

France

- France is Philadelphia's 5th largest source market for overseas visitation
- French in-bound travel is expected to increase by 3.2% over the next five years
- France continues to rank in the top five overseas source markets since data tracking began in 2000

IN 2018



31,700

Total Visitors from France



\$26.9 M

Total Visitor Spending from France



74,600

Total Room Nights Sold to Visitors from France



\$848

Amount Spent per Visitor from France

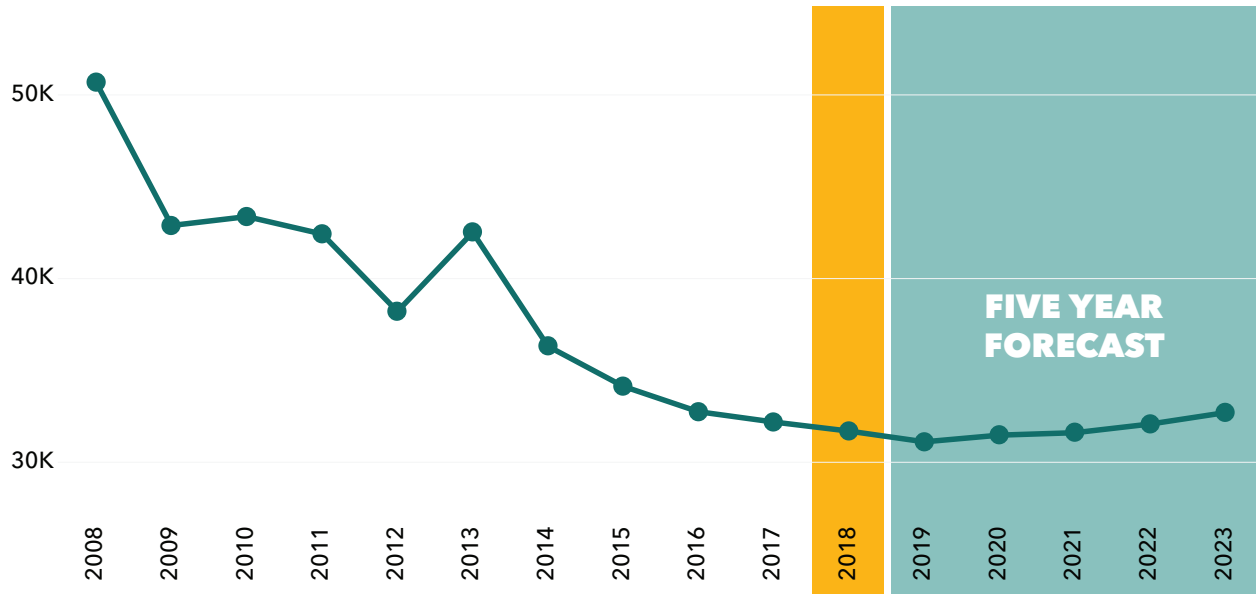


378

FTE* Jobs Supported by Visitors from France

*FTE=Full-Time Equivalent

Visitors from France

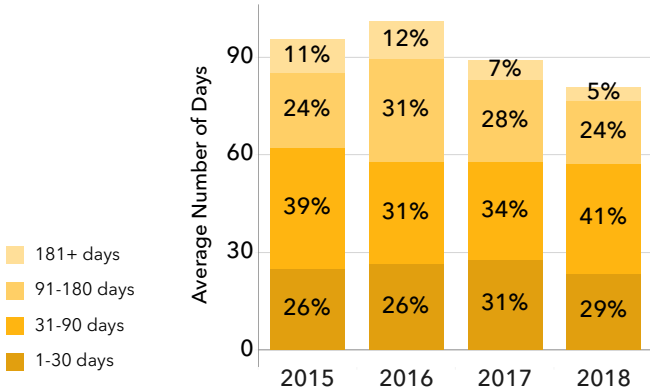


SPENDING

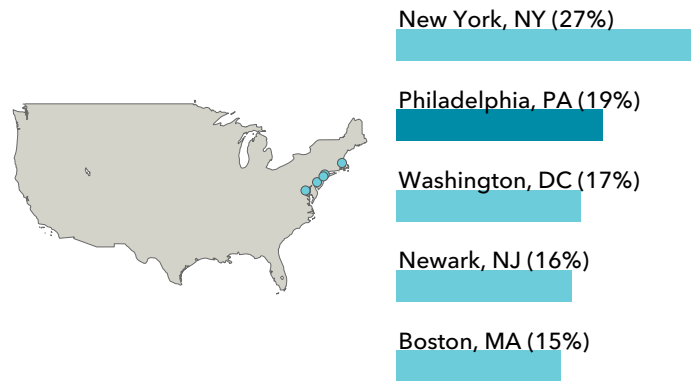
