

# 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

**GROSS DOMESTIC PRODUCT (GDP):**

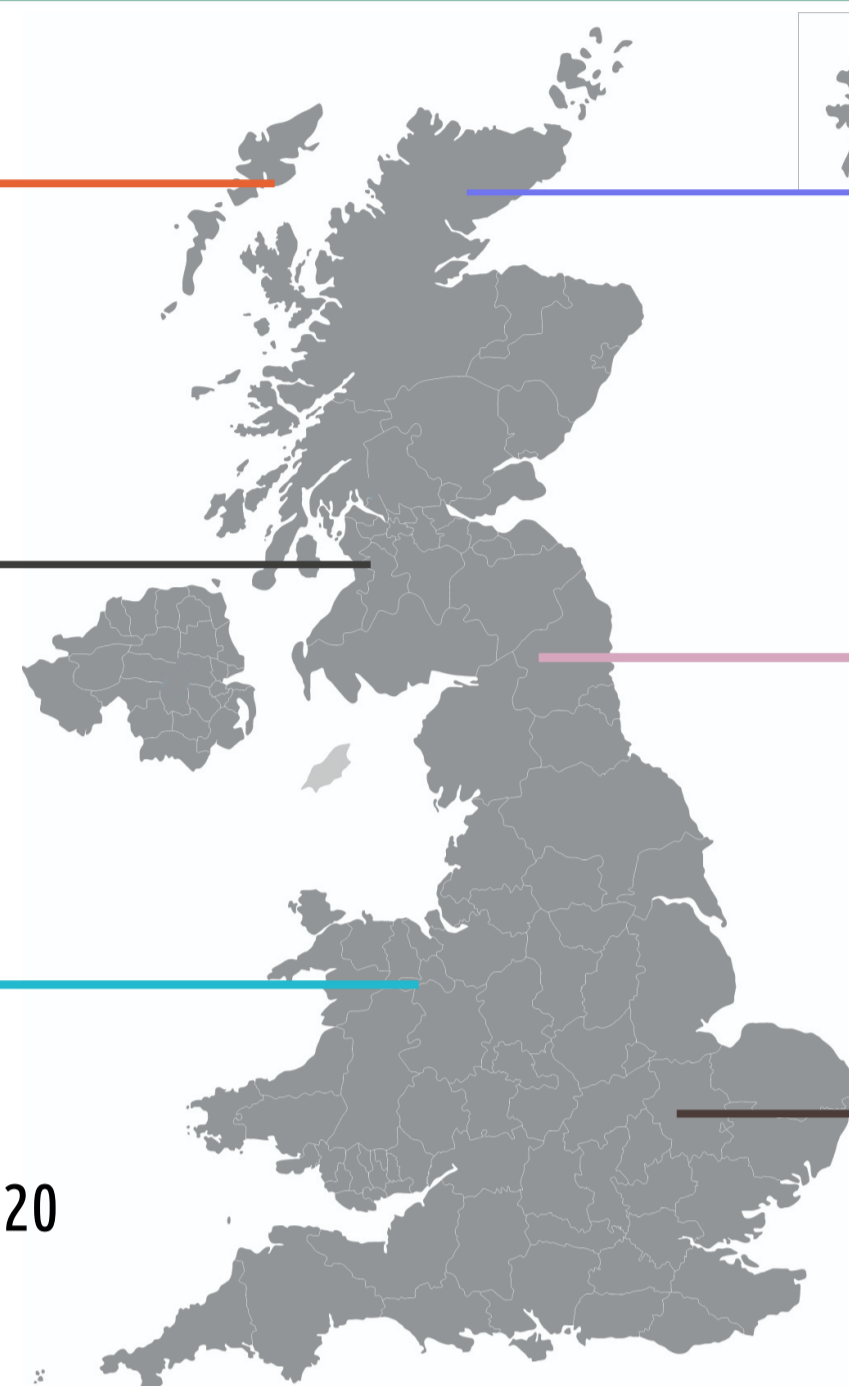
\$2.79 trillion )

**EXPORTS:**

\$741.9 billion

**UNEMPLOYMENT RATE:**

11.2%



Sources: The World Factbook, reporting 2019 unemployment estimates; 2020 exchange rate, GDP, and exports estimates; and 2022 population estimate. Pew Research 2022 inflation estimates.

