

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: France



2011 Market Profile: France

Visitation Trends (Arrivals)

[Thousands of France Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	775	879	790	998	1,244	1,204	1,342	1,504	729
Percentage Change (%)	13	13	-10	26	25	-3	11	12	94

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports ⁽¹⁾	\$2,668	\$3,098	\$2,857	\$3,323	\$4,782	\$4,119	\$4,213	\$4,980	\$2,312
Travel Receipts	\$2,070	\$2,371	\$2,289	\$2,696	\$3,797	\$3,193	\$3,277	\$3,819	\$1,749
Passenger Fare Receipts	\$598	\$727	\$568	\$627	\$985	\$926	\$936	\$1,161	\$563
Change (%) in Total Exports	18	16	-8	16	44	-14	2	18	87

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	50	49	-1.6
Travel Agency	28	29	1.3
Airlines Directly	25	23	-2.3
Friends/Relatives	13	14	0.6

Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	59	56	-2.8
Visit Friends/Relatives	20	20	-0.1
Business/Professional	14	17	2.4
Convention/Conference	3	4	0.5

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	72	70	-2.5
Visit Friends/Relatives	32	31	-0.9
Business/Professional	16	19	2.7
Study/Teaching	4	6	1.7
Convention/Conference	5	6	0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	85	83	-1.4
Business & Convention	19	22	2.5

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	37	39	1.5
City Subway/Tram/Bus	31	37	6.3
Rented Auto	30	28	-1.8
Airlines in U.S.	18	20	2.8
Company or Private Auto	21	20	-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 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Shopping	86	85	-0.7
Dining in Restaurants	81	82	1.2
Visit Historical Places	55	55	0.4
Sightseeing in Cities	55	53	-2.4
Art Gallery/Museum	38	39	1.5
Cultural Heritage Sites	37	39	1.5
Visit National Parks	31	30	-1.0
Visit Small Towns	30	27	-2.5
Amusement/Theme Parks	27	27	0.1
Concert/Play/Musical	20	22	2.3

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	116	116	0.0 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	16%	16%	-0.6 pts.
First International Trip to the U.S.	36%	32%	-4.5 pts.
Length of Stay in U.S. (mean nights)	15.9	19.1	3.2 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	63%	63%	0.0 pts.
Average Number of States Visited	1.7	1.7	0.0 states
Hotel/Motel (% 1+ nights)	76%	78%	2.7 pts.
Average # of Nights in Hotel/Motel	8.6	8.5	-0.1 nights
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	54%	53%	-0.8 pts.
Household Income (mean average)	\$83,500	\$84,100	\$600
Household Income (median average)	\$71,100	\$73,100	\$2,000
Average Age: Female	40	41	0.6 years
Average Age: Male	41	43	2.4 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
Middle Atlantic	47.9	643	48.2	725
STATES				
New York	45.0	604	45.3	681
CITIES				
New York City-WP-Wayne	44.5	597	44.6	671

- (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.

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://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

For a list of the states that comprise each census region, please visit: http://tinnet.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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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-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
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		



Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- 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
- Travel Trade Barometer

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