Spending by visitors from France decreased 1.4% YOY, but is expected to increase by 2.1% from 2018 to 2023.

AIR TRAVEL BOOKING WINDOW

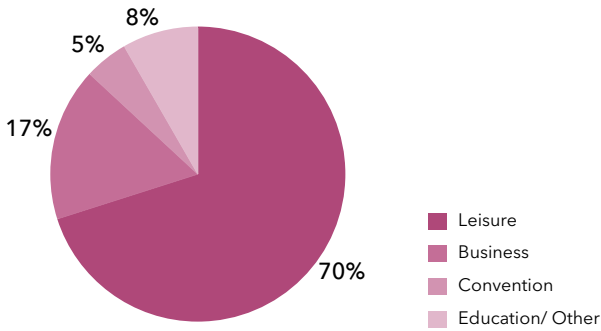
"Booking window" is defined as the number of days prior to departure that airline reservations were made.



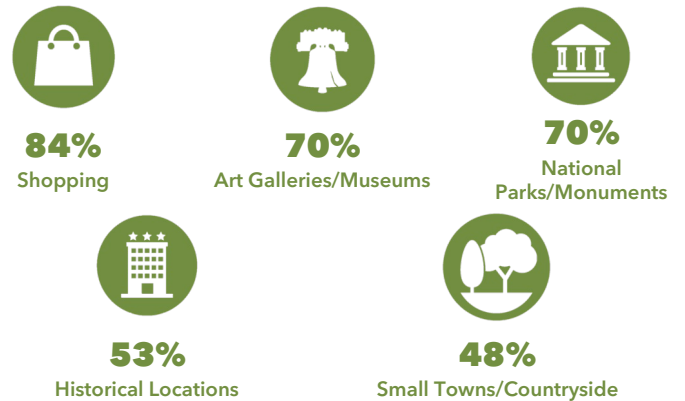
TOP PORTS OF ENTRY TO THE U.S.



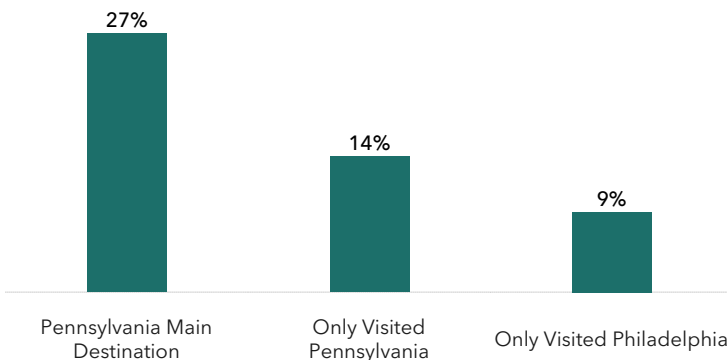
TOP REASONS FOR TRAVELING TO PHILADELPHIA



TOP ACTIVITIES



PLACES VISITED



REGIONAL PARTNERSHIPS

The PHLCVB has been working with regional CVBs and tourism partners to promote the region for overseas visitation, encouraging them to visit several destination within the region, including Philadelphia.