



France

Traveler gender:

52% female, 48% male

Average traveler age:

35-49 years

Average annual income:

\$59,420

Average party size: 4-6
(families with 2-4 kids)

Average length of stay:
17 days

Average daily spend:
\$481

**Average annual paid
time off:** 28 days

Travel preference:
Fly-drive (individual)

Seeking: Parks, cowboy &
Native culture, uniqueness

Quirks of French travelers:

French travelers expect a breakfast at their hotel, as it is standard in Europe. Free WiFi is also very appreciated, knowing that 90% of French travelers stay connected during their vacation. The French also like to be able to watch a French TV channel in the hotel room when available.

When it comes to dining, they usually have their dinner between 7 p.m. and 8 p.m. and don't like to be rushed; for example, the French are a bit shocked when they are given the check while they're still working on their plate.

Finally, they don't like to have their glass of water filled with ice cubes, no matter the temperature outside.

Perception of the GAW:

The Great American West is still seen as a very secure and welcoming destination.

The region is identified as a destination that offers natural social distancing, wide-open spaces, pristine air, etc., which are major assets for the post-COVID traveler.