

# 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):**

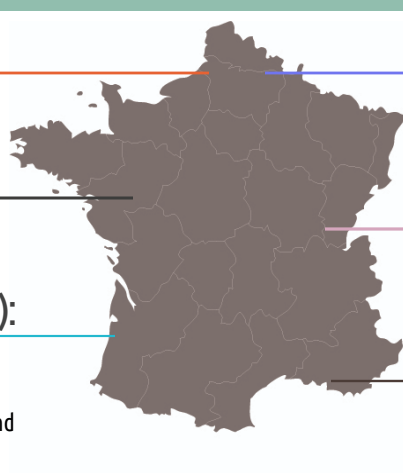
\$3.048 trillion

**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**

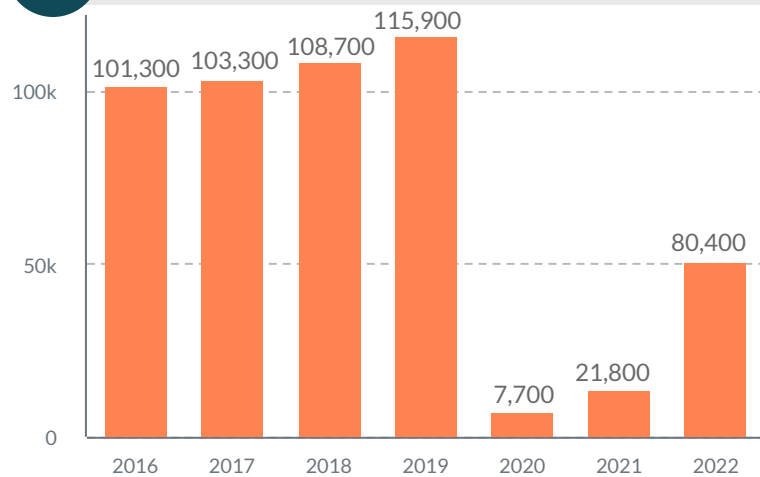


Sources: Brand USA, reporting 2021-2022 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

## 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

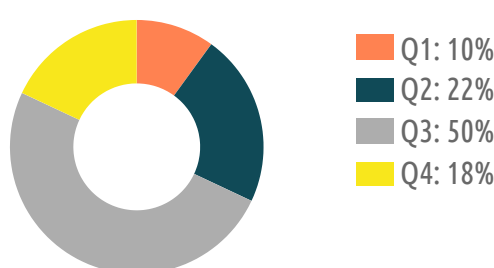
**17%** Ferry/River Taxi/Srt Scenic Cruise



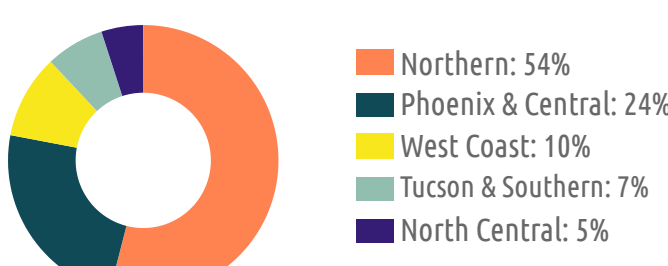
**Visa Credit Card Travel Spending**

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

**By Quarter**



**By Arizona Region**



\* Since this is collected through a survey, there is no indication if this is paid or non-paid.  
Sources: U.S. Dept. of Commerce - NTTO, reporting 2022 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2022 data.