



Spotlight on France

The French market is dynamic and stable. More than 1.8 million travelers from France visited the United States in 2018 and France was the eleventh in terms of spending.

Why do the French journey to the South? They are drawn to:

- music (jazz, blues, soul, gospel, rock and roll)
- the South's connection to French history (i.e. Creole)
- authentic local food
- historic plantations
- Southern hospitality

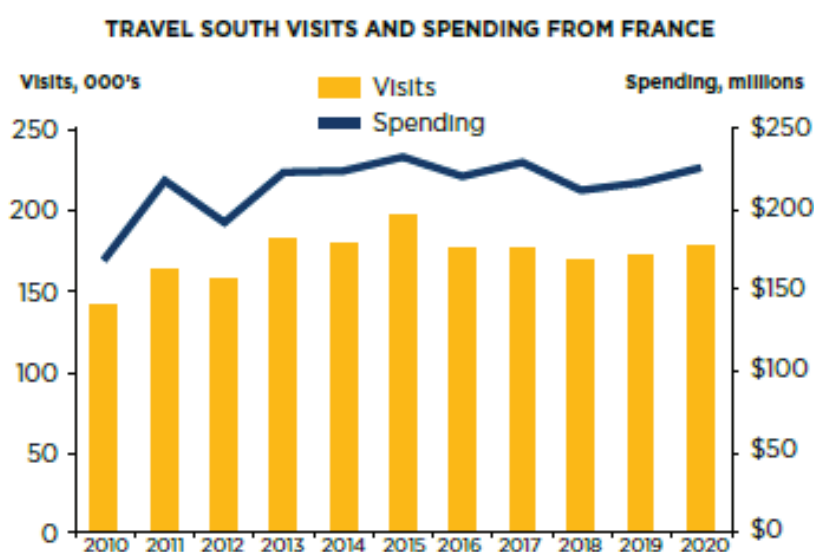
The French are voracious travelers – more than 150,000 visiting the South in 2018 – and their spending habits bode well for the Southern region.

Express Conseil is Travel South's agent in France. Express Conseil is a travel promotion specialist, assisting international clients in developing communication strategy in the French-speaking markets of Europe. With more than 35 years of experience, it provides strategic communication and public relations positioning, trade show strategy, media campaigns and press conferences.



Travel South USA has a year-round investment in research and travel trade strategies, along with earned, owned and paid media to amplify our efforts in-market.

Visits to the Travel South USA region 2010 - 2020(f)



> [More Information on France.](#)

> [Overview of Global Partner Program.](#)

> [International Trade Administration's report on the French traveler to the U.S.](#)