



Manufacturing and Services

Office of Travel and Tourism Industries

2008 Market Profile: United Kingdom



2008 Market Profile: United Kingdom

Visitation Trends (Arrivals)

[Thousands of U.K. Visitors]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Arrivals	4,097	3,817	3,936	4,303	4,345	4,176	4,498	4,565	468
Percentage Change (%)	-13%	-7%	3%	9%	1%	-4%	8%	1%	11%

Spending Trends (Exports)

[Millions of U.S. Dollars]	2001	2002	2003	2004	2005	2006	2007	2008	Change 2008/2001
Total Travel & Tourism Exports (1)	\$11,308	\$10,990	\$11,259	\$12,655	\$13,492	\$13,310	\$14,938	\$17,455	\$6,147
Travel Receipts	\$8,587	\$8,177	\$8,579	\$9,576	\$10,684	\$10,775	\$11,936	\$13,593	\$5,006
Passenger Fare Receipts	\$2,721	\$2,813	\$2,680	\$3,079	\$2,808	\$2,535	\$3,002	\$3,862	\$1,141
Change (%) in Total Exports	-11%	-3%	2%	12%	7%	-1%	12%	17%	54%

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2007	2008	% Point Change (2)
Personal Computer	46%	48%	2 pts.
Travel Agency	31%	29%	-1 pt.
Airlines Directly	20%	23%	3 pts.
Friends/Relatives	13%	13%	0 pts.

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	58%	59%	1 pt.
Business/Professional	22%	20%	-1 pt.
Visit Friends/Relatives	17%	17%	0 pts.
Convention/Conference	2%	3%	1 pt.

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2007	2008	% Point Change (2)
Leisure/Rec./Holidays	68%	70%	2 pts.
Visit Friends/Relatives	27%	28%	0 pts.
Business/Professional	24%	23%	-1 pt.
Convention/Conference	4%	5%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	81%	82%	2 pts.
Business & Convention	26%	25%	-1 pt.

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2007	2008	% Point Change (2)
Taxi/Cab/Limousine	47%	46%	-1 pt.
Rented Auto	33%	34%	1 pt.
Company or Private Auto	22%	24%	2 pts.
City Subway/Tram/Bus	19%	22%	3 pts.
Airlines in U.S.	18%	20%	1 pt.

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2007	2008	% Point Change (2)
Dining in Restaurants	93%	94%	1 pt.
Shopping	87%	88%	1 pt.
Sightseeing in Cities	39%	42%	2 pts.
Visit Historical Places	36%	37%	2 pts.
Amusement/Theme Parks	35%	32%	-3 pts.
Visit Small Towns	22%	26%	4 pts.
Water Sports/Sunbathing	26%	26%	0 pts.
Cultural Heritage Sites	21%	21%	0 pts.
Touring Countryside	17%	21%	4 pts.
Visit National Parks	18%	20%	3 pts.

Select Traveler Characteristics

Traveler Characteristics	2007	2008	Change (2)
Advance Trip Decision Time (mean days)	114	118	4 days
Advance Trip Decision Time (med. days)	60	90	30 days
Prepaid Package	22%	19%	-2 pts.
First International Trip to the U.S.	16%	15%	-1 pt.
Length of Stay in U.S. (mean nights)	12.3	13.6	1 night
Length of Stay in U.S. (median nights)	9.0	10.0	1 night
Number of States Visited (% 1 state)	76%	72%	-4 pts.
Average Number of States Visited	1.4	1.4	0 states
Hotel/Motel (% 1+ nights)	82%	81%	0 pts.
Average # of Nights in Hotel/Motel	8.0	8.2	0 nights
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	55%	53%	-2 pts.
Household Income (mean average)	\$125,300	\$121,900	-\$3,400
Household Income (median average)	\$117,000	\$112,600	-\$4,400
Average Age: Female	41	43	1 year
Average Age: Male	44	44	0 years

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U.S. Destinations Visited (States, Cities, and Regions)

Visitation to U.S. Destinations/Regions (3)	Market Share 2007	Volume 2007 (000)	Market Share 2008	Volume 2008 (000)
REGIONS				
South Atlantic	38.4%	1,727	37.8%	1,726
Middle Atlantic	32.7%	1,471	34.5%	1,575
Pacific	18.2%	819	19.5%	890
Mountain	**	**	12.0%	548
New England	**	**	7.0%	320
STATES				
Florida	31.0%	1,394	30.3%	1,383
New York	28.3%	1,273	29.6%	1,351
California	17.0%	765	17.8%	813
CITIES				
New York City	27.5%	1,237	29.1%	1,328
Orlando	22.0%	990	21.0%	959
San Francisco	**	**	10.2%	466
Los Angeles	**	**	7.7%	351
Tampa-St. Petersburg	3.7%	166	**	**

- (1) Total Travel & Tourism Exports = travel receipts (purchase of travel and tourism-related goods and services, to include food, lodging, recreation, gifts, entertainment, local transportation in the country of travel, and other items incidental to a foreign visit) + passenger fare receipts (fares paid to U.S. air carriers and vessel operators for travel between the United States and foreign countries and between two foreign points).
- (2) Percentage-point and percentage changes are based on non-rounded data.
- (3) Only census region, state, and city destinations having a sample size of 400 or more are displayed. Due to quarterly data weighting by country and port of entry, some unreported destinations may have a higher proportion of total than those reported.
- (**) Estimate not shown due to sample size fewer than 400 for this year.

Note: This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the United States. Additional information may be obtained for a fee. To learn more, please visit: <http://tinnet.ita.doc.gov/research/programs/ifs/index.html>.

U.K. includes residents of England, Scotland, Wales, and Northern Ireland.

For a list of the states that comprise each census region, please visit: http://tinnet.ita.doc.gov/outreachpages/census_regions.html.

Source: U.S. Department of Commerce, ITA, Office of Travel and Tourism Industries; Bureau of Economic Analysis.

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Survey of International Air Travelers

The Survey of International Air Travelers (or “In-Flight” survey) provides a level of detail and insight into the traveler characteristics and travel patterns of international visitors to and from the United States not found elsewhere. Responses are weighted with data from the Department of Homeland Security and the following thirty-five tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about the U.K. traveler who visits the United States.

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- U.S. Travel and Tourism Satellite Accounts
- Canadian Statistics
- Travel Barometer

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