

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:** 2%
- **Exchange Rates (EUR per USD):** 0.9
- **Gross Domestic Product (GDP):** \$3.7 trillion
- **Exports:** \$1.1 trillion
- **Unemployment Rate:** 7.4%

Sources: The World Factbook reporting 2024 exports and GDP, population, inflation, exchange rate estimates and unemployment.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 51%** State/national parks
- 44%** Shopping
- 43%** History/heritage attractions



Planning Sources

- 50%** Internet search
- 30%** Recommendation from family/friends
- 29%** Past experience



Advance Decision Time

- 24%** Less than a month
- 24%** 1 to 3 months
- 26%** 3 to 6 months
- 20%** 6 to 12 months
- 4%** More than 1 year

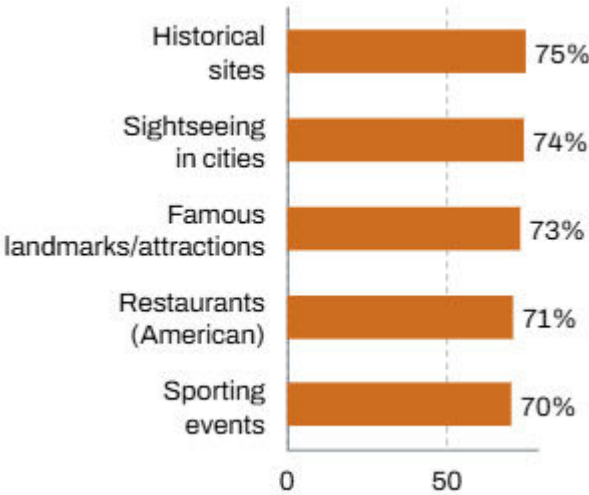


Travel Outlook

- 50%** Making international travel a high financial priority
- 31%** Expect to spend more on international travel
- 20** Average days available for international travel
- \$4,122** Budget available for international travel



Attributes for Destination Selection

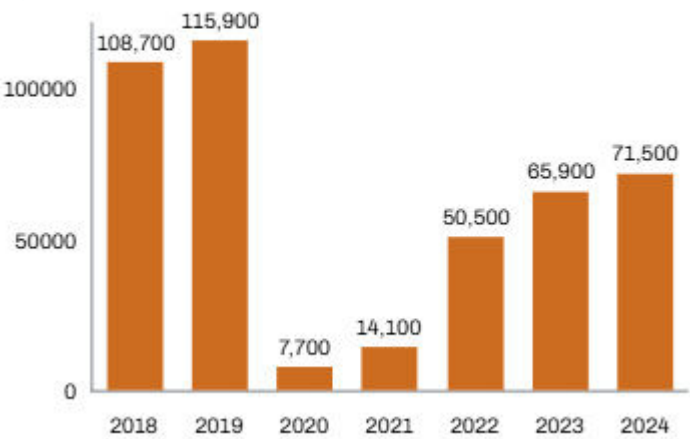


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

FRENCH VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 44%** Los Angeles, CA
- 26%** San Francisco, CA
- 7%** Chicago, IL
- 5%** Las Vegas, NV



Transportation

- 68%** Rented Auto
- 26%** Air travel between US cities
- 24%** Auto, Private or Company
- 23%** City Subway/Tram/Bus



Length of Stay

- 6** Average Nights per Destination
- 24** Average Nights in U.S.



Accommodations*

- 88%** Hotel/Motel
- 7%** Private Home
- 11%** Other

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



Visitor Characteristics

- 44 years** Average Age
- \$78,570** Average Household Income
- 2.3 persons** Average Party Size



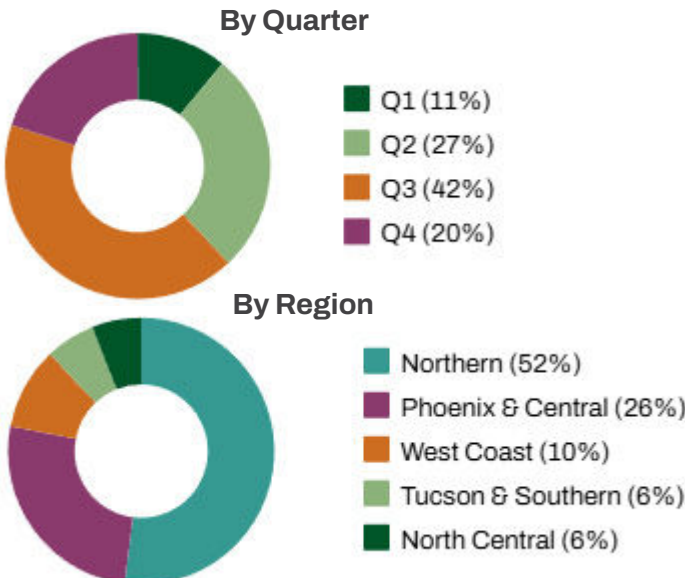
Main Purpose of Trip*

- 95%** Leisure
- 5%** Business



Visa Credit Card Travel Spending

French Visa Card Spending ranked #4 in 2024 with 2.6% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.