

**THE IMPACT OF HOTEL ATTRIBUTES AND BRAND FAMILIARITY ON
PURCHASE INTENTIONS: THE CASE OF FRENCH LEISURE TRAVELERS IN THE
USA**

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Abstract

France has been the third biggest European source market to the U.S. hospitality industry for the past few years. The visitation to the U.S. from France increased 38% during the past 18 years, and it is expected to continue to grow in near future. In 2018, French travelers were ranked the fifth largest spenders with \$48 billion on travel and tourism expenditure in the world. Although France is an important market, it is surprisingly under-researched. Previous studies have found that hotel attributes and brand familiarity positively impact travelers' purchase intention. Many researchers found that cultural differences can impact travelers' preferences on hotel choices. Not only were the differences found between Asian travelers and Western travelers, but also among western travelers with different nationalities. This study focuses on French leisure travelers that have traveled to the U.S. or would like to visit the U.S. in near future. A set of important hotel attributes such as value, amenities, location, etc. will be selected to examine their impact on French leisure travelers' hotel choices when traveling to the U.S. Moreover, brand familiarity will also be included to test whether it may impact travelers' hotel booking intentions. A better understanding of how hotel attributes and brand familiarity impact French leisure travelers' purchase intention could serve as a guideline for American hoteliers to create bespoke services for this rapidly growing market, and it could be also helpful for hotel corporate marketers to make strategic plans to increase brand awareness in France.