

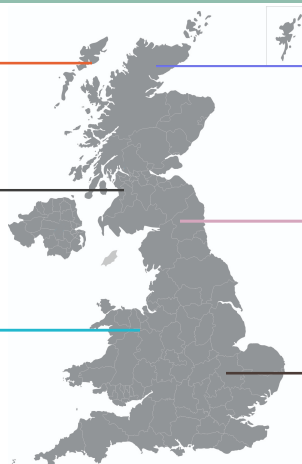
United Kingdom Market Profile

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:
65.1 million
INFLATION RATE:
2.7%
EXCHANGE RATES (GBP PER USD):
0.78
GROSS DOMESTIC PRODUCT (GDP):
\$2.92 trillion (1.7% annual growth rate)
EXPORTS:
\$441.2 billion
UNEMPLOYMENT RATE:
4.4%

Source:
The World Factbook, reporting 2017/2018 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
77% Yes

46% Internet Booking Service*

23% The Lodging Establishment Directly

16% Travel Agency/Tour Operator/Travel Club

8% Other

23% No

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


How Air Reservations were Booked
37% Directly with Airline

31% Internet Booking Service*

26% Travel Agency/Tour Operator/Travel Club

7% Corporate Travel Department

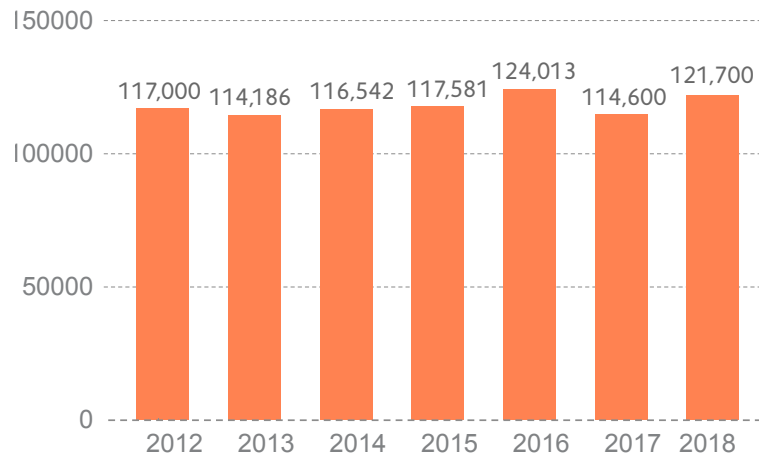
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source: Brand USA, reporting 2017 intercontinental traveler data
U.S. Dept. of Commerce - NTTO, reporting 2017-18 aggregate data

U.K. VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 22%** Los Angeles, CA
- 20%** Las Vegas, NV
- 10%** New York, NY
- 9%** San Francisco, CA
- 5%** Philadelphia, PA



Transportation in U.S.

- 52%** Rented Auto
- 36%** Air travel between U.S. cities
- 36%** Auto, Private or Company
- 29%** City Subway/Tram/Bus
- 25%** Taxicab/Limousine



Accommodations*

- 81%** Hotel/Motel
- 13%** Private Home
- 12%** Other

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

Source:
 Tourism Economics, reporting 2012-2018 data
 VisaVUE Travel, reporting 2018 data
 U.S. Dept. of Commerce - NTTO, reporting 2017-18 aggregate data



Visitor Characteristics

- 46 years** Average Age
- \$98,806** Average Household Income
- 1.6 persons** Average Party Size



Length of Stay

- 7.9** Average Nights in Destination
- 17.6** Average Nights in U.S.



Main Purpose of Trip

- 92%** Leisure
 - 73%** Vacation/Holiday
 - 17%** Visit Friends/Relatives
 - 2%** Education
- 8%** Business
 - 4%** General Business
 - 4%** Convention/Conference/Trade Show



Visa Credit Card Travel Spending

UK's Visa Card Spending ranked #4 in 2018 with 4% of total International Travel Spending in Arizona.

By Quarter



By Arizona Region

