

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2013 Market Profile: France



2013 Market Profile: France

Visitation Trends (Arrivals)

[Thousands of France Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	790	998	1,244	1,204	1,342	1,504	1,456	1,505	715
Percentage Change (%)	-10	26	25	-3	11	12	-3	3	90

Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 ^r	2007 ^r	2008 ^r	2009 ^r	2010 ^r	2011 ^r	2012 ^r	2013 ^r	Change 2013/2006
Total Travel and Tourism Exports ¹	\$2,795	\$3,227	\$4,538	\$4,098	\$4,424	\$5,470	\$5,015	\$5,388	\$2,593
Travel (all purposes including education)	\$2,227	\$2,600	\$3,553	\$3,172	\$3,488	\$4,309	\$3,782	\$4,059	\$1,832
Of which: Education Related	\$177	\$189	\$209	\$227	\$246	\$268	\$279	\$287	\$110
Of which: Other Business/ Personal Travel	\$1,970	\$2,328	\$3,256	\$2,917	\$3,214	\$4,010	\$3,472	\$3,740	\$1,770
Passenger Air Transportation	\$568	\$627	\$985	\$926	\$936	\$1,161	\$1,233	\$1,329	\$761
Change (%) in Total Exports	-21	15	41	-10	8	24	-8	7	93

⁽¹⁾ International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

^(r) Revised (December 2014).

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	39	41	1.8
Online Travel Agency	36	38	2.8
Personal Recommendation	24	25	1.1
Travel Guides	16	15	-1.0
Travel Agency Office	19	14	-5.2
Corporate Travel Dept.	12	12	-0.7

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	59	60	1.3
Visit Friends/Relatives	17	18	1.5
Business	11	10	-1.2
Convention/Conference/Trade Show	7	6	-0.9

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	71	72	1.0
Visit Friends/Relatives	27	29	1.8
Business	13	13	-0.1
Convention/Conference/Trade Show	8	7	-0.7
NET PURPOSES OF TRIP:			
Leisure & VFR	80	83	2.5
Business & Convention	20	19	-0.8

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
City Subway/Tram/Bus	46	50	3.9
Taxicab/Limousine	35	37	2.4
Rented Auto	34	31	-3.4
Auto, Private or Company	27	26	-0.7
Air Travel between U.S. Cities	26	26	-0.6
Ferry/River Taxi/Srt Scenic Cruise	17	18	0.9

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	88	87	-1.4
Sightseeing	78	78	-0.1
National Parks/Monuments	43	49	5.2
Experience Fine Dining	43	45	1.9
Art Gallery/Museum	44	44	-0.1
Small Towns/Countryside	31	32	1.7
Historical Locations	27	30	3.1
Guided Tours	20	21	0.8
Cultural / Ethnic Heritage Sites	19	21	2.1
Amusement/Theme Parks	25	21	-4.5

Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	111	109	-2.0
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	15	14	-1.0
First International Trip to the U.S.	27	30	2.9
Length of Stay in U.S. (mean nights)	16.0	16.2	0.2
Length of Stay in U.S. (median nights)	10	9	-1.0
Number of States Visited (% 1 state)	66	68	1.9
Average Number of States Visited	1.6	1.5	-0.1
Hotel/Motel (% 1+ nights)	77	75	-1.9
Average # of Nights in Hotel/Motel	10.0	11.8	1.8
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	53	52	-1.2
Household Income (mean average)	\$87,088	\$81,325	-\$5,763
Household Income (median average)	\$65,787	\$64,907	-\$880
Average Age: Female (among adults)	38	38	-0.2
Average Age: Male (among adults)	40	41	0.6

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
Regions				
Middle Atlantic	48.5	706	50.3	757
States				
New York	45.6	664	47.1	709
Cities				
New York City	45.2	658	46.5	700

- (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 incident 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 37 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://travel.trade.gov/research/index.html>

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

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

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

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Survey of International Air Travelers

The Survey of International Air Travelers 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-seven 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

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Table 3	Advance Trip Decision	Table 22	Port of Entry
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Table 17	First Trip to the U.S.	Table 36	Occupation
Table 18	U.S. Trips Last 12 months	Table 37	Annual Household Income
Table 19	Number of States Visited		



Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts

U.S. Department of Commerce

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