

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

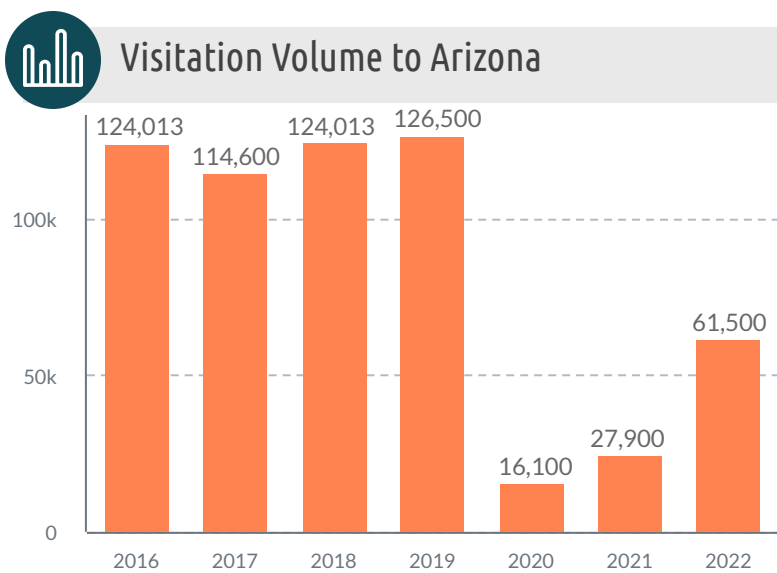
- 47% Say international leisure travel is a high or extremely high spending priority
- 42% Expect to spend more on international travel
- 31% Expect to travel more internationally

\$3,930 Budget available for international travel



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

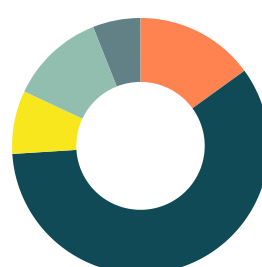
Visa Credit Card Travel Spending

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.