## TRAVEL MOTIVATION AND PLANNING



### Top Travel Motivators

**46%** Cultural historic attractions

**42%** Local Lifestyle

**40%** Urban attractions



### 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



### 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



### One Word that Describes the United States



### Advance Decision Time

**32%** Less than a month

**9%** 1 to 2 months

**21%** 3 to 5 months

**29%** 6 to 12 months

**11%** More than 1 year

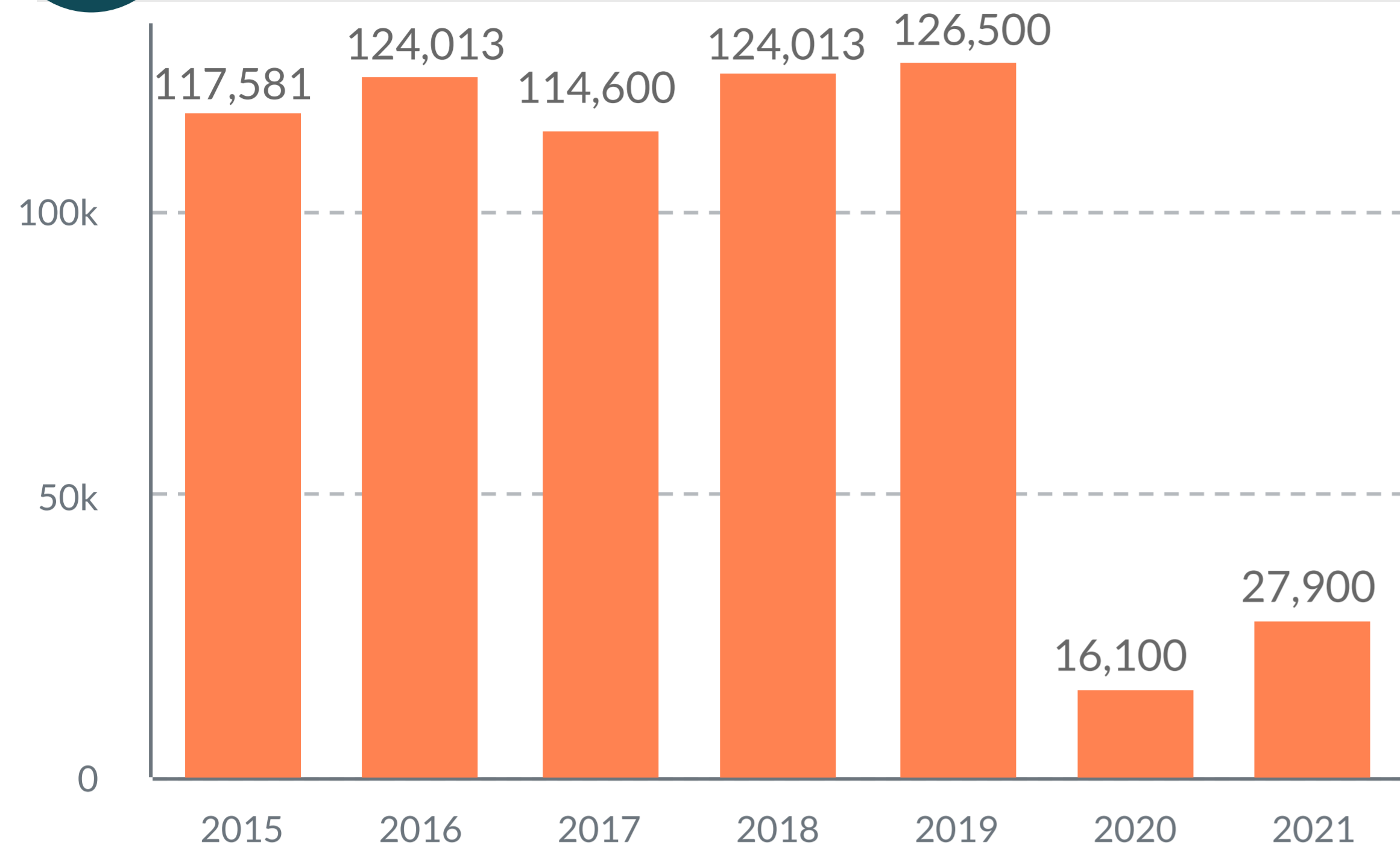
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts The State of the International Traveler Report Findings (2022).



