

United Kingdom Market Profile

This summary provides the most up-to-date data available on U.K. 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

- 43%** Websites via computer
- 26%** Websites/applications via mobile phone
- 20%** Recommendations from family & friends



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

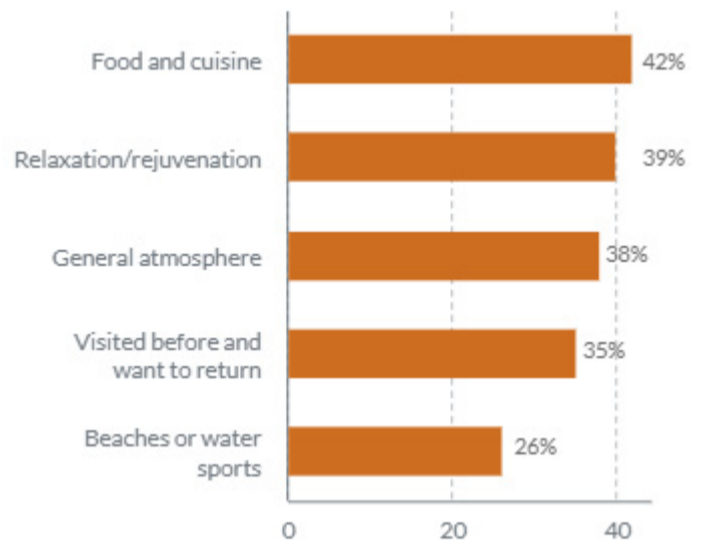


Travel Outlook

- 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



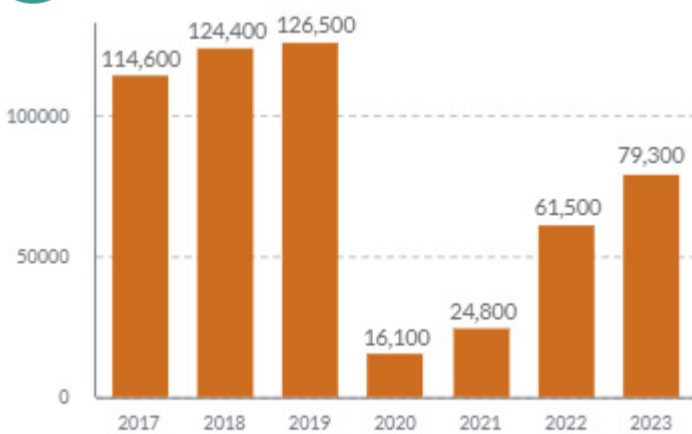
Sources: Brand USA, reporting 2021 Market Profiles; Destination Analysts, The State of the International Traveler Report Findings (2024).

Compiled by the Arizona Office of Tourism Research Division | Revised 8/2024

U.K. VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 18%** Los Angeles, CA
- 15%** Las Vegas, NV
- 7%** New York, NY
- 38%** All Other Airport/Cities



Transportation

- 49%** Rented Auto
- 41%** Auto, Private or Company
- 26%** Air Travel between U.S. Cities
- 20%** Ride-sharing Service



Length of Stay

- 7** Average Nights per Destination
- 15** Average Nights in U.S.



Accommodations*

- 76%** Hotel/Motel
- 22%** Private Home
- 7%** Other

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



Visitor Characteristics

- 49 years** Average Age
- \$126,658** Average Household Income
- 1.6 persons** Average Party Size



Main Purpose of Trip*

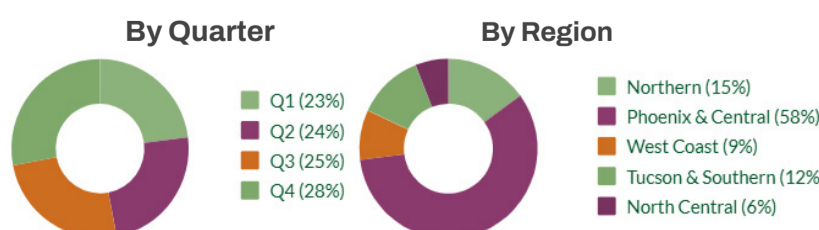
- 84%** Leisure
 - 65%** Vacation Holiday
 - 17%** Visit Friends/Relatives
 - 1%** Education and Other
- 16%** Business
 - 4%** Internal Company Meeting
 - 12%** Convention/Conference/Trade Show

* includes overlaps of trips covering multiple purposes



Visa Credit Card Travel Spending

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



Sources: U.S. Dept. of Commerce - NTTO, reporting 2019 aggregate data; Tourism Economics, reporting 2021 data; VisaVUE Travel, reporting 2023 data.