**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: | 5.1 - 7.4% |
| Exchange Rates (GBP Per USD): | 0.78 |


### Travel Motivation and Planning

**Top Travel Motivators**

- **46%** Cultural historic attractions
- **42%** Local lifestyle
- **40%** Urban attractions

Source used in Destination selection for last leisure trip

- **56%** Websites via computer
- **32%** Recommendations from family and friends
- **29%** Websites/applications via phone
- **18%** Information in print travel guides

### Travel Outlook

- **56%** Expect international leisure travel to be a high or extremely high spending priority
- **52%** Expect to spend more on international travel
- **50%** Expect to travel more internationally

**$4,361** Budget available for international travel

### Visitor Characteristics

- **45 years** Average Age
- **$76,323** Average House hold 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
- **15%** Visit Friends/Relatives
- **11%** 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%** Cruise/Ship/Sea
- **21%** Taxicab/Limo

### Accommodations*

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

*Note: Internet survey, there is no indication of a paid or non-paid.

### Visitor Credit Card Travel Spending

| Quarter | UK’s Visa Card Spending
<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Q1: 1Q</td>
<td>$2.79 trillion</td>
</tr>
<tr>
<td>Q2: 2Q</td>
<td>$3.03 trillion</td>
</tr>
<tr>
<td>Q3: 3Q</td>
<td>$3.27 trillion</td>
</tr>
<tr>
<td>Q4: 4Q</td>
<td>$2.37 trillion</td>
</tr>
</tbody>
</table>

*Note: 2021 Visa Card Spending, reporting 2019 data; source: Visa Inc., reporting 2021 data.

### By Quarter

- **Q1: 1Q**: 14%
- **Q2: 2Q**: 17%
- **Q3: 3Q**: 22%
- **Q4: 4Q**: 43%

### By Arizona Region

- **Northern**: 5%
- **Phoenix & Central**: 68%
- **West Coast**: 8%
- **Tucson & Southern**: 14%
- **North Central**: 5%

Sources: U.S. Dept. of Commerce - NHTSA, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; Vistahome, reporting 2021 data.
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:** 5.1 - 7.4%

**Exchange Rates (GBP per USD):** 0.78

**Gross Domestic Product (GBP):** $7.29 trillion

**Unemployment Rate:** 11.2%


### TRAVEL MOTIVATION AND PLANNING

**Top Travel Motivators**
- 46% Cultural historic attractions
- 42% Local lifestyle
- 40% Urban attractions

Source used in Destination selection for last leisure trip
- 56% Websites via computer
- 32% Recommendations from family and friends
- 29% Websites/applications via phone
- 18% Information in print travel guidebooks

**Advance Decision Time**
- 32% Less than a month
- 21% 3 to 6 months
- 29% 6 to 12 months
- 11% More than 1 year

**Travel Outlook**
- 56% Say international leisure travel is a high or extremely high spending priority
- 52% Expect to spend more on international travel
- 50% Expect to travel more internationally

$4,361 Budget available for international travel.

**One Word that describes the United States**
- Extremely diverse

### U.K. VISITATION TO ARIZONA

#### Visitor Characteristics
- **Average Age:** 45 years
- **Average Household Income:** $76,232
- **Average Party Size:** 1.8 persons
- **Average Nights in Destination:** 6.5
- **Average Nights in U.S.:** 18.2

#### Main Purpose of Trip
- **Leisure:** 91%
- **Business:** 9%
- **Convenience/Conference/Trade Show:** 2%
- **Visit Friends/Family:** 15%
- **Vacation/Holiday:** 68%

#### Transportation in U.S.
- **Rented Auto:** 54%
- **Air travel between U.S. cities:** 40%
- **Auto, Private or Company:** 37%
- **City Subway/Train/Bus:** 26%
- **Taxi/Car/Limousine:** 21%

#### Accommodations*
- **Hotel/Motel:** 80%
- **Private Home:** 21%
- **Other:** 8%

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

Sources: U.S. Dept. of Commerce - NITTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; SourceTravel, reporting 2021 data.

#### Visa Credit Card Travel Spending

UK’s Visa Card Spending ranked #7 in 2021 with 3% of total International Travel Spending in Arizona.

**By Quarter**
- **Q1:** 16%
- **Q2:** 17%
- **Q3:** 22%
- **Q4:** 41%

**By Arizona Region**
- **Northeast:** 5%
- **Phoenix & Central:** 68%
- **West Coast:** 8%
- **Tucson & Southern:** 14%
- **North Central:** 5%

### Economic, Reporting 2021 Data; Visa View Travel, Reporting 2021 Data.

**Sources:** U.S. Dept. of Commerce - NITTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; SourceTravel, reporting 2021 data.

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Compiled by the Arizona Office of Tourism Research Division

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