

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/Historic Attractions
- 50%** Urban Attractions



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

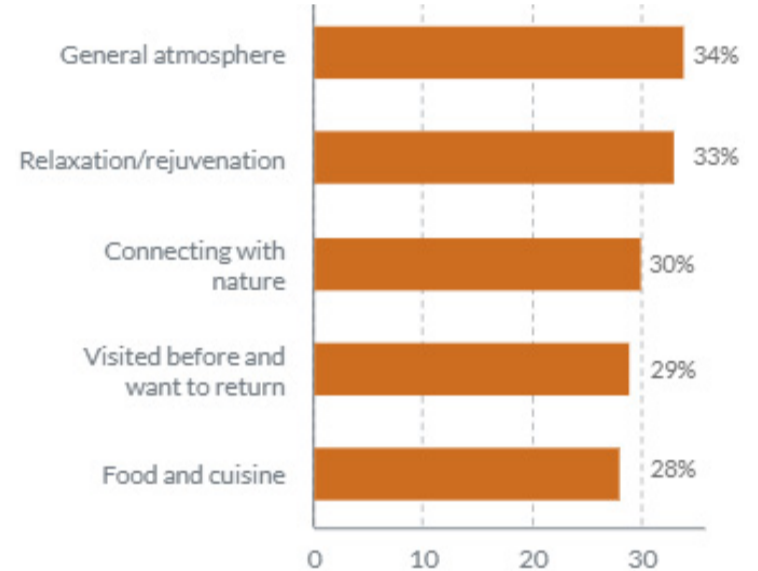


Planning Sources

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



Attributes for Destination Selection



Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).



Advance Decision Time

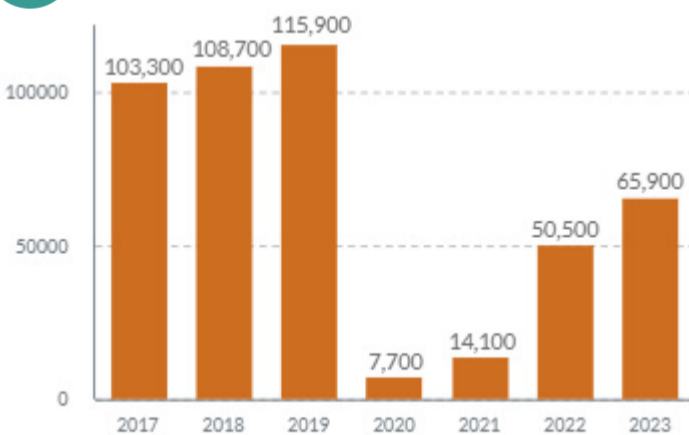
- 26%** Less than a month
- 17%** 1 to 3 months
- 32%** 3 to 6 months
- 21%** 6 to 12 months
- 5%** More than 1 year

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 56%** Los Angeles, CA
- 23%** San Francisco, CA
- 7%** Las Vegas, NV
- 3%** Seattle, WA



Transportation

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



Length of Stay

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



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.



Visitor Characteristics

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



Main Purpose of Trip*

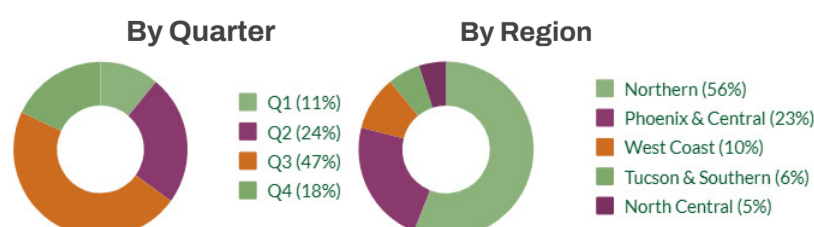
- 100%** Leisure
- 91%** Vacation Holiday
- 9%** Visit Friends and Relatives
- 2%** Education

* includes overlaps of trips covering multiple purposes



Visa Credit Card Travel Spending

French Visa Card Spending ranked #4 in 2023 with 2.7% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.