



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:

64 million

INFLATION RATE:

0.1%

EXCHANGE RATES (GBP PER USD):

0.65

GROSS DOMESTIC PRODUCT (GDP):

\$2.6 trillion (2.2% annual growth rate)

EXPORTS:

\$442 billion

UNEMPLOYMENT RATE:

5.4%



Source:
The World Fact Book, reporting 2015 data

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

46% Cultural Historical Attractions

46% Local Lifestyle

45% Beaches/Seaside Attractions



Source used in Destination selection for last leisure trip

61% Websites via computer or laptop

33% Recommendation from family & friends

26% Information in printed travel guidebooks

24% Websites/ applications via tablet



Advance Decision Time

18% Less than a month

14% 1 to 2 months

27% 3 to 5 months

29% 6 to 12 months

9% More than 1 year



Lodging Reservation made before leaving home

81% Yes

38% Internet Booking Service*

33% The Lodging Establishment Directly

32% Travel Agency/Tour Operator/Travel Club

6% Other

19% No

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



How Air Reservations were Booked

40% Directly with Airline

40% Travel Agency/Tour Operator/Travel Club

14% Internet Booking Service*

4% Corporate Travel Department

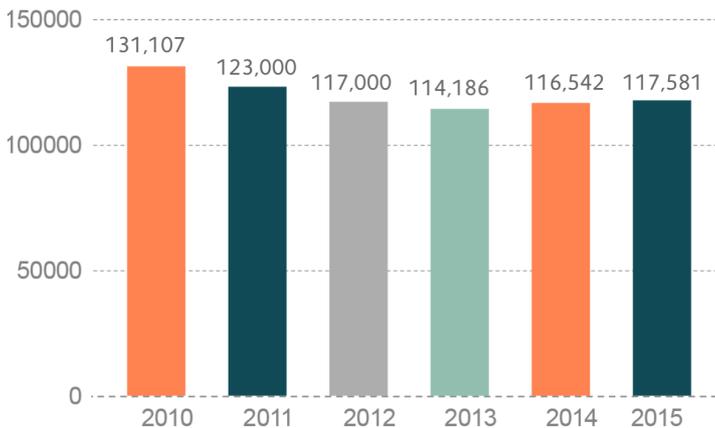
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source:
Brand USA, reporting 2014 data
U.S. Dept. of Commerce - NTTO, reporting 2013- 14 aggregate data

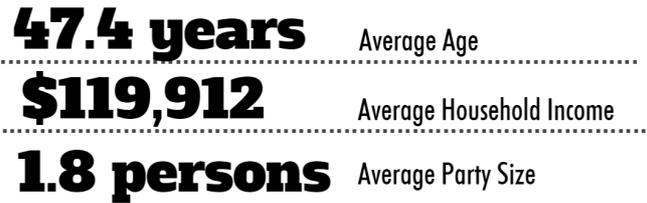
U.K. VISITATION TO ARIZONA



Visitation Volume to Arizona



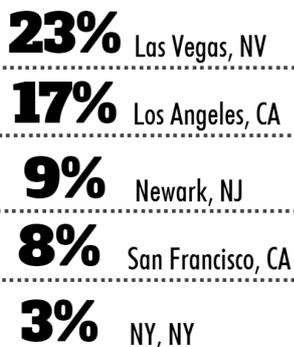
Visitor Characteristics



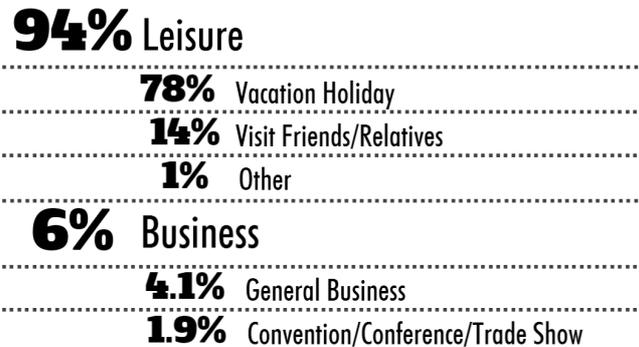
Length of Stay



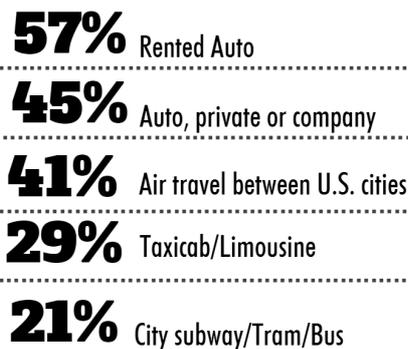
Port of Entry



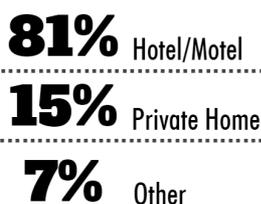
Main Purpose of Trip



Transportation in U.S.



Accommodations*



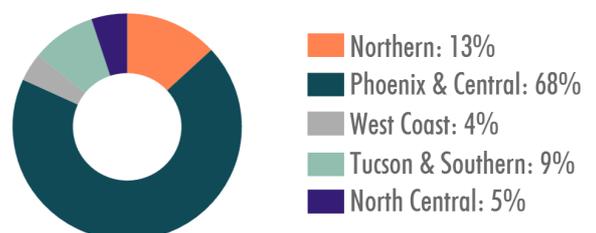
Visa Credit Card Travel Spending

UK's Visa Card Spending ranked #4 in 2015 with 4.5% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region



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

Source:
 Tourism Economics, reporting 2010-2015 data
 VisaVUE Travel, reporting 2015 data
 U.S. Dept. of Commerce - NTTO, reporting 2013-14 aggregate data