

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:

68.4 million

INFLATION RATE:

5.7%

EXCHANGE RATES (EUR PER USD):

0.925

GROSS DOMESTIC PRODUCT (GDP):

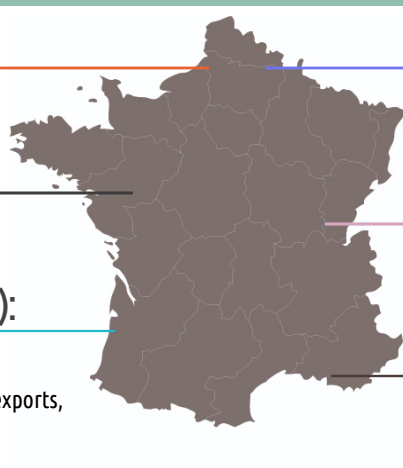
\$3.03 trillion

EXPORTS:

\$1.052 trillion

UNEMPLOYMENT RATE:

7.3%



Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.

TRAVEL MOTIVATION AND PLANNING

Top Travel Motivators

- 58% Dining/Gastronomy
- 50% Cultural/Historical Attractions
- 50% Urban Attractions
- 50% Shopping

Travel Outlook

- 75% Making international travel a high financial priority.
- 20% Expect to spend more on international travel
- 16 Average days available for international travel
- \$ 3,289 Budget available for international travel

Planning Sources: Researching Destination Info

- 39% Websites via computer
- 22% Recommendation from family & friends
- 22% Information in printed travel guidebooks

Attributes for Destination Selection

Advance Decision Time

- 26% Less than a month
- 17% 1 to 3 months
- 32% 3 to 6 months
- 21% 6 to 12 months
- 5% More than 1 year

Sources: Brand USA, reporting 2023. Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

FRENCH VISITATION TO ARIZONA

Visitation Volume to Arizona*

Visitor Characteristics

- 45 years Average Age
- \$80,968 Average Household Income
- 2.5 persons Average Party Size

Length of Stay

- 4 Average Nights per Destination
- 20 Average Nights in U.S.

Port of Entry

- 56% Los Angeles, CA
- 23% San Francisco, CA
- 7% Las Vegas, NV
- 3% Seattle, WA
- 3% All other Airport/Cities

Main Purpose of Trip*

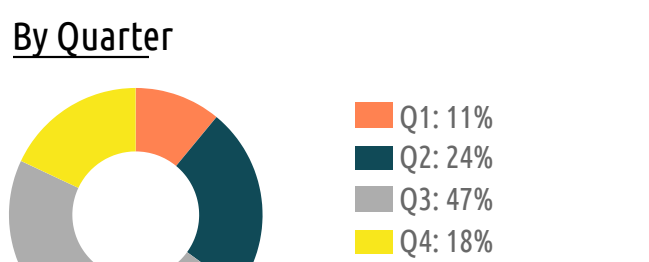
- 100% Leisure
- 91% Vacation Holiday
- 9% Visit Friends/Relatives
- 2% Education

Transportation in U.S.

- 78% Rented Auto
- 35% Auto, Private or Company
- 34% City Subway/Tram/Bus
- 17% Air travel between US cities

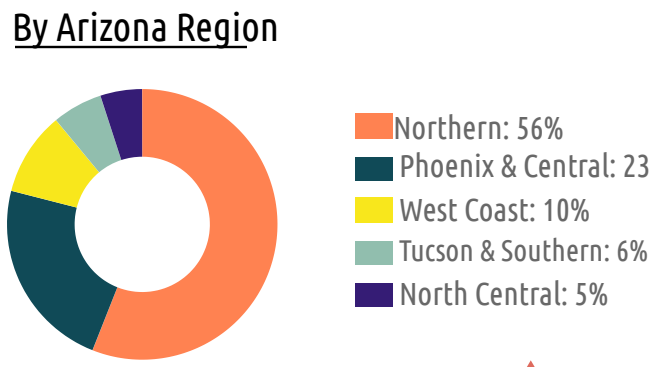
Visa Credit Card Travel Spending

French Visa Card Spending ranked #4 in 2022 with 2.7% of total International Travel Spending in Arizona.



Accommodations*

- 77% Hotel/Motel
- 4% Private Home
- 21% 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 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.