

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:

67.8 million

INFLATION RATE:

1.2%

EXCHANGE RATES (EUR PER USD):

.89

GROSS DOMESTIC PRODUCT (GDP):

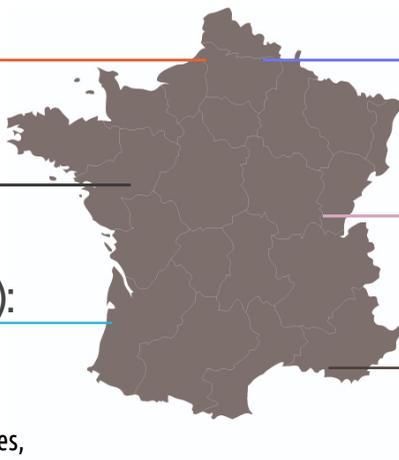
\$2.85 trillion (2.3% annual growth rate)

EXPORTS:

\$549.9 billion

UNEMPLOYMENT RATE:

9.4%



Source: The World Factbook, reporting 2017/2018 estimates, July 2020 population estimate

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

55% Local Lifestyle

51% Cultural/Historical Attractions

41% Urban Attractions

40% Dining/Gastronomy



Lodging Reservation made before leaving home

79% Yes

54% Internet Booking Service*

17% Travel Agency/Tour Operator/Travel Club

15% The Lodging Establishment Directly

14% Other

21% No

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



Source used in Destination selection for last intercontinental trip

49% Websites via computer

35% Recommendation from family & friends

29% Information in printed travel guidebooks



How Air Reservations were Booked

43% Directly with Airline

24% Travel Agency/Tour Operator/Travel Club

28% Internet Booking Service*

8% Corporate Travel Department

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



Advance Decision Time

20% Less than a month

18% 1 to 2 months

32% 3 to 5 months

22% 6 to 12 months

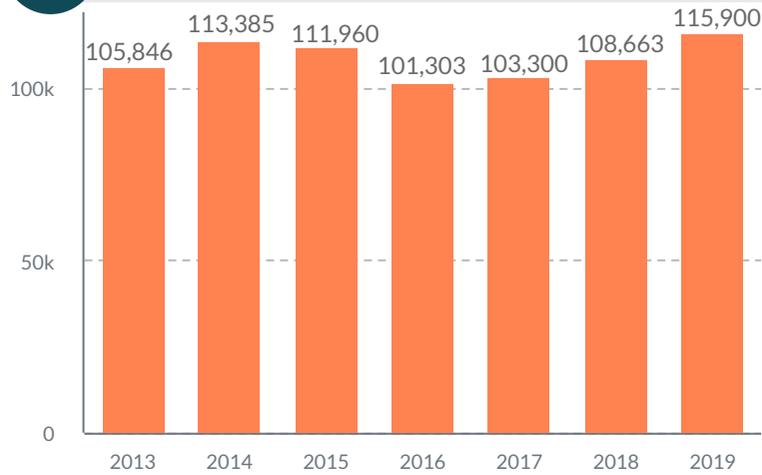
6% More than 1 year

Source: Brand USA, reporting 2019 intercontinental traveler data U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

43 years

Average Age

\$76,982

Average Household Income

2.5 persons

Average Party Size



Length of Stay

3.1

Average Nights per Destination

19.6

Average Nights in U.S.



Port of Entry

61% Los Angeles, CA

22% San Francisco, CA

3% New York, NY

3% Chicago, IL

1% Washington DC/Dulles, VA



Main Purpose of Trip*

92% Leisure

86% Vacation Holiday

5% Visit Friends/Relatives

0.7% Education

8% Business

4% General Business

4% Convention/Conference/Trade Show

*Includes overlap of trips covering multiple purposes.



Transportation in U.S.

74% Rented Auto

29% Air Travel between U.S. Cities

25% City Subway/Tram/Bus

25% Auto, Private or Company

14% Taxicab/Limousine



Accommodations*

78% Hotel/Motel

6% Private Home

22% Other

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

Source:

Tourism Economics, reporting 2013-2019 data

VisaVUE Travel, reporting 2019 data

U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data



Visa Credit Card Travel Spending

French Visa Card Spending ranked #6 in 2019 with 3% of total International Travel Spending in Arizona.

By Quarter



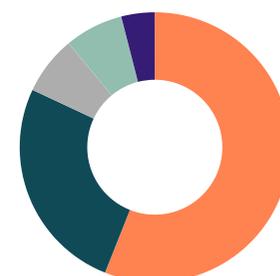
Q1: 13%

Q2: 25%

Q3: 46%

Q4: 16%

By Arizona Region



Northern: 56%

Phoenix & Central: 26%

West Coast: 7%

Tucson & Southern: 7%

North Central: 4%