Visitation Trends (Arrivals)

<table>
<thead>
<tr>
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<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Arrivals</td>
<td>775</td>
<td>879</td>
<td>790</td>
<td>998</td>
<td>1,244</td>
<td>1,204</td>
<td>1,342</td>
<td>1,504</td>
<td>729</td>
</tr>
<tr>
<td>Percentage Change (%)</td>
<td>13</td>
<td>13</td>
<td>-10</td>
<td>26</td>
<td>25</td>
<td>-3</td>
<td>11</td>
<td>12</td>
<td>94</td>
</tr>
</tbody>
</table>

Spending Trends (Exports)

<table>
<thead>
<tr>
<th></th>
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<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Travel &amp; Tourism Exports(1)</td>
<td>$2,668</td>
<td>$3,098</td>
<td>$2,857</td>
<td>$3,323</td>
<td>$4,782</td>
<td>$4,119</td>
<td>$4,213</td>
<td>$4,980</td>
<td>$2,312</td>
</tr>
<tr>
<td>Travel Receipts</td>
<td>$2,070</td>
<td>$2,371</td>
<td>$2,289</td>
<td>$2,696</td>
<td>$3,797</td>
<td>$3,193</td>
<td>$3,277</td>
<td>$3,819</td>
<td>$1,749</td>
</tr>
<tr>
<td>Passenger Fare Receipts</td>
<td>$598</td>
<td>$727</td>
<td>$568</td>
<td>$627</td>
<td>$985</td>
<td>$926</td>
<td>$936</td>
<td>$1,161</td>
<td>$563</td>
</tr>
<tr>
<td>Change (%) in Total Exports</td>
<td>18</td>
<td>16</td>
<td>-8</td>
<td>16</td>
<td>44</td>
<td>-14</td>
<td>2</td>
<td>18</td>
<td>87</td>
</tr>
</tbody>
</table>

(r) Revised.

Information Sources Used for Trip Planning

<table>
<thead>
<tr>
<th>Information Sources Used (multiple response: top 4 of 12)</th>
<th>2010 (Percent)</th>
<th>2011 (Percent)</th>
<th>Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Personal Computer</td>
<td>50</td>
<td>49</td>
<td>-1.6</td>
</tr>
<tr>
<td>Travel Agency</td>
<td>28</td>
<td>29</td>
<td>1.3</td>
</tr>
<tr>
<td>Airlines Directly</td>
<td>25</td>
<td>23</td>
<td>-2.3</td>
</tr>
<tr>
<td>Friends/Relatives</td>
<td>13</td>
<td>14</td>
<td>0.6</td>
</tr>
</tbody>
</table>
### Main Purpose of Trip

<table>
<thead>
<tr>
<th>Main Purpose of Trip</th>
<th>2010 (Percent)</th>
<th>2011 (Percent)</th>
<th>Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure/Rec./Holidays</td>
<td>59</td>
<td>56</td>
<td>-2.8</td>
</tr>
<tr>
<td>Visit Friends/Relatives</td>
<td>20</td>
<td>20</td>
<td>-0.1</td>
</tr>
<tr>
<td>Business/Professional</td>
<td>14</td>
<td>17</td>
<td>2.4</td>
</tr>
<tr>
<td>Convention/Conference</td>
<td>3</td>
<td>4</td>
<td>0.5</td>
</tr>
</tbody>
</table>

### All Purposes of Trip

<table>
<thead>
<tr>
<th>Purpose of Trip</th>
<th>2010 (Percent)</th>
<th>2011 (Percent)</th>
<th>Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure/Rec./Holidays</td>
<td>72</td>
<td>70</td>
<td>-2.5</td>
</tr>
<tr>
<td>Visit Friends/Relatives</td>
<td>32</td>
<td>31</td>
<td>-0.9</td>
</tr>
<tr>
<td>Business/Professional</td>
<td>16</td>
<td>19</td>
<td>2.7</td>
</tr>
<tr>
<td>Study/Teaching</td>
<td>4</td>
<td>6</td>
<td>1.7</td>
</tr>
<tr>
<td>Convention/Conference</td>
<td>5</td>
<td>6</td>
<td>0.3</td>
</tr>
</tbody>
</table>

NET PURPOSES OF TRIP:

<table>
<thead>
<tr>
<th></th>
<th>2010 (Percent)</th>
<th>2011 (Percent)</th>
<th>Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leisure &amp; VFR</td>
<td>85</td>
<td>83</td>
<td>-1.4</td>
</tr>
<tr>
<td>Business &amp; Convention</td>
<td>19</td>
<td>22</td>
<td>2.5</td>
</tr>
</tbody>
</table>

