

U.S. Department of Commerce  
International Trade Administration



National Travel and Tourism Office

# **2013** Market Profile: United Kingdom



# 2013 Market Profile: United Kingdom

## Visitation Trends (Arrivals)

[Thousands of United Kingdom Visitors]	2006	2007	2008	2009	2010	2011	2012	2013	Change 2013/2006
Total Arrivals	4,176	4,498	4,565	3,899	3,851	3,835	3,763	3,835	-341
Percentage Change (%)	-4	8	1	-15	-1	0	-2	2	-8

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2006 <sup>r</sup>	2007 <sup>r</sup>	2008 <sup>r</sup>	2009 <sup>r</sup>	2010 <sup>r</sup>	2011 <sup>r</sup>	2012 <sup>r</sup>	2013 <sup>r</sup>	Change 2013/2006
Total Travel and Tourism Exports <sup>1</sup>	\$12,278	\$14,220	\$16,196	\$11,581	\$12,279	\$13,050	\$13,290	\$13,200	\$922
Travel (all purposes including education)	\$9,914	\$11,402	\$12,635	\$9,036	\$9,595	\$10,045	\$10,127	\$9,834	-\$80
Of which: Education Related	\$229	\$243	\$256	\$272	\$286	\$300	\$318	\$338	\$109
Of which: Other Business/ Personal Travel	\$9,513	\$10,999	\$12,212	\$8,591	\$9,118	\$9,539	\$9,596	\$9,275	-\$238
Passenger Air Transportation	\$2,364	\$2,818	\$3,561	\$2,545	\$2,684	\$3,005	\$3,163	\$3,366	\$1,002
Change (%) in Total Exports	-6	16	14	-28	6	6	2	-1	8

<sup>(1)</sup> International standards now use a broader definition of travel than previously used, which includes education-related and health-related travel, as well as expenditures on goods and services by border, seasonal, and other short-term workers in the United States.

For more information, please visit: <http://travel.trade.gov/pdf/restructuring-travel.pdf>

<sup>(r)</sup> Revised (December 2014).

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 6 of 9)	2012 (Percent)	2013 (Percent)	Point Change (2)
Airlines	55	53	-2.5
Online Travel Agency	31	31	0.6
Personal Recommendation	20	20	0.2
Travel Agency Office	18	18	-0.2
Travel Guides	11	12	0.6
Tour Operator/Travel Club	12	12	-0.3

# 2013 Market Profile: United Kingdom

## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	63	64	0.4
Visit Friends/Relatives	18	18	-0.4
Business	11	11	-0.3
Convention/Conference/Trade Show	5	5	0.3

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2012 (Percent)	2013 (Percent)	Point Change (2)
Vacation/Holiday	72	72	-0.5
Visit Friends/Relatives	28	29	1.9
Business	13	13	0.1
Convention/Conference/Trade Show	6	7	0.3
NET PURPOSES OF TRIP:			
Leisure & VFR	85	84	-0.9
Business & Convention	17	17	-0.1

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 6 of 11)	2012 (Percent)	2013 (Percent)	Point Change (2)
Taxicab/Limousine	42	43	0.9
Rented Auto	36	34	-2.2
City Subway/Tram/Bus	32	33	1.1
Auto, Private or Company	31	32	0.6
Air Travel between U.S. Cities	23	22	-1.6
Ferry/River Taxi/Srt Scenic Cruise	13	13	0.4

# 2013 Market Profile: United Kingdom

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 22)	2012 (Percent)	2013 (Percent)	Point Change (2)
Shopping	88	88	-0.3
Sightseeing	81	80	-0.8
Experience Fine Dining	40	39	-0.7
National Parks/Monuments	36	37	1.2
Small Towns/Countryside	34	32	-1.8
Historical Locations	31	31	-0.4
Amusement/Theme Parks	27	30	3.1
Guided Tours	28	30	1.2
Art Gallery/Museum	28	29	0.7
Concert/Play/Musical	20	19	-0.8

## Select Traveler Characteristics

Traveler Characteristics	2012	2013	Change (2)
Advance Trip Decision Time (mean days)	128	134	6.2
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	18	18	0.1
First International Trip to the U.S.	14	14	0.3
Length of Stay in U.S. (mean nights)	14.2	12.9	-1.3
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	74	74	0.5
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	80	78	-1.3
Average # of Nights in Hotel/Motel	9.2	8.8	-0.4
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	51	53	1.7
Household Income (mean average)	\$123,674	\$118,775	-\$4,899
Household Income (median average)	\$94,185	\$90,099	-\$4,086
Average Age: Female (among adults)	44	44	0.5
Average Age: Male (among adults)	44	43	-1.3

# 2013 Market Profile: United Kingdom

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2012 (Percent)	Volume 2012 (000)	Market Share 2013 (Percent)	Volume 2013 (000)
<b>Regions</b>				
South Atlantic	38.2	1,438	36.0	1,381
Middle Atlantic	31.3	1,178	34.0	1,304
Pacific	18.9	711	18.4	706
Mountain	14.0	527	14.0	537
<b>States</b>				
New York	28.0	1,054	29.6	1,135
Florida	28.9	1,088	27.8	1,066
California	17.2	647	17.2	660
Nevada	10.8	406	**	**
<b>Cities</b>				
New York City	27.4	1,031	29.1	1,116
Orlando	19.4	730	19.8	759
Las Vegas	10.5	395	**	**

Note: 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: This profile shows only a portion of the 37 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://travel.trade.gov/research/index.html>

For a list of the states that comprise each census region, please visit: [http://travel.trade.gov/outreachpages/census\\_regions.html](http://travel.trade.gov/outreachpages/census_regions.html)

Interested in data for your destination? NTTO sells custom reports. To learn more, go to: <http://travel.trade.gov/research/programs/ifs/customized.html>

Source: U.S. Department of Commerce, ITA, National Travel & Tourism Office; 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-seven tables are then populated. This report, which was constructed using just a fraction of the data available, summarizes what we know about United Kingdom travelers who visit the United States.

### Survey of International Air Travelers: Table Number and Description

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Table 3	Advance Trip Decision	Table 22	Port of Entry
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# Interested in obtaining data for your organization?

One of the unique features of the Survey program is its 'data-mining' potential. The Survey research data, collected from the questionnaire, is maintained in a computer database. Therefore, customized reports, special tables and data files are available.

To learn more, go to: <http://travel.trade.gov/research/programs/ifs/index.html>

## For NTTO programs of interest visit:

<http://travel.trade.gov/research/index.html>

- Summary of International Travel to the United States (I-94)
- U.S. International Air Traveler Statistics (APIS, formerly I-92)
- Survey of International Air Travelers (SIAT)
- Canadian Statistics
- 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

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