

# 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):**

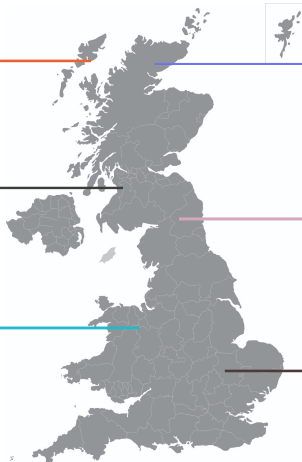
\$2.88 trillion (1.7% annual growth rate)

**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



Lodging Reservation made before leaving home

**76%** Yes

**48%** Internet Booking Service\*

**26%** The Lodging Establishment Directly

**14%** Travel Agency/Tour Operator/Travel Club

**8%** Other

**24%** No

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



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



How Air Reservations were Booked

**43%** Directly with Airline

**32%** Internet Booking Service\*

**24%** Travel Agency/Tour Operator/Travel Club

**6%** Corporate Travel Department

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



Advance Decision Time

**19%** Less than a month

**13%** 1 to 2 months

**27%** 3 to 5 months

**30%** 6 to 12 months

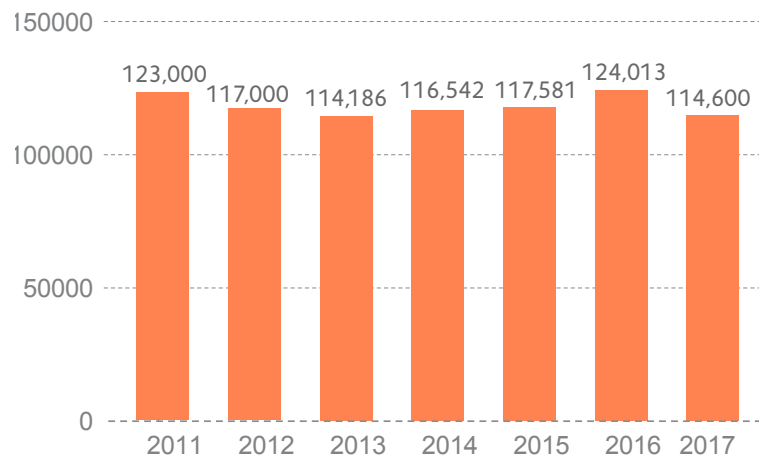
**9%** More than 1 year

Source: Brand USA, reporting 2017 intercontinental traveler data  
U.S. Dept. of Commerce - NTTO, reporting 2016-17 aggregate data

# U.K. VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitor Characteristics

**46 years** Average Age

**\$96,208** Average Household Income

**1.8 persons** Average Party Size



## Length of Stay

**6.4** Average Nights in Destination

**19.9** Average Nights in U.S.



## Port of Entry

**23%** All Other Airports/Cities (may include Phoenix)

**23%** Los Angeles, CA

**22%** Las Vegas, NV

**7%** San Francisco, CA

**7%** New York, NY



## Main Purpose of Trip

**94%** Leisure

**74%** Vacation/Holiday

**19%** Visit Friends/Relatives

**1%** Education

**6%** Business

**3%** General Business

**3%** Convention/Conference/Trade Show



## Transportation in U.S.

**58%** Rented Auto

**38%** Auto, Private or Company

**37%** Air travel between U.S. cities

**28%** Taxicab/Limousine

**24%** City Subway/Tram/Bus



## Visa Credit Card Travel Spending

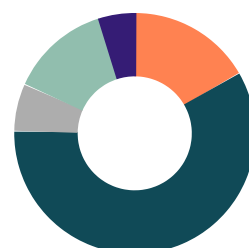
UK's Visa Card Spending ranked #4 in 2017 with 3.7% of total International Travel Spending in Arizona.

### By Quarter



Q1: 24%  
Q2: 26.5%  
Q3: 26.5%  
Q4: 23%

### By Arizona Region



Northern: 17%  
Phoenix & Central: 59%  
West Coast: 6%  
Tucson & Southern: 13%  
North Central: 5%



## Accommodations\*

**77%** Hotel/Motel

**17%** 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 2016-17 aggregate data