

# 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:**

65.7 million

**INFLATION RATE:**

2.7%

**EXCHANGE RATES (GBP PER USD):**

0.78

**GROSS DOMESTIC PRODUCT (GDP):**

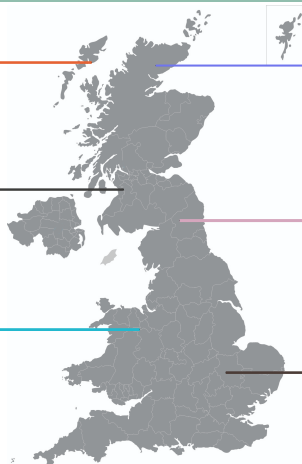
\$2.92 trillion (1.7% annual growth rate)

**EXPORTS:**

\$441.2 billion

**UNEMPLOYMENT RATE:**

4.4%



Source: The World Factbook, reporting 2017/2018 estimates. July 2020 population estimate

## TRAVEL MOTIVATION AND PLANNING



**Top Travel Motivators**

**47%** Local Lifestyle

**46%** Cultural historic attractions

**43%** Beaches/seaside attractions



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

**51%** Websites via computer

**31%** Websites/applications via tablet

**30%** Recommendations from family and friends

**26%** Websites/applications via mobile phone



**Advance Decision Time**

**18%** Less than a month

**11%** 1 to 2 months

**25%** 3 to 5 months

**32%** 6 to 12 months

**10%** More than 1 year



**Lodging Reservation made before leaving home**

**72%** Yes

**37%** Internet Booking Service\*

**24%** The Lodging Establishment Directly

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

**8%** Other

**28%** No

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



**How Air Reservations were Booked**

**32%** Directly with Airline

**29%** Internet Booking Service\*

**31%** Travel Agency/Tour Operator/Travel Club

**9%** Corporate Travel Department

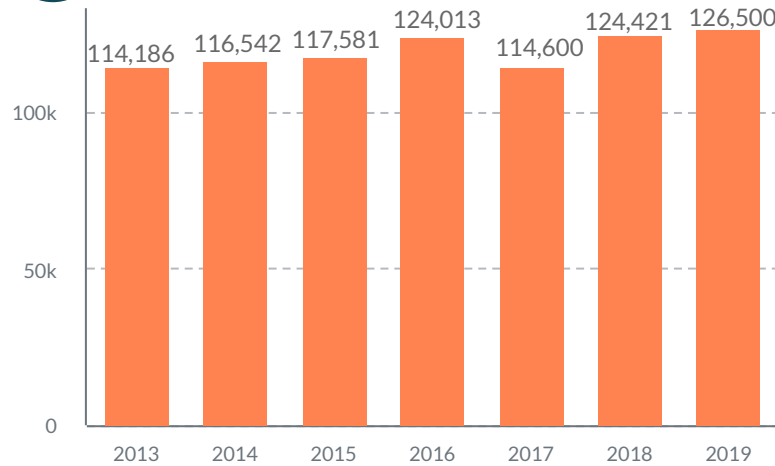
\* assume "Internet Booking Service" is an Online Travel Agency (OTA).

Source: Brand USA, reporting 2019 intercontinental traveler data; U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data

# U.K. VISITATION TO ARIZONA



## Visitation Volume to Arizona



## Visitor Characteristics

**45 years** Average Age

**\$76,323** Average Household Income

**1.8 persons** Average Party Size



## Length of Stay

**6.5** Average Nights in Destination

**18.2** Average Nights in U.S.



## Port of Entry

**19%** Los Angeles, CA

**14%** Las Vegas, NV

**10%** San Francisco, CA

**7%** New York, NY

**7%** Chicago, IL



## Main Purpose of Trip

**91%** Leisure

**68%** Vacation/Holiday

**19%** Visit Friends/Relatives

**1%** Education

**9%** Business

**7%** General Business

**2%** Convention/Conference/Trade Show



## Transportation in U.S.

**54%** Rented Auto

**40%** Air travel between U.S. cities

**37%** Auto, Private or Company

**26%** City Subway/Tram/Bus

**21%** Taxicab/Limousine



## Accommodations\*

**80%** Hotel/Motel

**21%** Private Home

**8%** Other

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



## Visa Credit Card Travel Spending

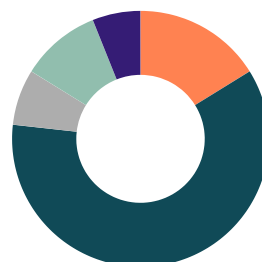
UK's Visa Card Spending ranked #4 in 2019 with 4% of total International Travel Spending in Arizona.

### By Quarter



Q1: 25%  
Q2: 26%  
Q3: 25%  
Q4: 24%

### By Arizona Region



Northern: 16%  
Phoenix & Central: 60%  
West Coast: 7%  
Tucson & Southern: 10%  
North Central: 6%

Source:  
Tourism Economics, reporting 2013-2019 data  
VisaVUE Travel, reporting 2019 data  
U.S. Dept. of Commerce - NTTO, reporting 2017-19 aggregate data