

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:** 3.3%
- **Exchange Rates (GBP per USD):** 0.8
- **Gross Domestic Product (GDP):** \$3.6 trillion
- **Exports:** \$1.1 trillion
- **Unemployment Rate:** 4.2%

Sources: The World Factbook reporting 2024 exports , GDP , population, inflation, exchange rate estimates and unemployment.

TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

- 57%** Shopping
- 51%** State/national parks
- 49%** History/heritage attractions



Planning Sources

- 57%** Internet search
- 45%** Past experience
- 34%** Reviews on websites/apps



Advance Decision Time

- 17%** Less than a month
- 21%** 1 to 3 months
- 29%** 3 to 6 months
- 26%** 6 to 12 months
- 5%** More than 1 year

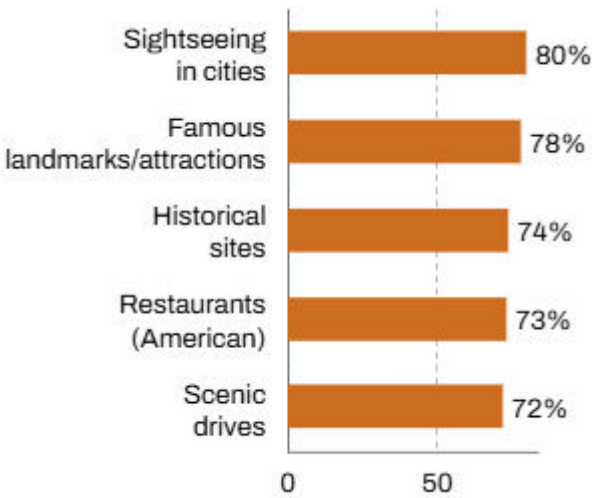


Travel Outlook

- 51%** Making international travel a high financial priority
- 45%** Expect to spend more on international travel
- 27** Average days available for international travel
- \$9,519** Budget available for international travel



Attributes for Destination Selection

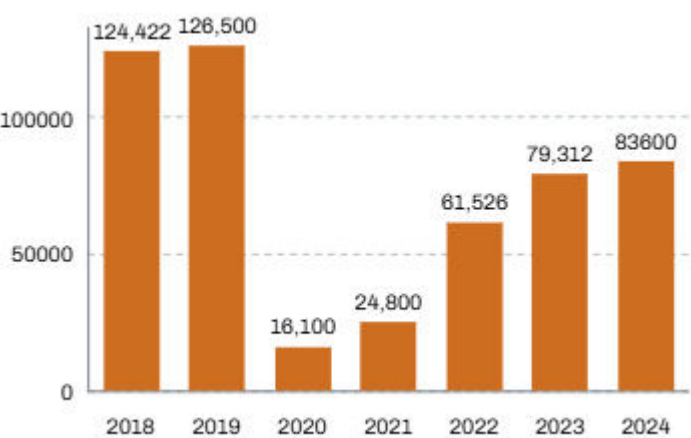


Sources: Brand USA, reporting 2024 Market Profiles; Future Partners, The State of the International Traveler Report Findings (2025).

U.K. VISITATION TO ARIZONA



Visitation Volume to Arizona



Port of Entry

- 21%** Las Vegas, NV
- 14%** Los Angeles, CA
- 11%** Orlando, FL
- 7%** Atlanta, GA



Transportation

- 50%** Rented Auto
- 43%** Air Travel between U.S. Cities
- 38%** Auto, Private or Company
- 31%** Ride-sharing Service



Length of Stay

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



Accommodations*

- 62%** Hotel/Motel
- 35%** Private Home
- 6%** Other

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



Visitor Characteristics

- 44 years** Average Age
- \$101,864** Average Household Income
- 1.5 persons** Average Party Size



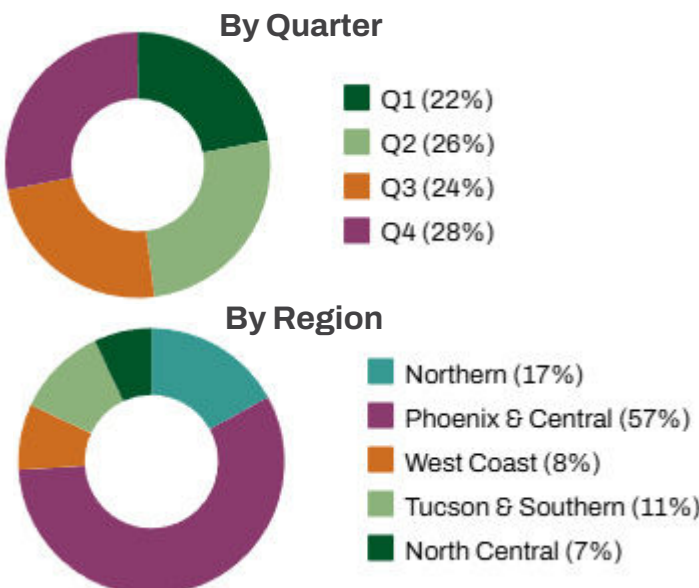
Main Purpose of Trip*

- 89%** Leisure
- 11%** Business



Visa Credit Card Travel Spending

UK's Visa Card Spending ranked #7 in 2024 with 2.4% of total International Travel Spending in Arizona.



Sources: U.S. Dept. of Commerce - NTTO, reporting 2024 aggregate data; Tourism Economics, reporting 2024 data; VisaVUE Travel, reporting 2024 data.