

# 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:**

7.7%

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

1.07

**GROSS DOMESTIC PRODUCT (GDP):**

\$3.03 trillion

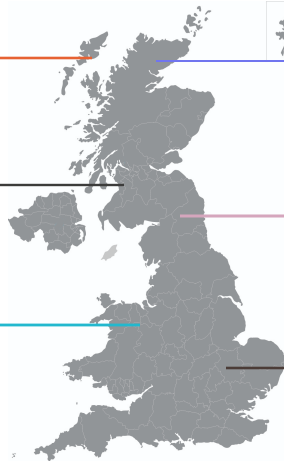
**EXPORTS:**

\$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. XE.com INC. 2023 exchange rates.



## 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**

**31%** Less than a month

**9%** 1 to 2 months

**21%** 3 to 5 months

**29%** 6 to 12 months

**11%** 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**

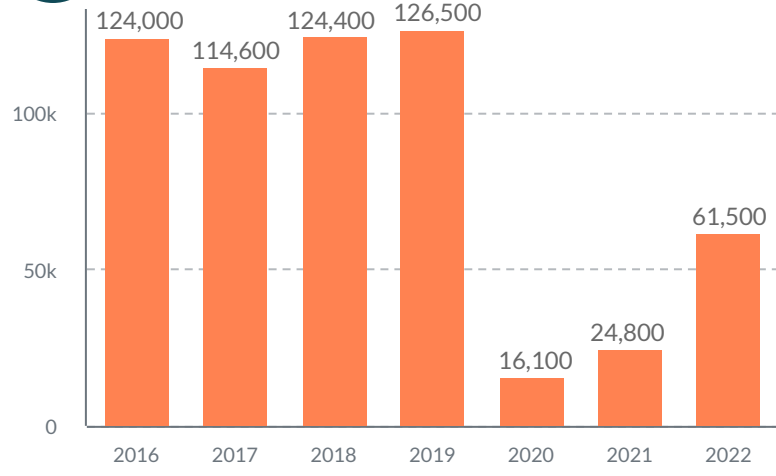


Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2023).

## U.K. VISITATION TO ARIZONA



**Visitation Volume to Arizona**



**Visitor Characteristics**

**52 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**

**52%** Rented Auto

**29%** Air travel between U.S. cities

**53%** Auto, Private or Company

**31%** City Subway/Tram/Bus

**29%** Taxicab/Limousine



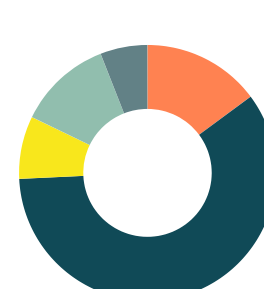
**Visa Credit Card Travel Spending**

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

**By Quarter**



**By Arizona Region**



**Accommodations\***

**77%** 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 2022 aggregate data; Tourism Economics, reporting 2022 data; VisaVUE Travel, reporting 2022 data.