

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: France



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	998	1,244	1,204	1,342	1,504	1,456	1,505	1,625	627
Percentage Change (%)	26	25	-3	11	12	-3	3	8	63

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$3,227	\$4,538	\$4,098	\$4,424	\$5,470	\$5,015	\$5,388	\$5,740	\$2,513
Travel (all purposes including education)	\$2,600	\$3,553	\$3,172	\$3,488	\$4,309	\$3,782	\$4,059	\$4,463	\$1,863
Of which: Education Related	\$189	\$209	\$227	\$246	\$268	\$279	\$287	October	-
Of which: Other Business/ Personal Travel	\$2,328	\$3,256	\$2,917	\$3,214	\$4,010	\$3,472	\$3,740	October	-
Passenger Air Transportation ²	\$627	\$985	\$926	\$936	\$1,161	\$1,233	\$1,329	\$1,277	\$650
Change (%) in Total Exports	15	41	-10	8	24	-8	7	7	78

⁽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>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	41	41	0.0
Online Travel Agency	38	34	-4.3
Personal Recommendation	25	23	-2.3
Travel Agency Office	14	15	1.4
Travel Guides	15	15	-0.2
Corporate Travel Dept.	12	12	0.7
Tour Operator/Travel Club	6	7	0.4
National/State/City Travel Office	6	5	-0.8
Other	4	5	0.8

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	60	61	1.0
Visit Friends/Relatives	18	17	-1.7
Business	10	13	2.5
Convention/Conference/Trade Show	6	6	-0.3
Education	4	3	-0.7
Religion/Pilgrimages	0	0	0.0
Health Treatment	0	0	0.1
Other	2	1	-0.8

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	72	71	-1.0
Visit Friends/Relatives	29	28	-1.1
Business	13	15	2.0
Convention/Conference/Trade Show	7	8	0.6
Education	5	4	-1.3
Religion/Pilgrimages	1	1	0.4
Health Treatment	0	0	0.3
Other	3	1	-1.5
NET PURPOSES OF TRIP:			
Leisure & VFR	83	82	-1.0
Business & Convention	19	21	1.8

Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	87	88	1.8
Sightseeing	78	75	-2.7
National Parks/Monuments	49	49	0.1
Experience Fine Dining	45	47	2.0
Art Gallery/Museum	44	42	-2.3
Small Towns/Countryside	32	32	-0.6
Historical Locations	30	28	-1.3
Amusement/Theme Parks	21	22	1.5
Guided Tours	21	21	0.0
Cultural / Ethnic Heritage Sites	21	19	-1.9
Concert/Play/Musical	19	19	0.0
Nightclubbing/Dancing	15	16	1.4
Sporting Event	13	13	0.7
Casinos/Gamble	10	12	1.3
Water Sports	8	10	2.4
American Indian Communities	8	9	1.7
Camping/Hiking	7	7	0.4
Environ./Eco. Excursions	4	5	1.0
Golfing/Tennis	3	3	-0.2
Hunting/Fishing	2	1	-0.4
Snow Sports	1	1	-0.4
Other	2	2	-0.6



Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
City Subway/Tram/Bus	50	44	-5.6
Rented Auto	31	37	6.0
Taxicab/Limousine	37	34	-3.2
Auto, Private or Company	26	26	-0.1
Air Travel between U.S. Cities	26	24	-1.5
Bus between Cities	17	17	0.1
Ferry/River Taxi/Srt Scenic Cruise	18	14	-4.1
Railroad between Cities	6	8	1.1
Rented Bicycle/Motorcycle/Moped	4	5	0.6
Cruise Ship/River Boat 1+ Nights	3	4	0.7
Motor Home/Camper	1	1	-0.2

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	109	112	3.1
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	14	16	2.1
First International Trip to the U.S.	30	27	-2.7
Length of Stay in U.S. (mean nights)	16.2	16.0	-0.2
Length of Stay in U.S. (median nights)	9	9	0.0
Number of States Visited (% 1 state)	68	68	-0.1
Average Number of States Visited	1.5	1.6	0.1
Hotel/Motel (% 1+ nights)	75	78	2.5
Average # of Nights in Hotel/Motel	11.8	9.3	-2.5
Travel Party Size (mean # of persons)	1.6	1.6	0.0
Gender: % Male (among adults)	52	51	-0.6
Household Income (mean average)	\$81,325	\$82,342	\$1,017
Household Income (median average)	\$64,907	\$68,000	\$3,093
Average Age: Female (among adults)	38	38	0.6
Average Age: Male (among adults)	41	41	-0.3

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
Middle Atlantic	50.3	757	45.7	742
Pacific	**	**	28.9	470
States				
New York	47.1	709	43.6	708
Cities				
New York City	46.5	700	42.9	697

(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.

(p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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? The NTTTO 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 international traveler who visits the United States.

Survey of International Air Travelers: Table Number and Description

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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

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