

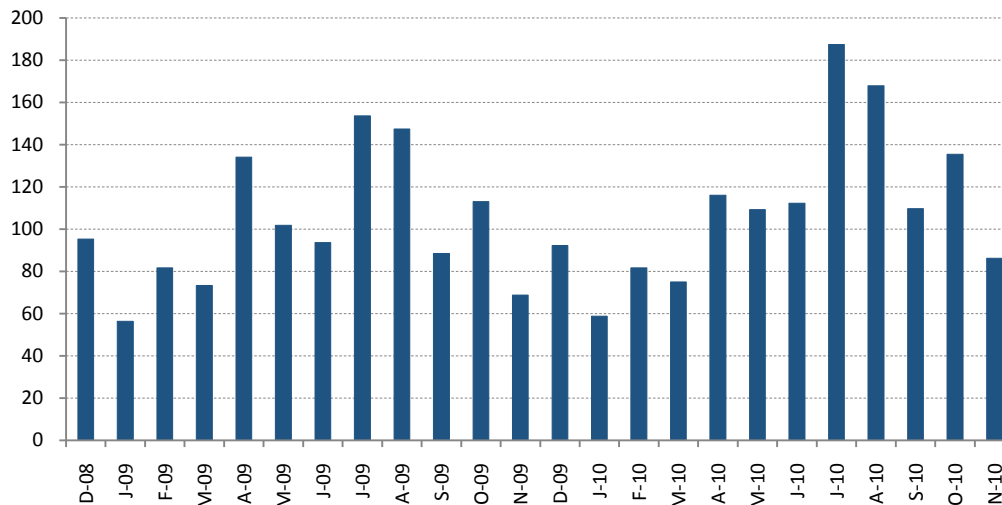


F R A N C E

MARKET SUMMARY

- A total of 1,204,490 residents of France visited the U.S. in 2009, a 3.2% decline from the 2008 total of 1,244,000. Despite the decline, 2009 arrivals from France represent the second largest number in history.
- Monthly arrivals for November 2010 totaled 86,234, 25% higher than November 2009 arrivals. Year-to-date arrivals through November 2010 are 12% higher than for the same period in 2009.
- Looking to the end of 2010, arrivals are expected to increase by 2.0%, for a total of 1,230,000 visitors.
- Consumer spending in France is expected to remain sluggish through 2011 with a slight increase of 1.4%. France's GDP is expected to improve 1.8% in 2011.
- In 2009, the U.S. received a total of \$4.1 billion from French visitors, a decrease of 13.9% compared to 2008. \$3.2 billion was spent on travel while in the U.S., and \$900 million was spent on international airfare.
- Total spending, including spending on international airfare, per French arrival to the U.S. averaged \$3,420 in 2009, a decrease of 11.0% compared to 2008.
- The U.S. is the leading long-haul destination for travelers from France. Approximately 9.6% of all residents of France traveling beyond Europe visited the U.S. in 2009.

Monthly Arrivals to the U.S. (thousands)



% Change
Nov 10/Nov 09

25.3%

% Change
YTD Nov 10/
YTD Nov 09

11.5%

% Change
Total 09/Total 08

-3.2%

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YTD Total	Year End Total
2008	58,298	78,221	72,398	130,725	102,871	94,469	165,085	162,527	94,667	118,136	71,295	95,250	1,148,692	1,243,942
2009	56,360	81,600	73,303	134,053	101,879	93,568	153,577	147,468	88,457	113,037	68,845	92,343	1,112,147	1,204,490
2010	58,729	81,705	74,985	116,126	109,177	112,305	187,378	167,832	109,770	135,471	86,234		1,239,712	

Source: [U.S. Department of Commerce, Office of Travel & Tourism Industries](http://www.usdoj.gov/eoir/otit/industry)