked

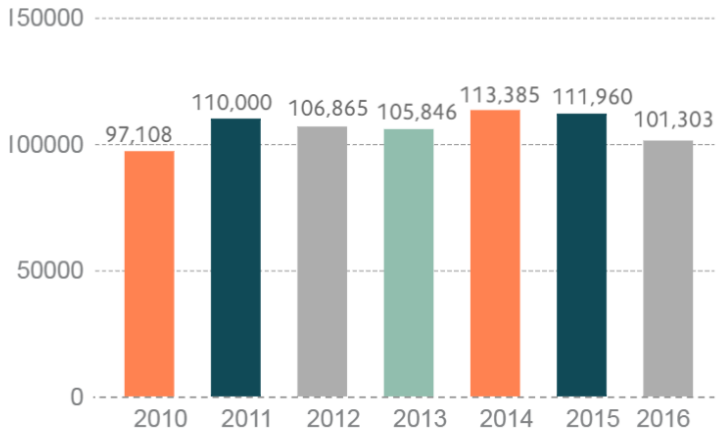
- **39%** Travel Agency/Tour Operator/Travel Club
- **39%** Directly with Airline
- **19%** Internet Booking Service*
- **6%** Corporate Travel Department

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

Source:
Brand USA, reporting 2014 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

Visa Credit Card Travel Spending

French Visa Card Spending ranked #6 in 2016 with 3.2% of total International Travel Spending in Arizona.

By Quarter

- Q1: 13%
- Q2: 25%
- Q3: 47%
- Q4: 16%

Accommodations*

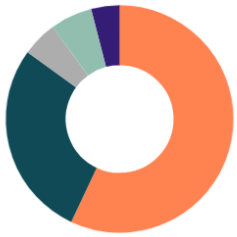
81% Hotel/Motel

8% Private Home

13% Other

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

By Arizona Region



- Northern: 57%
- Phoenix & Central: 28%
- West Coast: 5%
- Tucson & Southern: 6%
- North Central: 4%

Source:
Tourism Economics, reporting 2010-2016 data
VisaVUE Travel, reporting 2016 data
U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data