



French Market Trends

Market Demographics

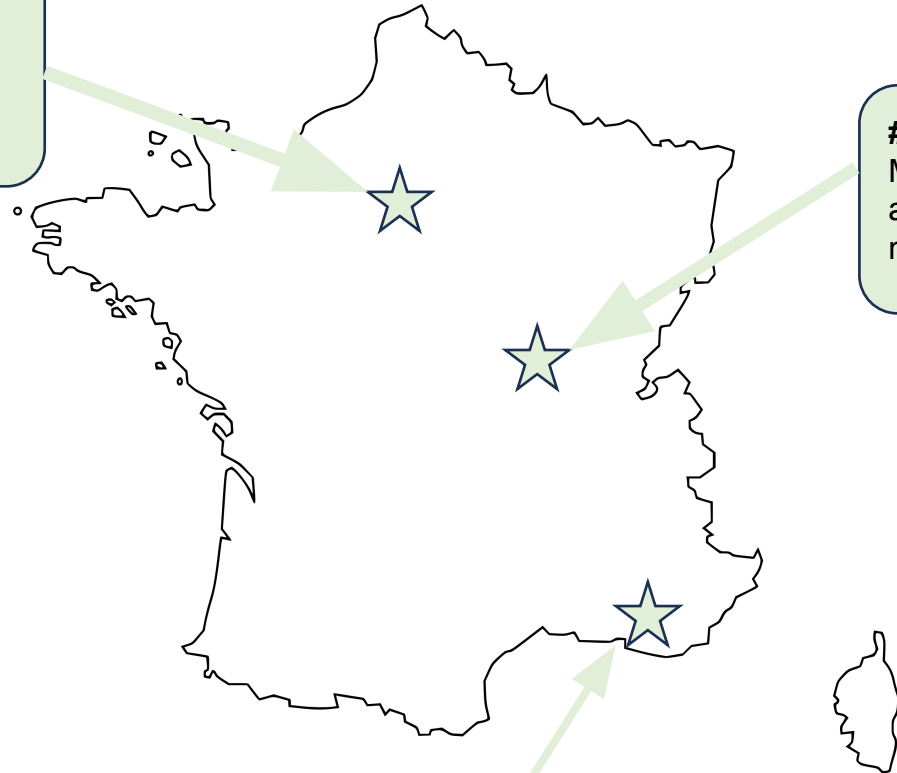


- Population: 68.4 million
- Capital city: **Paris** with 2.1 million residents
- Very stable unemployment rate: 7.3% in Q4 2024
- 5 weeks of paid vacation per year 🕶️
- 7th largest economy in the world
- Second most populated country after Germany.
- GDP ranks among the top in the world.

#1 PARIS
2.1 millions
Metropolitan
area: 10.8
millions

#2 LYON
Metropolitan
area: 1.7
million

#3 MARSEILLE
Metropolitan
area: 1.6 million



French Travelers Profile

- Increasing numbers of French arrivals to the USA: **1,706,081 (+7.16%** compared to 2023)
- The U.S. remains one of the top choices among long-haul destinations for French travelers.
- 73% of French visitors to the USA are repeaters.
- French visitors are slightly older (average age of **42.3 years**) than the international average (42.5 years).
- The main reason for travel among French visitors is **vacation/leisure (75.2%)**, followed by **visiting friends and family (31.0%)**.
- Business trips are less common among French travelers (9.8%) compared to other international visitors (12.9%).



France 2024 Advanced International Visitor Profile (AIVP)

Comparing French to Overseas Visitors to the U.S.

The AIVP *Index to Overseas* compares the country with the general overseas visitor to provide the relative difference (Index) between the two groups.