### Transportation Used in the United States

<table>
<thead>
<tr>
<th>Transportation Types Used in United States</th>
<th>2010 (Percent)</th>
<th>2011 (Percent)</th>
<th>Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taxi/Cab/Limousine</td>
<td>37</td>
<td>39</td>
<td>1.5</td>
</tr>
<tr>
<td>City Subway/Tram/Bus</td>
<td>31</td>
<td>37</td>
<td>6.3</td>
</tr>
<tr>
<td>Rented Auto</td>
<td>30</td>
<td>28</td>
<td>-1.8</td>
</tr>
<tr>
<td>Airlines in U.S.</td>
<td>18</td>
<td>20</td>
<td>2.8</td>
</tr>
<tr>
<td>Company or Private Auto</td>
<td>21</td>
<td>20</td>
<td>-0.9</td>
</tr>
</tbody>
</table>
## Activity Participation While in the United States

### Activity Participation While in the U.S.

<table>
<thead>
<tr>
<th>Activity Participation While in the U.S. (multiple response--top 10 of 25)</th>
<th>2010 (Percent)</th>
<th>2011 (Percent)</th>
<th>Point Change (2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shopping</td>
<td>86</td>
<td>85</td>
<td>-0.7</td>
</tr>
<tr>
<td>Dining in Restaurants</td>
<td>81</td>
<td>82</td>
<td>1.2</td>
</tr>
<tr>
<td>Visit Historical Places</td>
<td>55</td>
<td>55</td>
<td>0.4</td>
</tr>
<tr>
<td>Sightseeing in Cities</td>
<td>55</td>
<td>53</td>
<td>-2.4</td>
</tr>
<tr>
<td>Art Gallery/Museum</td>
<td>38</td>
<td>39</td>
<td>1.5</td>
</tr>
<tr>
<td>Cultural Heritage Sites</td>
<td>37</td>
<td>39</td>
<td>1.5</td>
</tr>
<tr>
<td>Visit National Parks</td>
<td>31</td>
<td>30</td>
<td>-1.0</td>
</tr>
<tr>
<td>Visit Small Towns</td>
<td>30</td>
<td>27</td>
<td>-2.5</td>
</tr>
<tr>
<td>Amusement/Theme Parks</td>
<td>27</td>
<td>27</td>
<td>0.1</td>
</tr>
<tr>
<td>Concert/Play/Musical</td>
<td>20</td>
<td>22</td>
<td>2.3</td>
</tr>
</tbody>
</table>

## Select Traveler Characteristics

### Traveler Characteristics

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

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REGIONS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>47.9</td>
<td>643</td>
<td>48.2</td>
<td>725</td>
</tr>
<tr>
<td><strong>STATES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>45.0</td>
<td>604</td>
<td>45.3</td>
<td>681</td>
</tr>
<tr>
<td><strong>CITIES</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York City-WP-Wayne</td>
<td>44.5</td>
<td>597</td>
<td>44.6</td>
<td>671</td>
</tr>
</tbody>
</table>

(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://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 2012
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.

<table>
<thead>
<tr>
<th>Survey of International Air Travelers: Table Number and Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Table 1 Country of Residence</td>
</tr>
<tr>
<td>Table 2 Advance Trip Decision</td>
</tr>
<tr>
<td>Table 3 Advance Airline Reservation</td>
</tr>
<tr>
<td>Table 4 Means of Booking Air Trip</td>
</tr>
<tr>
<td>Table 5 Information Sources</td>
</tr>
<tr>
<td>Table 6 Use of Package</td>
</tr>
<tr>
<td>Table 7 Use of Prepaid Lodging</td>
</tr>
<tr>
<td>Table 8 Advance Package Booking</td>
</tr>
<tr>
<td>Table 9 Pre-Booked Lodging</td>
</tr>
<tr>
<td>Table 10 Travel Companions</td>
</tr>
<tr>
<td>Table 11 Travel Party Size</td>
</tr>
<tr>
<td>Table 12 Main Purpose of Trip</td>
</tr>
<tr>
<td>Table 13 Purpose of Trip</td>
</tr>
<tr>
<td>Table 14 Type of Accommodation</td>
</tr>
<tr>
<td>Table 15 Nights in the U.S.</td>
</tr>
<tr>
<td>Table 16 First Int’l U.S. Trip</td>
</tr>
<tr>
<td>Table 17 U.S. Trips Last 12 Months</td>
</tr>
<tr>
<td>Table 18 U.S. Trips Last 5 Years</td>
</tr>
</tbody>
</table>

2011 Market Profile: France
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