

# United Kingdom Market Profile

This summary provides the most up-to-date data available on United Kingdom as it relates to their people and economy, travel related motivations and planning behavior and U.K. visitor profile specific to Arizona.

## GENERAL COUNTRY PROFILE

### POPULATION:

65.6 million

### INFLATION RATE:

2.6%

### EXCHANGE RATES (GBP PER USD):

0.78

### GROSS DOMESTIC PRODUCT (GDP):

\$2.88 trillion (1.7% annual growth rate)

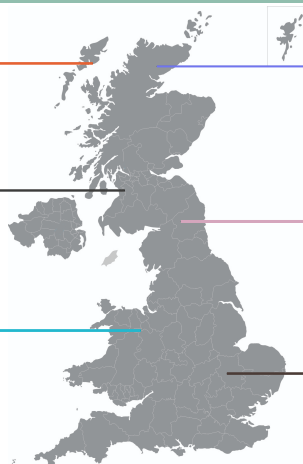
### EXPORTS:

\$436.5 billion

### UNEMPLOYMENT RATE:

4.4%

Source:  
The World Factbook, reporting 2017 estimates



## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

**50%** Cultural/Historical Attractions

**47%** Local Lifestyle

**45%** Beaches/Seaside Attractions



### Source used in Destination selection for last leisure trip

**59%** Websites via computer or laptop

**33%** Recommendation from family & friends

**23%** Websites/applications via tablet

**22%** Information in printed travel guidebooks



### Advance Decision Time

**19%** Less than a month

**13%** 1 to 2 months

**27%** 3 to 5 months

**30%** 6 to 12 months

**9%** More than 1 year



### Lodging Reservation made before leaving home

**79%** Yes

**40%** Internet Booking Service\*

**32%** The Lodging Establishment Directly

**18%** Travel Agency/Tour Operator/Travel Club

**9%** Other

**21%** No

\* assume "Internet Booking Service" is an Online Travel Agency (OTA).



### How Air Reservations were Booked

**43%** Directly with Airline

**30%** Travel Agency/Tour Operator/Travel Club

**25%** Internet Booking Service\*

**6%** Corporate Travel Department

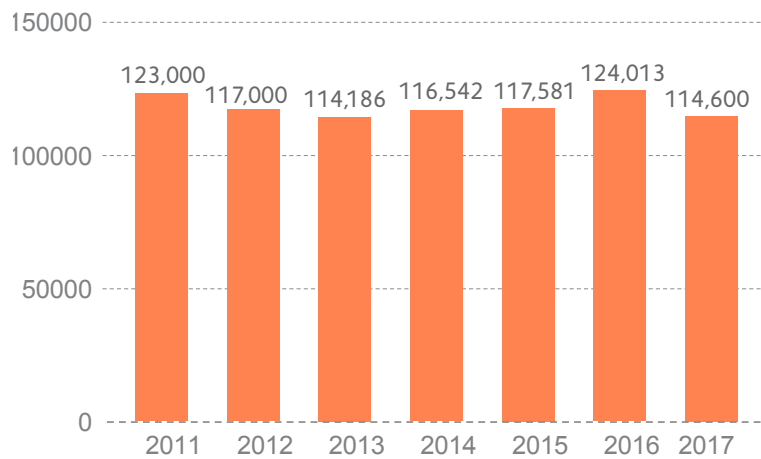
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:  
Brand USA, reporting 2017 intercontinental traveler data  
U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data

# U.K. VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Port of Entry

- 24%** Las Vegas, NV
- 22%** Los Angeles, CA
- 19%** All Other Airports/Cities (may include Phoenix)
- 8%** San Francisco, CA
- 5.6%** New York, NY



## Transportation in U.S.

- 58%** Rented Auto
- 34%** Auto, private or company
- 39%** Air travel between U.S. cities
- 25%** Taxicab/Limousine
- 22%** City subway/Tram/Bus



## Accommodations\*

- 74%** Hotel/Motel
- 19%** Private Home
- 11%** Other

\* since this is collected through a survey, there is no indication if this is paid or non-paid.

Source:  
 Tourism Economics, reporting 2011-2017 data  
 VisaVUE Travel, reporting 2017 data  
 U.S. Dept. of Commerce - NTTO, reporting 2014-16 aggregate data



## Visitor Characteristics

- 45.9 years** Average Age
- \$105,071** Average Household Income
- 1.8 persons** Average Party Size



## Length of Stay

- 7.4** Nights in Destination
- 21.3** Nights in U.S.



## Main Purpose of Trip

- 94%** Leisure
  - 72%** Vacation Holiday
  - 20%** Visit Friends/Relatives
  - 4%** Other
- 10%** Business
  - 4.8%** General Business
  - 2.6%** Convention/Conference/Trade Show



## Visa Credit Card Travel Spending

UK's Visa Card Spending ranked #4 in 2017 with 3.7% of total International Travel Spending in Arizona.

### By Quarter



### By Arizona Region

