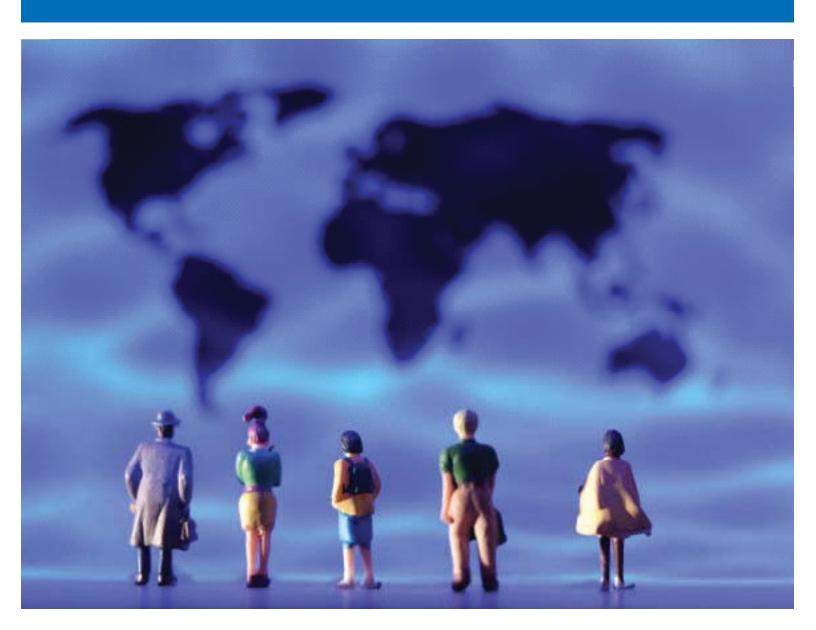


Manufacturing and Services Office of Travel and Tourism Industries

2007 Market Profile: France



2007 Market Profile: France

Visitation Trends (Arrivals)

[Thousands of French Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	1,087	876	734	689	775	879	790	998	-90
Percentage Change (%)	3%	-19%	-16%	-6%	13%	13%	-10%	26%	-8%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$3,654	\$3,039	\$2,752	\$2,268	\$2,668	\$3,098	\$2,857	\$3,323	-\$331
Travel Receipts	\$2,637	\$2,165	\$1,974	\$1,739	\$2,008	\$2,371	\$2,289	\$2,696	\$59
Passenger Fare Receipts	\$1,017	\$874	\$778	\$529	\$660	\$727	\$568	\$627	-\$390
Change (%) in Total Exports	10%	-17%	-9%	-18%	18%	16%	-8%	16%	-9%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Personal Computer	**	42%	**
Travel Agency	**	37%	**
Airlines Directly	**	22%	**
Friends/Relatives	**	11%	**

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	**	42%	**
Visit Friends/Relatives	**	26%	**
Business/Professional	**	24%	**
Convention/Conference	**	4%	**

All Purposes of Trip

Purpose of Trip (multiple responsetop 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	**	61%	**
Visit Friends/Relatives	**	38%	**
Business/Professional	**	26%	**
Convention/Conference	**	6%	**
NET PURPOSES OF TRIP:			
Leisure & VFR	**	79%	**
Business & Convention	**	31%	**

Transportation Used in the United States

Transportation Types Used in United States (multiple responsetop 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	**	41%	**
Rented Auto	**	33%	**
City Subway/Tram/Bus	**	25%	**
Company or Private Auto	**	21%	**
Airlines in U.S.	**	16%	**

2007 Market Profile: France

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responsetop 10 of 25)	2006	2007	% Point Change (2)
Dining in Restaurants	**	88%	**
Shopping	**	84%	**
Visit Historical Places	**	48%	**
Sightseeing in Cities	**	41%	**
Art Gallery/Museum	**	39%	**
Visit Small Towns	**	30%	**
Cultural Heritage Sites	**	30%	**
Visit National Parks	**	23%	**
Concert/Play/Musical	**	17%	**
Amusement/Theme Parks	**	15%	**
Touring Countryside	**	15%	**

Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	**	84	**
Advance Trip Decision Time (med. days)	**	60	**
Prepaid Package	**	12%	**
First International Trip to the U.S.	**	25%	**
Length of Stay in U.S. (mean nights)	**	15.4	**
Length of Stay in U.S. (median nights)	**	9.0	**
Number of States Visited (% 1 state)	**	64%	**
Average Number of States Visited	**	1.6	**
Hotel/Motel (% 1+ nights)	**	77%	**
Average # of Nights in Hotel/Motel	**	7.4	**
Travel Party Size (mean # of persons)	**	1.5	**
Gender: % Male (among adults)	**	63%	**
Household Income (mean average)	**	\$94,200	**
Household Income (median average)	**	\$85,400	**
Average Age: Female	**	41	**
Average Age: Male	**	41	**

U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market	Volume	Market	Volume		
	Share	2006	Share	2007		
	2006	(000)	2007	(000)		
No destinations meet the minimum sample requirement.						

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States.

Additional information may be obtained for a fee. To learn more, please visit: http://tinet.ita.doc.gov/research/programs/ifs/index.html.

For a list of the states that comprise each census region, please visit: http://tinet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

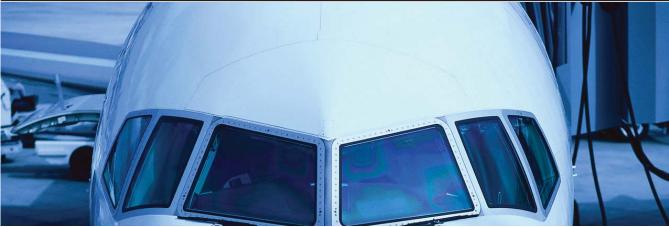
Publication Date: May 2008



Survey of International Air Travelers

The Survey of International Air Travelers (or "In-Flight" survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the French traveler who visits the United States.

Sur	Survey of International Air Travelers: Table Number and Description								
Table 1	Country of Residence	Table 19	Number of States Visited						
Table 2	Advance Trip Decision	Table 20	Number of Destinations Listed						
Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.						
Table 4	Means of Booking Air Trip	Table 22	Port of Entry						
Table 5	Information Sources	Table 23	Main Destination						
Table 6	Use of Package	Table 24	U.S. Destinations Visited						
Table 7	Use of Prepaid Lodging	Table 25	Leisure Activities						
Table 8	Advance Package Booking	Table 26	Total Trip Expenditures						
Table 9	Pre-Booked Lodging	Table 27	Itemized Trip Expenditures						
Table 10	Travel Companions	Table 28	Trip Expenses Payment Method						
Table 11	Travel Party Size	Table 29	Factors in Airline Choice						
Table 12	Main Purpose of Trip	Table 30	Main Factor in Airline Choice						
Table 13	Purpose of Trip	Table 31	Type of Airline Ticket						
Table 14	Type of Accommodation	Table 32	Seating Area						
Table 15	Nights in the U.S.	Table 33	Gender & Age of Traveler						
Table 16	First Int'l U.S. Trip	Table 34	Occupation						
Table 17	U.S. Trips Last 12 Months	Table 35	Annual Household Income						
Table 18	U.S. Trips Last 5 Years								





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