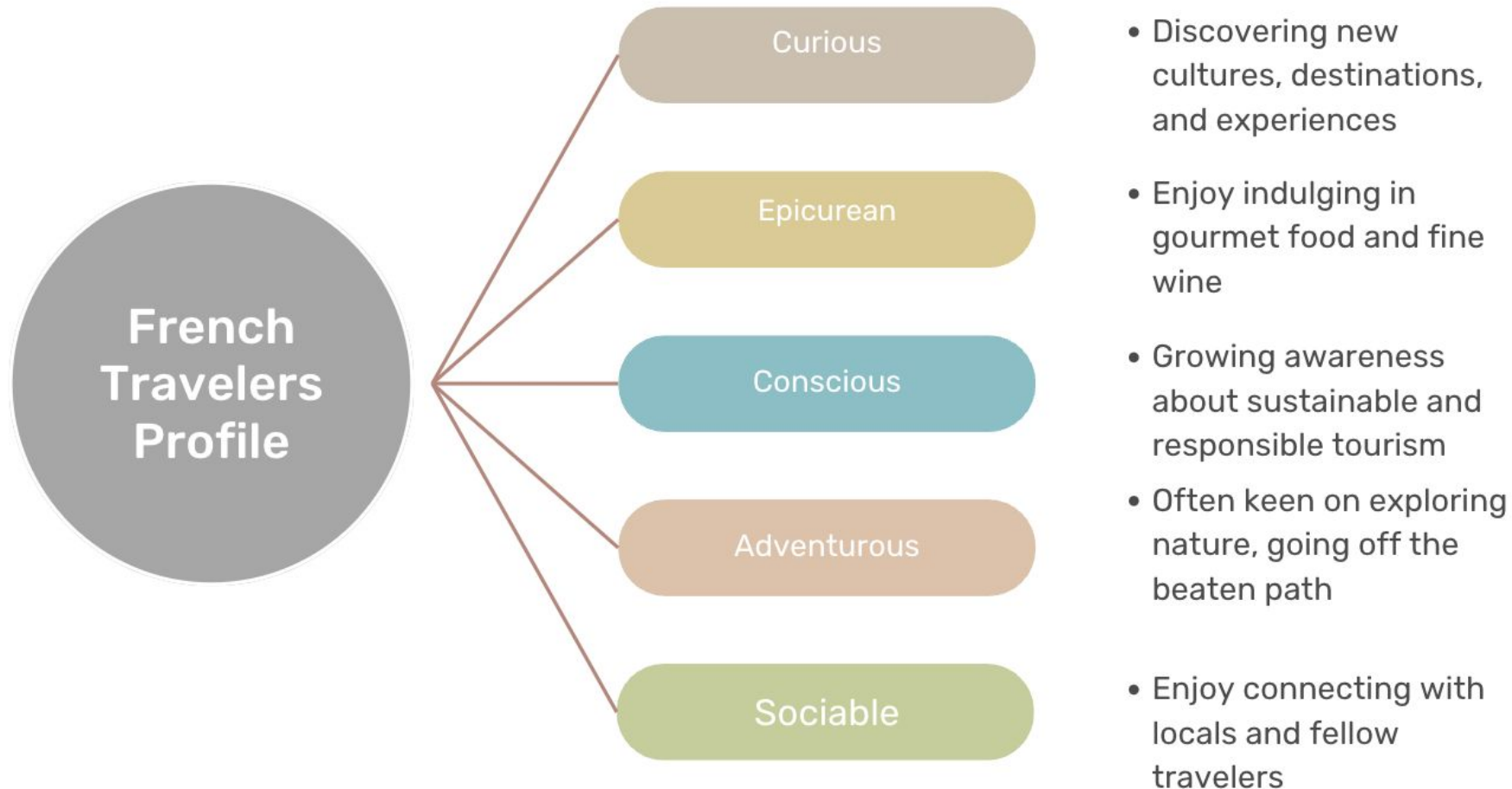
Historical Size of the Market	Year	All Overseas		France		
		Total Visitors	Total Spending	Total Visitors	Total Spending	
	2024	35,159,249	coming soon	1,706,081	coming soon	
	2023	31,468,481	\$148,943,000,000	1,592,934	\$4,798,000,000	
	2022	23,952,957	\$110,447,000,000	1,317,882	\$3,893,000,000	
	2021	9,174,707	\$56,169,000,000	222,036	\$821,000,000	
	2020	7,594,470	\$57,920,000,000	297,785	\$961,000,000	
	2019	40,393,346	\$165,233,000,000	1,843,782	\$4,749,000,000	
How much do they spend?	Spending (Most recent figures)		2023 All Overseas	Spending (Most recent figures)		2023 France
	Total Spending (source: BEA)		\$148,943,000,000	Total Spending (source: BEA)		\$4,798,000,000
	Spend per party per trip		\$7,668	Spend per party per trip		\$5,241
	Spending per visitor per trip		\$4,733	Spending per visitor per trip		\$3,012
	Spend per person per night		\$264	Spend per person per night		\$200
How are they planning?	rank	Top 5 Information Sources Used	2024 All Overseas	Top 5 Information Sources Used	2024 France	
	1	Airline	54.1%	Airline	54.0%	
	2	Personal Recommendation	31.5%	Personal Recommendation	33.0%	
	3	Online Travel Agency	27.3%	Online Travel Agency	20.7%	
	4	Travel Agency Office	12.3%	Travel Guide	12.9%	
	5	Corporate Travel Department	9.0%	Other	8.7%	

