



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2008 Market Profile: France



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## Visitation Trends (Arrivals)

[Thousands of French Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	876	734	689	775	879	790	998	1,244	368
Percentage Change (%)	-19%	-16%	-6%	13%	13%	-10%	26%	25%	42%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$3,039	\$2,752	\$2,268	\$2,668	\$3,098	\$2,857	\$3,323	\$4,571	\$1,532
Travel Receipts	\$2,165	\$1,974	\$1,739	\$2,008	\$2,371	\$2,289	\$2,696	\$3,628	\$1,463
Passenger Fare Receipts	\$874	\$778	\$529	\$660	\$727	\$568	\$627	\$943	\$69
Change (%) in Total Exports	-17%	-9%	-18%	18%	16%	-8%	16%	38%	50%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Personal Computer	42%	44%	2 pts.
Travel Agency	37%	33%	-4 pts.
Airlines Directly	22%	23%	1 pt.
Friends/Relatives	11%	11%	0 pts.

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	42%	47%	5 pts.
Visit Friends/Relatives	26%	23%	-3 pts.
Business/Professional	24%	23%	-2 pts.
Convention/Conference	4%	5%	0 pts.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	61%	62%	1 pt.
Visit Friends/Relatives	38%	37%	-1 pt.
Business/Professional	26%	25%	-1 pt.
Convention/Conference	6%	6%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	79%	78%	-1 pt.
Business & Convention	31%	29%	-2 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	41%	38%	-3 pts.
City Subway/Tram/Bus	25%	34%	9 pts.
Rented Auto	33%	32%	0 pts.
Company or Private Auto	21%	21%	0 pts.
Railroad between Cities	15%	18%	3 pts.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Dining in Restaurants	88%	83%	-4 pts.
Shopping	84%	83%	-1 pt.
Visit Historical Places	48%	49%	0 pts.
Sightseeing in Cities	41%	46%	4 pts.
Art Gallery/Museum	39%	37%	-1 pt.
Cultural Heritage Sites	30%	32%	2 pts.
Visit Small Towns	30%	23%	-8 pts.
Visit National Parks	23%	22%	-1 pt.
Concert/Play/Musical	17%	21%	5 pts.
Amusement/Theme Parks	15%	20%	5 pts.

## Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	84	97	13 days
Advance Trip Decision Time (med. days)	60	70	10 days
Prepaid Package	12%	13%	2 pts.
First International Trip to the U.S.	25%	29%	4 pts.
Length of Stay in U.S. (mean nights)	15.4	15.8	0 nights
Length of Stay in U.S. (median nights)	9.0	9.0	0 nights
Number of States Visited (% 1 state)	64%	64%	0 pts.
Average Number of States Visited	1.6	1.6	0 states
Hotel/Motel (% 1+ nights)	77%	77%	0 pts.
Average # of Nights in Hotel/Motel	7.4	8.5	1 night
Travel Party Size (mean # of persons)	1.5	1.5	0.0
Gender: % Male (among adults)	63%	59%	-4 pts.
Household Income (mean average)	\$94,200	\$93,900	-\$300
Household Income (median average)	\$85,400	\$87,000	\$1,600
Average Age: Female	41	39	-2 years
Average Age: Male	41	43	3 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
<b>REGIONS</b>				
Middle Atlantic	**	**	51.1%	636
<b>STATES</b>				
New York	**	**	45.2%	562
<b>CITIES</b>				
New York City	**	**	45.1%	561

(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](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.

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INTERNATIONAL  
**TRADE**  
ADMINISTRATION

# 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.

**Survey of International Air Travelers: Table Number and Description**

Table 1	Country of Residence	Table 19	Number of States Visited
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Table 3	Advance Airline Reservation	Table 21	Transportation in U.S.
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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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- U.S. Travel and Tourism Exports, Imports, and the Balance of Trade
- Summary of International Travel to the United States (I-94)
- Forecast of International Arrivals to the United States
- U.S. International Air Traveler Statistics (I-92)
- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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### **U.S. Department of Commerce**

International Trade Administration  
Manufacturing and Services  
Office of Travel and Tourism Industries  
14th & Constitution Ave, NW  
Washington, D.C. 20230  
Phone: (202) 482-0140  
Fax: (202) 482-2887  
[tinnet\\_info@mail.doc.gov](mailto:tinnet_info@mail.doc.gov)

# <http://tinnet.ita.doc.gov>