

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:

68.5 million

INFLATION RATE:

5%

EXCHANGE RATES (EUR PER USD):

1.07

GROSS DOMESTIC PRODUCT (GDP):

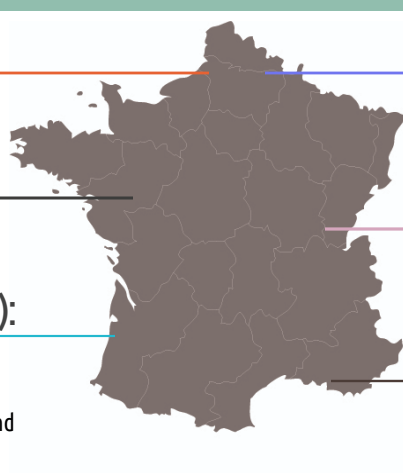
\$3.048 trillion

EXPORTS:

\$920.8 billion

UNEMPLOYMENT RATE:

8.06%



Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

81% Natural Features

78% Appeal of Local Culture

76% Sightseeing Options

69% Ease of Travel



Travel Outlook

42.6% Say international leisure travel is a high or extremely high spending priority

34.5% Expect to spend more on international travel

29.1% Expect to travel more internationally

\$ 4,078 Budget available for international travel



Source used in Destination selection for last intercontinental trip

44% Websites via computer

33% Recommendation from family & friends

34% Websites or applications via mobile phone



Advance Decision Time

28% Less than a month

16% 1 to 2 months

29% 3 to 5 months

17% 6 to 12 months

4% More than 1 year



One Word that Describes the United States

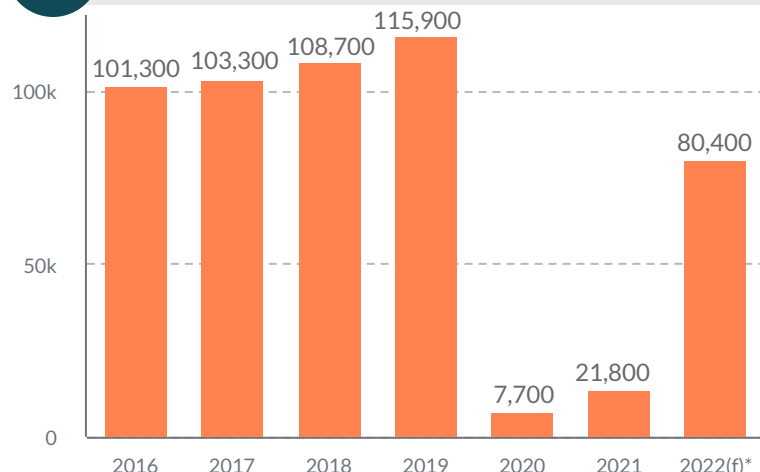


Sources: Brand USA, reporting 2021-2022 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona*



Visitor Characteristics

42 years Average Age

\$67,264 Average Household Income

2.4 persons Average Party Size



Length of Stay

5.8 Average Nights per Destination

20.7 Average Nights in U.S.



Port of Entry

48% Los Angeles, CA

23% San Francisco, CA

7% Las Vegas, NV

4% Chicago, IL

4% Atlanta, GA



Main Purpose of Trip*

96% Leisure

89% Vacation Holiday

5% Visit Friends/Relatives

2% Education

4% Business

1.3% Visit customer

1.3% Internal company meeting

*Includes overlap of trips covering multiple purposes.



Transportation in U.S.

75% Rented Auto

34% City Subway/Tram/Bus

33% Auto, Private or Company

26% Air Travel between U.S. Cities

17% Ferry/River Taxi/Srt Scenic Cruise



Accommodations*

86% Hotel/Motel

9% Private Home

13% Other

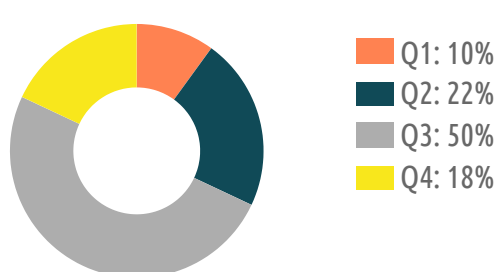
* Since this is collected through a survey, there is no indication if this is paid or non-paid.



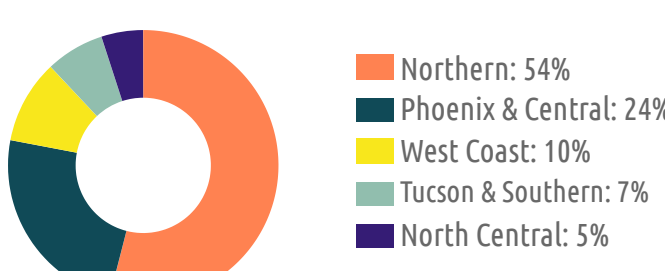
Visa Credit Card Travel Spending

French Visa Card Spending ranked #6 in 2022 with 2.9% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



Sources: U.S. Dept. of Commerce - NTTO, reporting 2022 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2022 data.