

# 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

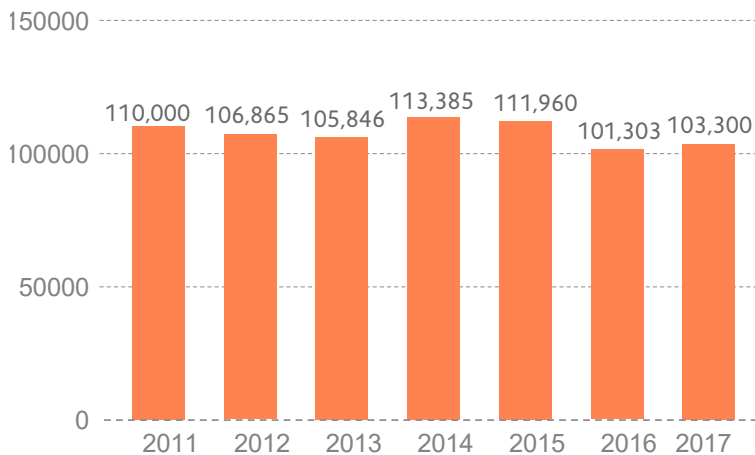
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

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

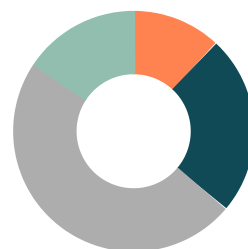
\*Includes overlap of trips covering multiple purposes.



## 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



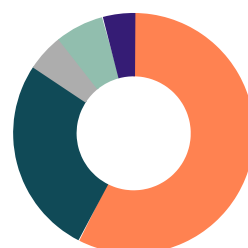
Q1: 12%

Q2: 24%

Q3: 48%

Q4: 16%

### By Arizona Region



Northern: 57%

Phoenix & Central: 27%

West Coast: 5%

Tucson & Southern: 7%

North Central: 4%