# 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

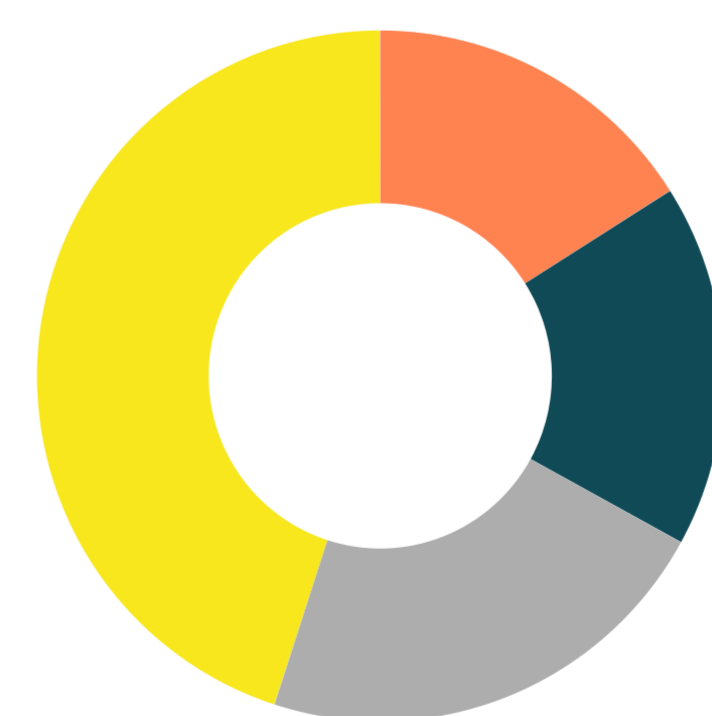
**21%** Taxicab/Limousine



## 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



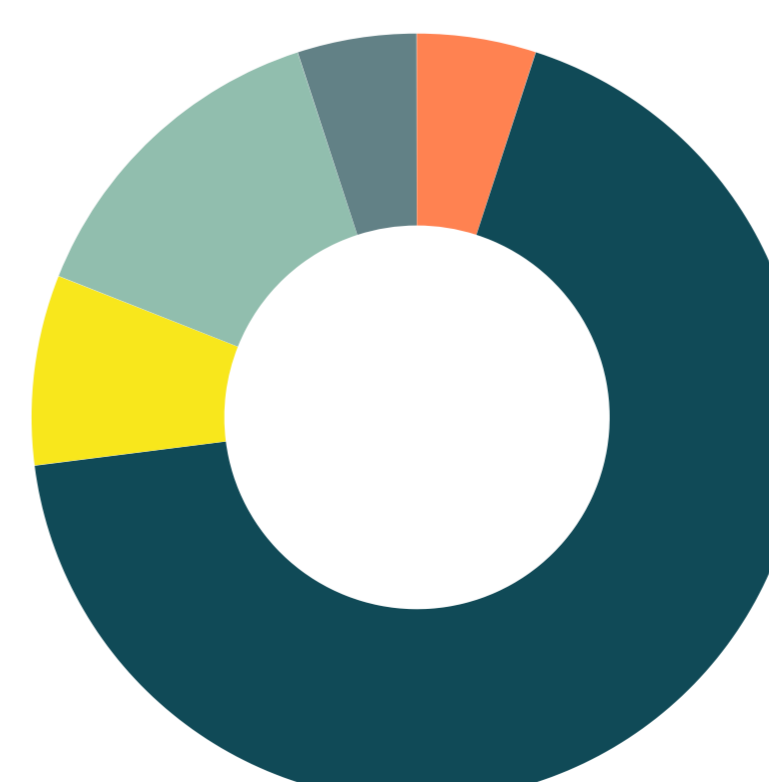
Q1: 16%

Q2: 17%

Q3: 22%

Q4: 45%

### By Arizona Region



Northern: 5%

Phoenix & Central: 68%

West Coast: 8%

Tucson & Southern: 14%

North Central: 5%



## 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.

Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2021 data.