

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):

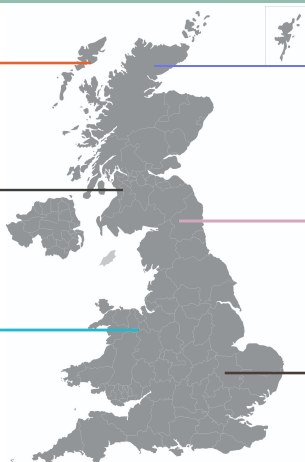
\$2.92 trillion (1.7% annual growth rate)

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

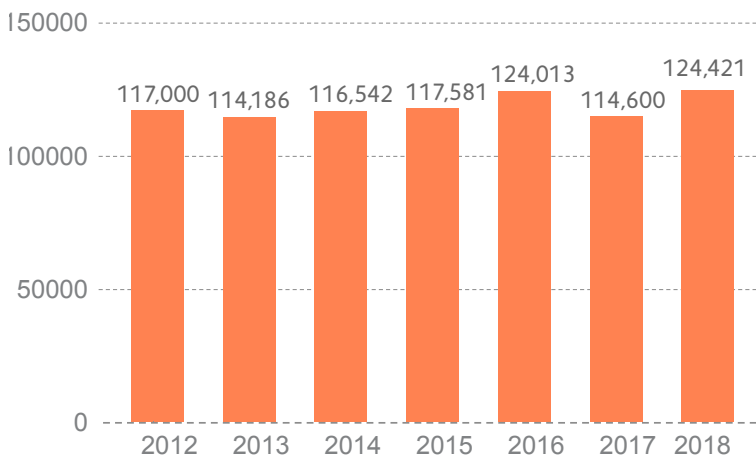
* assume "Internet Booking Service" is an Online Travel Agency (OTA).

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



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.



Port of Entry

22% Los Angeles, CA

20% Las Vegas, NV

10% New York, NY

9% San Francisco, CA

5% Philadelphia, PA



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



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



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



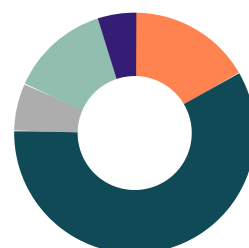
Q1: 23%

Q2: 26%

Q3: 27%

Q4: 24%

By Arizona Region



Northern: 19%

Phoenix & Central: 57%

West Coast: 7%

Tucson & Southern: 12%

North Central: 5%



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