

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2010 Market Profile: United Kingdom



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Visitation Trends (Arrivals)

[Thousands of U.K. Visitors]	2003	2004	2005	2006	2007	2008	2009	2010	Change 2010/2003
Total Arrivals	3,936	4,303	4,345	4,176	4,498	4,565	3,899	3,851	-85
Percentage Change (%)	3	9	1	-4	8	1	-15	-1	-2

Spending Trends (Exports)

[Millions of U.S. Dollars]	2003	2004	2005	2006	2007	2008	2009	2010 ^r	Change 2010/2003
Total Travel & Tourism Exports ⁽¹⁾	\$11,259	\$12,655	\$13,492	\$13,310	\$14,938	\$16,716	\$11,429	\$11,566	\$307
Travel Receipts	\$8,688	\$9,701	\$10,824	\$10,946	\$12,120	\$13,155	\$8,884	\$8,765	\$77
Passenger Fare Receipts	\$2,571	\$2,954	\$2,668	\$2,364	\$2,818	\$3,561	\$2,545	\$2,801	\$230
Change (%) in Total Exports	2	12	7	-1	12	12	-32	1	3

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2009 (Percent)	2010 (Percent)	Point Change (2)
Personal Computer	48	48	0.0
Travel Agency	29	30	1.7
Airlines Directly	26	27	1.0
Friends/Relatives	15	15	0.8

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	62	63	1.5
Visit Friends/Relatives	18	20	1.4
Business/Professional	17	14	-2.7
Convention/Conference	2	2	0.1

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Leisure/Rec./Holidays	72	75	2.3
Visit Friends/Relatives	29	31	1.6
Business/Professional	18	16	-2.4
Convention/Conference	3	4	0.8
NET PURPOSES OF TRIP:			
Leisure & VFR	85	87	2.3
Business & Convention	20	18	-2.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2009 (Percent)	2010 (Percent)	Point Change (2)
Taxi/Cab/Limousine	45	46	0.9
Rented Auto	31	33	1.4
Company or Private Auto	24	24	0.1
City Subway/Tram/Bus	22	22	-0.4
Airlines in U.S.	18	20	2.2

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2009 (Percent)	2010 (Percent)	Point Change (2)
Dining in Restaurants	93	94	0.6
Shopping	87	88	1.4
Sightseeing in Cities	44	45	0.8
Visit Historical Places	40	42	2.3
Amusement/Theme Parks	32	34	2.0
Water Sports/Sunbathing	25	28	2.6
Visit Small Towns	25	27	1.7
Cultural Heritage Sites	23	25	2.4
Art Gallery/Museum	21	22	1.3
Touring Countryside	20	22	1.2

Select Traveler Characteristics

Traveler Characteristics	2009	2010	Change (2)
Advance Trip Decision Time (mean days)	121	130	9.7 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	18%	22%	3.5 pts.
First International Trip to the U.S.	17%	17%	0.2 pts.
Length of Stay in U.S. (mean nights)	13.5	13.7	0.2 nights
Length of Stay in U.S. (median nights)	10	11	1 nights
Number of States Visited (% 1 state)	73%	72%	-1.9 pts.
Average Number of States Visited	1.4	1.4	0.0 states
Hotel/Motel (% 1+ nights)	81%	80%	-0.6 pts.
Average # of Nights in Hotel/Motel	8.3	8.5	0.2 nights
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	51%	48%	-2.8 pts.
Household Income (mean average)	\$104,600	\$102,800	-\$1,800
Household Income (median average)	\$90,400	\$89,400	-\$1,000
Average Age: Female	42	43	1.0 years
Average Age: Male	45	47	1.5 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2009 (Percent)	Volume 2009 (000)	Market Share 2010 (Percent)	Volume 2010 (000)
REGIONS				
South Atlantic	40.8	1,591	41.2	1,587
Middle Atlantic	33.3	1,298	32.0	1,232
Pacific	17.5	682	17.3	666
Mountain	12.2	476	15.3	589
STATES				
Florida	31.7	1,236	31.3	1,205
New York	29.0	1,131	27.8	1,071
California	16.0	624	16.1	620
Nevada	**	**	12.4	478
CITIES				
New York City-WP-Wayne	28.1	1,096	27.4	1,055
Orlando	21.3	831	21.8	839
Las Vegas	**	**	12.3	474
Los Angeles	**	**	8.8	339
San Francisco	9.1	355	**	**

Notes:

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

(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 incident 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: Estimate not shown due to sample size fewer than 400 for this year. This profile shows only a portion of the 35 travel characteristics data reported on international arrivals to the U.S. Additional information may be obtained for a fee. To learn more, please visit our website: <http://tinet.ita.doc.gov/research/programs/ifs/index.html>

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

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinet.ita.doc.gov/research/programs/ifs/customized.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 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.

Survey of International Air Travelers: Table Number and Description

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Interested in obtaining data for your organization?

OTTI collects, analyzes and disseminates international travel and tourism statistics from the U.S. Travel and Tourism Statistical System and produces visitation data tables, including a business and pleasure arrivals rate of change analysis and detailed region, country and port analyses.

To learn more, you are encouraged to visit:

<http://tinet.ita.doc.gov/research/programs/ifs/customized.html>

For OTTI programs of interest visit:

<http://www.tinet.ita.doc.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (I-92)
- Canadian Statistics
- Survey of International Air Travelers (SIAT)
- Forecast of International Arrivals to the United States
- U.S. Travel and Tourism Exports, Imports and the Balance of Trade
- U.S. Travel and Tourism Satellite Accounts
- Travel Trade Barometer

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