

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:

5.6%

EXCHANGE RATES (EUR PER USD):

1.07

GROSS DOMESTIC PRODUCT (GDP):

\$3.048 trillion

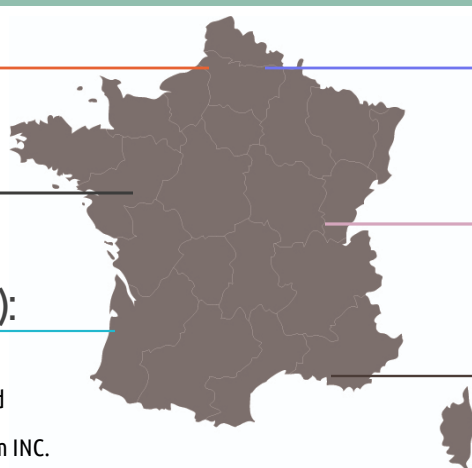
EXPORTS:

\$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. XE.com INC. 2023 exchange rates.



FRENCH VISITATION

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

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

Travel Outlook

- 43% Say international leisure travel is a high or extremely high spending priority
- 35% Expect to spend more on international travel
- 29% Expect to travel more internationally
- \$ 4,078 Budget available for international travel

Source used in Destination selection for last intercontinental trip

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

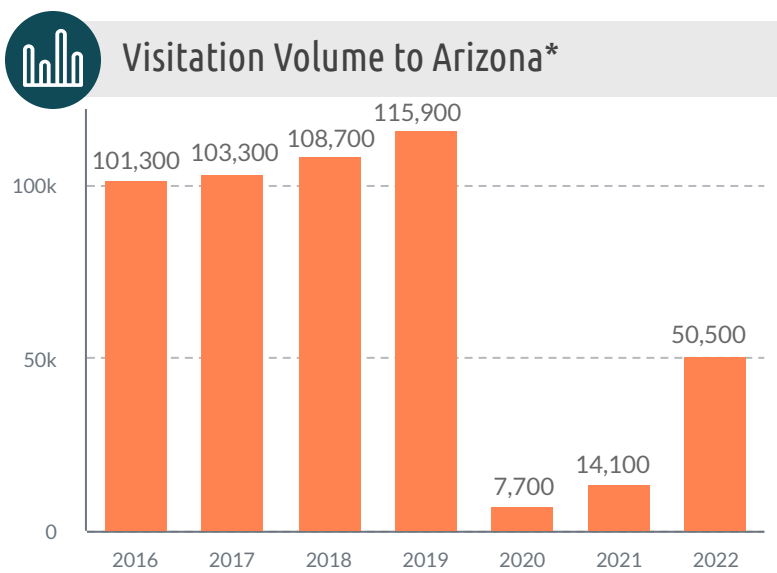
One Word that Describes the United States

Activities include: PHOTOGRAPHY, MUSICAL CONCERTS, SHOPPING, WINE, AGRI-TOURISM, ART MUSEUMS, VISITING HISTORICAL SITES AND ATTRACTIONS, FOOD AND CUISINE, GOLF ENJOYING THEME OR AMUSEMENT PARKS, FASHION, HIKING, CAMPING, FITNESS, HEALTH AND WELLNESS, HIKING (LONGER HAUL).

Advance Decision Time

- 31% Less than a month
- 15% 1 to 2 months
- 28% 3 to 5 months
- 20% 6 to 12 months
- 5% More than 1 year

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



Visitor Characteristics

- 43 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.

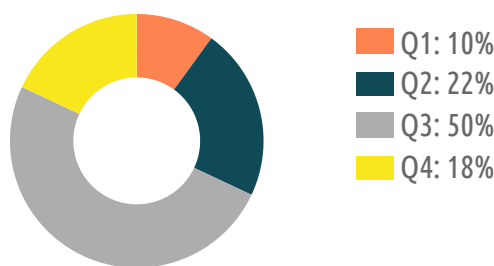
Transportation in U.S.

- 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

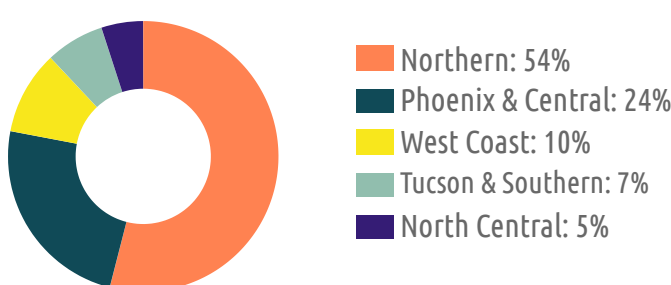
Visa Credit Card Travel Spending

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

By Quarter



By Arizona Region



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.

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