French Travelers Profile



- French travelers are booking ahead of time (about 6 months) and prefer flexible booking policies with insurance.
- Fly and drive program 🚗 ; the peak season for French travelers is between mid-June and mid-September ☀️
- On average, French travelers spend around 7 to 10 days exploring the region, allowing ample time for sightseeing, outdoor activities and cultural immersion.
- The average expenditure per traveler is estimated to be between **\$3,000 to \$5,000.**

French Travelers Profile



Quirks & Fun Facts About French Travelers

Masters of Complaints –

•Even when they love a trip, they'll find something to critique—whether it's the bread, coffee, or hotel Wi-Fi.



•Skeptical About Tipping –

Since tipping isn't a big thing in France, they sometimes struggle with the American way of adding extra for service.

•Loyal to Their Baguette & Cheese 🥖🧀 –

No matter the destination, they often miss their daily dose of fresh bread and fromage.

•Late-Night Dinners Confusion –

Used to eating late, they're often surprised when restaurants close early in places like the U.S. or Northern Europe.



•Love to Debate... Everything! –

Whether it's politics, food, or the best wine, French travelers can't resist a good discussion, even with strangers.

•Fashionably Casual –

Even while hiking or sightseeing, many French travelers prefer looking effortlessly stylish over being ultra-practical.

Market Trends



**Sustainable
tourism**



**Long-haul
travel,
particularly to
the U.S.**



**Wellness
tourism**



**Premium
experiences**



**Group and
multi-generational
travel**

Market Updates

- ▶ Since the beginning of the year 2025, bookings from French travelers to the United States are experiencing a strong rebound, continuing the positive growth trend seen since the post-pandemic recovery.
- ▶ According to French tour operators, the demand for U.S. destinations remains robust, with a focus on iconic cities, national parks, and luxury experiences.
- ▶ The re-election of Donald Trump in November 2024 raises questions about its impact on international tourism to the United States. Despite these uncertainties, the United States remains a popular destination for the French, and the actual impact on tourism will depend on future political and economic developments.
- ▶ **Currency Fluctuations:** The exchange rate between the euro and the U.S. dollar remains a significant factor in travel decisions. A weak euro can make U.S. destinations more expensive for French travelers, potentially discouraging budget-conscious segments.
- ▶ **Competition from Other Destinations:** While the U.S. is a top destination, it faces increasing competition from other European, Caribbean, and Asian destinations, many of which are offering affordable travel packages or direct flights to major cities. [more](#)