

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:

68.5 million

INFLATION RATE:

7.3%

EXCHANGE RATES (GBP PER USD):

0.8

GROSS DOMESTIC PRODUCT (GDP):

\$3.3 trillion

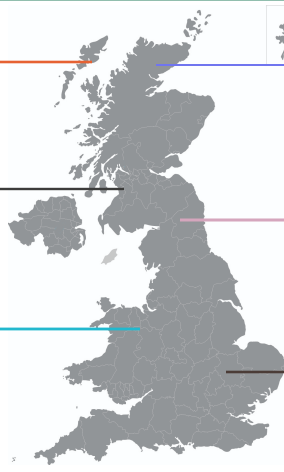
EXPORTS:

\$1.075 trillion

UNEMPLOYMENT RATE:

4.06%

Sources: The World Factbook reporting 2023 exchange rates, exports, GDP and unemployment estimates; and 2024 population and exchange rate estimates. International Monetary Fund 2023 inflation estimates.



TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

54% Cultural historic attractions

50% Shopping

48% Dining/gastronomy



Planning Sources: Researching Destination Info

43% Websites via computer

26% Websites/applications via phone

20% Recommendations from family and friends

17% Social media posts by travel providers/destinations



Advance Decision Time

27% Less than a month

13% 1 to 3 months

22% 3 to 6 months

28% 6 to 12 months

8% More than 1 year



Travel Outlook

70% Making international travel a high financial priority.

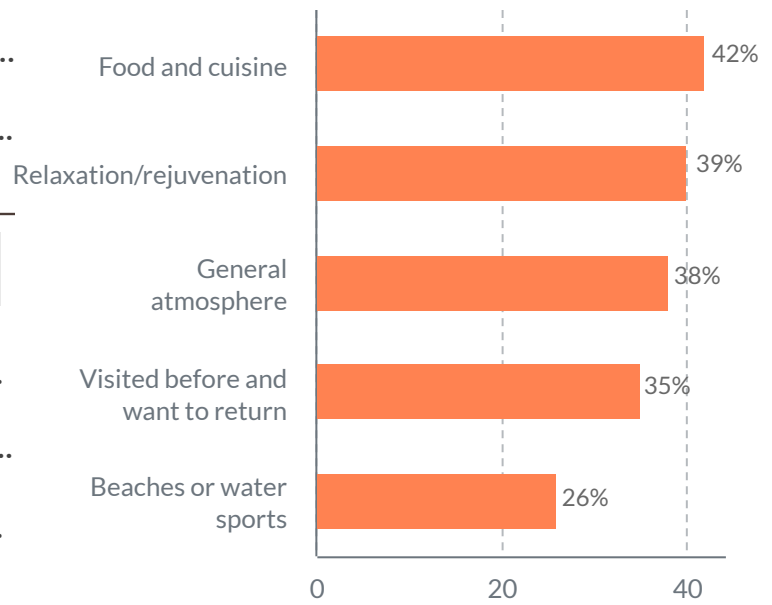
32% Expect to spend more on international travel

24 Average days available for international travel

\$6,800 Budget available for international travel



Attributes for Destination Selection

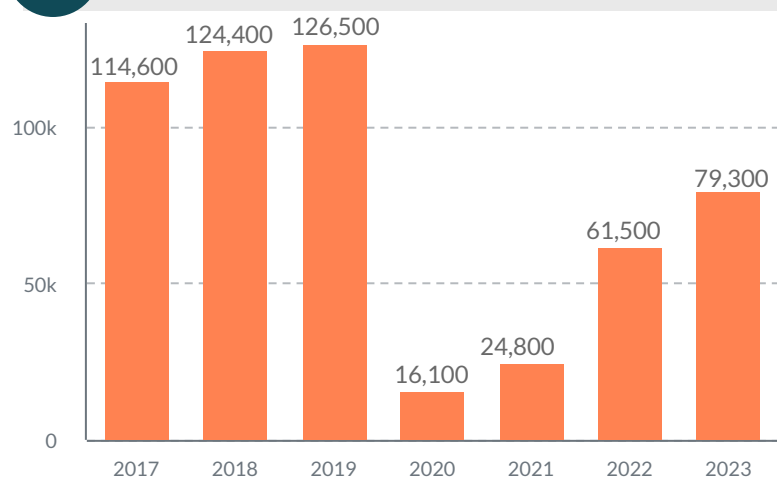


Sources: Brand USA, reporting 2023 Market Profiles; Destination Analysts The State of the International Traveler Report Findings (2024).

U.K. VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

49 years Average Age

126,658 Average Household Income

1.6 persons Average Party Size



Length of Stay

7 Average Nights in Destination

15 Average Nights in U.S.



Port of Entry

18% Los Angeles, CA

15% Las Vegas, NV

7% New York, NY

6% San Francisco, CA

38% All Other Airport/Cities



Main Purpose of Trip

84% Leisure

65% Vacation/Holiday

17% Visit Friends/Relatives

1% Education

16% Business

4% Internal company meeting

12% Convention/Conference/Trade Show



Transportation

49% Rented Auto

41% Auto, Private or Company

26% Air travel between U.S. cities

20% Ride-Sharing Service

18% Taxicab/Limousine



Accommodations*

76% Hotel/Motel

22% Private Home

7% All other Airport/Cities

* since this is collected through a survey, there is no indication if this is paid or non-paid.



Visa Credit Card Travel Spending

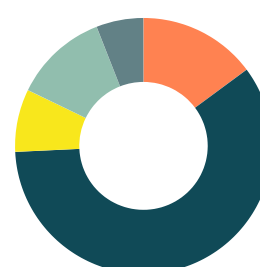
UK's Visa Card Spending ranked #6 in 2023 with 2.5% of total International Travel Spending in Arizona.

By Quarter



Q1: 23%
Q2: 24%
Q3: 25%
Q4: 28%

By Arizona Region



Northern: 15%
Phoenix & Central: 58%
West Coast: 9%
Tucson & Southern: 12%
North Central: 6%

Sources: U.S. Dept. of Commerce - NTTO, reporting 2023 aggregate data; Tourism Economics, reporting 2023 data; VisaVUE Travel, reporting 2023 data.