

# 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:**

68.1 million

**INFLATION RATE:**

6.8%

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

1.07

**GROSS DOMESTIC PRODUCT (GDP):**

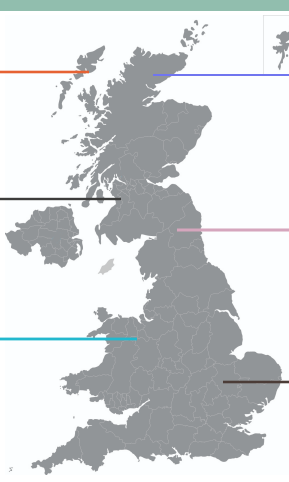
\$3.03 trillion )

**EXPORTS:**

\$874.5 billion

**UNEMPLOYMENT RATE:**

4.5%



Sources: The World Factbook reporting 2021 GDP, exports, and unemployment estimates; and 2023 population estimate. International Monetary Fund 2023 inflation estimates.

## TRAVEL MOTIVATION AND PLANNING

**Top Travel Motivators**

- 76% Appeal to Local Culture
- 74% Sightseeing Options
- 71% Easy of Travel

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

- 40% Websites via computer
- 32% Websites/applications via phone
- 30% Recommendations from family and friends
- 26% Websites/applications via tablet

**Advance Decision Time**

- 35% Less than a month
- 12% 1 to 2 months
- 19% 3 to 5 months
- 19% 6 to 12 months
- 6% More than 1 year

**Travel Outlook**

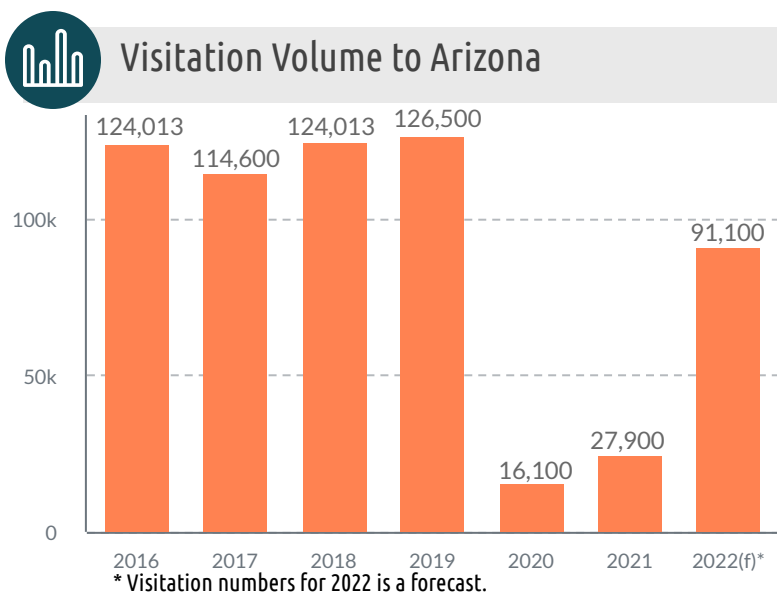
- 47% Say international leisure travel is a high or extremely high spending priority
- 42% Expect to spend more on international travel
- 31% Expect to travel more internationally
- \$3,930 Budget available for international travel

**One Word that Describes the United States**

Activities and interests include: ART MUSEUMS, MUSICAL CONCERTS, ENJOYING THEME OR AMUSEMENT PARKS, BARS, NIGHTCLUBS, WINE, AGRI-TOURISM, CRAFT BEERS, HIKING, VISITING HISTORICAL SITES AND ATTRACTIONS, FOOD AND CUISINE, FITNESS, HEALTH AND WELLNESS, FASHION SHOPPING, GOLF, MUSICAL CONCERTS, PHOTOGRAPHY, and many others.

Sources: Brand USA, reporting 2021-2022 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

## U.K. VISITATION TO ARIZONA



**Visitor Characteristics**

- 55 years Average Age
- 87,340 Average Household Income
- 1.6 persons Average Party Size

**Length of Stay**

- 7.2 Average Nights in Destination
- 17.4 Average Nights in U.S.

**Port of Entry**

- 21% Las Vegas, NV
- 13% San Francisco, CA
- 12% Los Angeles, CA
- 11% Philadelphia, PA
- 6% Chicago, IL

**Main Purpose of Trip**

- 87% Leisure
  - 59% Vacation/Holiday
  - 27% Visit Friends/Relatives
  - 1.7% Education
- 13% Business
  - 2.5% Internal company meeting
  - 5% Convention/Conference/Trade Show

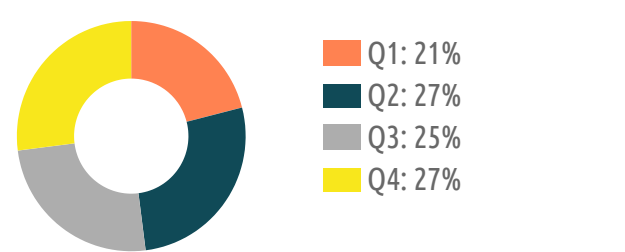
**Transportation in U.S.**

- 54% Rented Auto
- 40% Air travel between U.S. cities
- 37% Auto, Private or Company
- 26% City Subway/Tram/Bus
- 21% Taxicab/Limousine

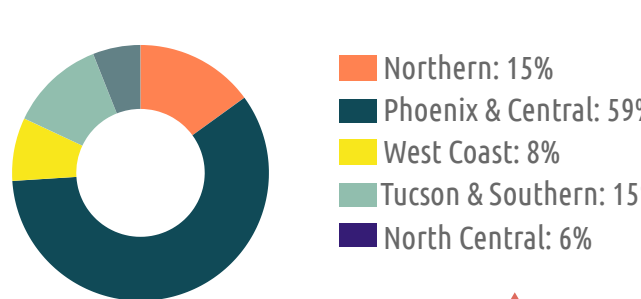
**Visa Credit Card Travel Spending**

UK's Visa Card Spending ranked #4 in 2022 with 3% of total International Travel Spending in Arizona.

**By Quarter**



**By Arizona Region**



\* 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 2022 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2022 data.