Population: 65.7 million

Inflation Rate: 2.7%

Exchange Rates (GBP per USD): 0.78

Gross Domestic Product (GBP): $2.92 trillion (1.7% annual growth rate)

Average Party Size: 100 k

Source: The World Factbook, reporting 2017/2018
VisaVUE Travel, reporting 2019 data
Tourism Economics, reporting 2013-2019 data

26% of Advance Decision Time

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
22% Internet Booking Service
10% Corporate Travel Department

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

Top Travel Motivators

47% Local Lifestyle
46% Cultural historic attractions
43% Beaches/resort attractions

TRAVEL MOTIVATION AND PLANNING

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).

Advance Decision Time

18% Less than a month
11% 1 to 2 months
25% 3 to 6 months
32% 6 to 12 months
10% More than 1 year

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

U.K. VISITATION 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.

Main Purpose of Trip

91% Leisure
68% Vacation/Holiday
19% Visit Friends/Relatives
3% 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% Taxi/Car/Limosine
8% Other

Accommodations*

80% Hotel/Motel
21% Private Home
8% Other

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

Source: Arizona Office of Tourism Research Division

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

Q4: 24%
Q3: 25%
Q2: 26%
Q1: 35%

Visa Card Spending

By Arizona Region

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

Revised 7/2020

Compiled by the Arizona Office of Tourism Research Division
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
- **Gross Domestic Product (GBP):** £2.92 trillion (1.7% annual growth rate)
- **Inflation Rate:** 2.7%
- **Exchange Rates (GBP per USD):** 0.78

*Source: The World Factbook, reporting 2017-19 estimate, July 2020 population estimate

**TRADE MOTIVATION AND PLANNING**

**Top Travel Motivators**
- 47% Local Lifestyle
- 46% Cultural historic attractions
- 43% Beaches/coastal attractions
- Source used in Destination selection for last leisure trip

**Advance Decision Time**
- 51% websites via computer
- 31% websites/applications via tablet
- 30% Recommendations from family and friends
- 26% Websites/applications via mobile phone

**Visitor Characteristics**
- **45 years** Average Age
- **$76,323** Average Household Income
- **1.8 persons** Average Party Size
- **6.5** Average Nights in Destination
- **18.2** Average Nights in U.S.

**Main Purpose of Trip**
- **91%** Leisure
- **68%** Vacation/Holiday
- **13%** Visit Friends/Relations
- **13%** 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%** Taxi/Car/Limosine

**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.

**How Air Reservations were Booked**
- **32%** Directly with airline
- **29%** Internet Booking Service*
- **31%** Travel Agency/Tour Operator/Travel Club
- **9%** Corporate Travel Department
- * assumes "Internet Booking Service" is an Online Travel Agency (OTA).

**Length of Stay**
- **Q1:** 25%
- **Q2:** 26%
- **Q3:** 25%
- **Q4:** 24%

**By Arizona Region**

- Northern: 16%
- Phoenix & Central: 40%
- West Coast: 7%
- Tucson & Southern: 10%
- North Central: 6%

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**Compiled by the Arizona Office of Tourism Research Division**

**UK'S VISITATION TO ARIZONA**

- **124,586** 2015
- **132,942** 2016
- **137,793** 2017
- **124,012** 2018
- **124,421** 2019

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**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: 23%**
- **Q4: 24%**