

# 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:**

67.4 million

**INFLATION RATE:**

1.2%

**EXCHANGE RATES (EUR PER USD):**

.89

**GROSS DOMESTIC PRODUCT (GDP):**

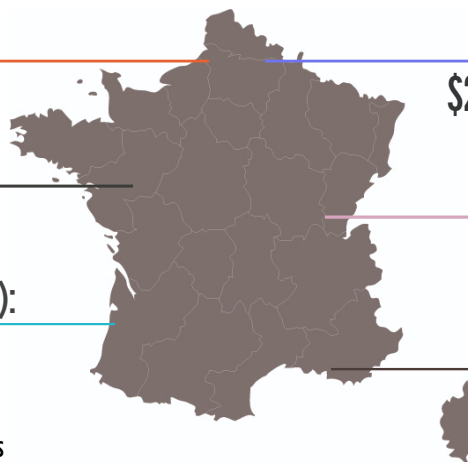
\$2.85 trillion (2.3% annual growth rate)

**EXPORTS:**

\$549.9 billion

**UNEMPLOYMENT RATE:**

9.4%



Source: The World Factbook, reporting 2017/2018 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**

**82%** Yes

**49%** Internet Booking Service\*

**22%** Travel Agency/Tour Operator/Travel Club

**15%** The Lodging Establishment Directly

**9%** Other

**18%** 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**

**38%** Directly with Airline

**28%** Travel Agency/Tour Operator/Travel Club

**28%** Internet Booking Service\*

**10%** 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

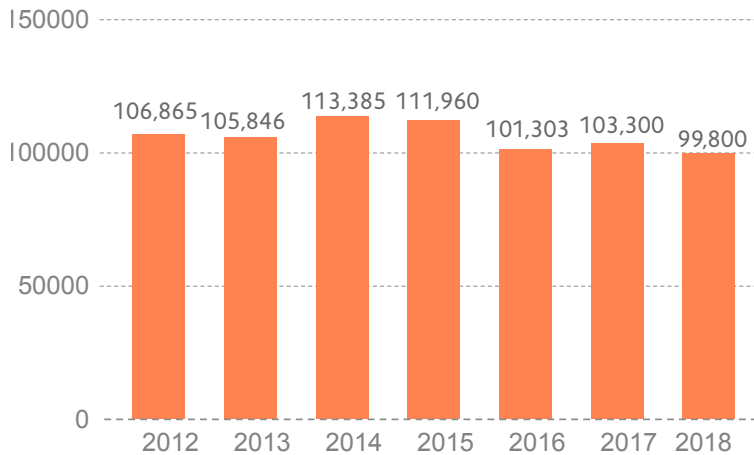
**6%** More than 1 year

Source: Brand USA, reporting 2017 intercontinental traveler data  
U.S. Dept. of Commerce - NTTO, reporting 2017-18 aggregate data

# FRENCH VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Port of Entry

**67%** Los Angeles, CA

**16%** San Francisco, CA

**4%** Chicago

**3%** New York, NY

**2%** Atlanta, GA



## Transportation in U.S.

**73%** Rented Auto

**24%** Auto, Private or Company

**23%** Air Travel between U.S. Cities

**19%** City Subway/Tram/Bus

**14%** Bus between Cities



## Accommodations\*

**82%** Hotel/Motel

**6%** Private Home

**15%** Other

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

Source:  
 Tourism Economics, reporting 2012-2018 data  
 VisaVUE Travel, reporting 2018 data  
 U.S. Dept. of Commerce - NTTO, reporting 2017-18 aggregate data



## Visitor Characteristics

**41 years** Average Age

**\$81,082** Average Household Income

**2.2 persons** Average Party Size



## Length of Stay

**3.1** Average Nights per Destination

**16.8** Average Nights in U.S.



## Main Purpose of Trip\*

**92%** Leisure

**87%** Vacation Holiday

**4%** Visit Friends/Relatives

**0.3%** Education

**8%** Business

**5%** General Business

**3%** Convention/Conference/Trade Show

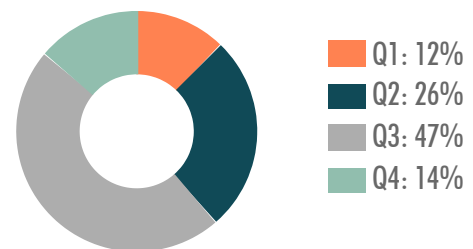
\*Includes overlap of trips covering multiple purposes.



## Visa Credit Card Travel Spending

French Visa Card Spending ranked #5 in 2018 with 4% of total International Travel Spending in Arizona.

### By Quarter



### By Arizona Region

