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%

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

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

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

U.K. VISITATION TO ARIZONA

Visitation Volume to Arizona

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitation Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>117,581</td>
</tr>
<tr>
<td>2016</td>
<td>124,013</td>
</tr>
<tr>
<td>2017</td>
<td>114,600</td>
</tr>
<tr>
<td>2018</td>
<td>124,013</td>
</tr>
<tr>
<td>2019</td>
<td>126,500</td>
</tr>
<tr>
<td>2020</td>
<td>16,100</td>
</tr>
<tr>
<td>2021</td>
<td>27,900</td>
</tr>
</tbody>
</table>

Visitor Characteristics

- **Average Age**: 45 years
- **Average Household Income**: $76,323
- **Average Party Size**: 1.8 persons
- **Average Nights in Destination**: 6.5
- **Average Nights in U.S.**: 18.2
Compiled by the Arizona Office of Tourism Research Division

**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 #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%

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