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**

<table>
<thead>
<tr>
<th>Population:</th>
<th>60 million</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inflation Rate:</td>
<td>2.5 - 5%</td>
</tr>
<tr>
<td>Exchange Rates (EUR per USD):</td>
<td>0.82</td>
</tr>
<tr>
<td>Exports:</td>
<td>€766.9 billion</td>
</tr>
<tr>
<td>Unemployment Rate:</td>
<td>8.12%</td>
</tr>
</tbody>
</table>


**TRAVEL MOTIVATION AND PLANNING**

**Top Travel Motivators**

- **53%** Cultural/Historical Attractions
- **50%** Local lifestyle
- **45%** Urban Attractions
- **41%** Dining/Gastronomy

**Advance Decision Time**

<table>
<thead>
<tr>
<th>Duration</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than a month</td>
<td>24%</td>
</tr>
<tr>
<td>1 to 2 months</td>
<td>15%</td>
</tr>
<tr>
<td>3 to 12 months</td>
<td>20%</td>
</tr>
<tr>
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<td>5%</td>
</tr>
</tbody>
</table>

**One Word That Describes the United States**

- **34%** Information in printed travel guides
- **36%** Recommendation from family & friends
- **53%** Websites via computer

**Travel Outlook**

- **53.6%** Say international travel is a high or extremely high spending priority
- **42.9%** Expect to spend more on international travel
- **40.8%** Expect to travel more internationally
- **$2,719** Budget available for international travel

**Source used in Destination selection for last intercontinental trip**

- **53%** Websites via computer
- **34%** Information in printed travel guides
- **36%** Recommendation from family & friends

**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.

**Main Purpose of Trip**

- **92%** Leisure
- **86%** Vacation Holiday
- **9%** Visit Friends/Relatives

**8%** Business

- **4%** General Business
- **4%** Convention/Conference/Trade Show

**Visa Credit Card Travel Spending**

- French Visa Card Spending ranked #12 in 2021 with 1% of total International Travel Spending in Arizona.

**By Quarter**

- Q1: 14%
- Q2: 12%
- Q3: 21%
- Q4: 43%

**By Arizona Region**

- Northern: 13%
- Phoenix & Central: 57%
- West Coast: 7%
- Tucson & Southern: 19%
- North Central: 4%
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### General Country Profile

- **Population:** 68 million
- **Inflation Rate:** 2.5 - 5%
- **Exchange Rates (EUR per USD):** 0.82
- **Gross Domestic Product (GDP):** $4.238 trillion
- **Exports:** $766.9 billion
- **Unemployment Rate:** 8.12%


### Travel Motivation and Planning

**Top Travel Motivators**
- 53% Cultural/Historical Attractions
- 50% Local lifestyle
- 45% Urban Attractions
- 41% Dining/Gastronomy

**Source used in Destination selection for last international trip**
- 53% Websites via computer
- 36% Recommendation from family & friends
- 34% Information in printed travel guidebooks

**Advance Decision Time**
- 24% Less than a month
- 15% 1 to 2 months
- 28% 3 to 6 months
- 20% 6 to 12 months
- 5% More than a year

**Travel Outlook**
- 53.6% Say international travel is a high or extremely high spending priority
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### Visitor Characteristics

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*(Data are collected through a survey. There may be indication that data is not up to date.)*


### France Market Profile

Compiled by the Arizona Office of Tourism Research Division

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