

U.S. Department of Commerce
International Trade Administration



Office of Travel and Tourism Industries

2011 Market Profile: United Kingdom



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Visitation Trends (Arrivals)

[Thousands of U.K. Visitors]	2004	2005	2006	2007	2008	2009	2010	2011	Change 2011/2004
Total Arrivals	4,303	4,345	4,176	4,498	4,565	3,899	3,851	3,835	-467
Percentage Change (%)	9	1	-4	8	1	-15	-1	0	-11

Spending Trends (Exports)

[Millions of U.S. Dollars]	2004	2005	2006	2007	2008	2009	2010	2011 ^r	Change 2011/2004
Total Travel & Tourism Exports ⁽¹⁾	\$12,655	\$13,492	\$13,310	\$14,938	\$16,716	\$11,429	\$11,302	\$11,974	-\$681
Travel Receipts	\$9,701	\$10,824	\$10,946	\$12,120	\$13,155	\$8,884	\$8,618	\$8,968	-\$733
Passenger Fare Receipts	\$2,954	\$2,668	\$2,364	\$2,818	\$3,561	\$2,545	\$2,684	\$3,006	\$52
Change (%) in Total Exports	12	7	-1	12	12	-32	-1	6	-5

(r) Revised.

Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2010 (Percent)	2011 (Percent)	Point Change (2)
Personal Computer	48	48	-0.7
Travel Agency	30	30	-0.6
Airlines Directly	27	27	0.4
Friends/Relatives	15	15	-0.2

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Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	63	60	-3.3
Visit Friends/Relatives	20	22	1.7
Business/Professional	14	15	0.7
Convention/Conference	2	2	0.1
Study/Teaching	1	2	0.6

All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Leisure/Rec./Holidays	75	72	-2.3
Visit Friends/Relatives	31	32	1.1
Business/Professional	16	17	1.0
Convention/Conference	4	4	0.1
NET PURPOSES OF TRIP:			
Leisure & VFR	87	87	-0.9
Business & Convention	18	19	1.4

Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2010 (Percent)	2011 (Percent)	Point Change (2)
Taxi/Cab/Limousine	46	46	0.0
Rented Auto	33	31	-1.6
Company or Private Auto	24	25	1.0
City Subway/Tram/Bus	22	21	-0.7
Airlines in U.S.	20	18	-2.1

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2010 (Percent)	2011 (Percent)	Point Change (2)
Dining in Restaurants	94	94	0.1
Shopping	88	87	-1.6
Sightseeing in Cities	45	44	-0.6
Visit Historical Places	42	41	-1.3
Amusement/Theme Parks	34	32	-2.3
Visit Small Towns	27	26	-1.1
Water Sports/Sunbathing	28	25	-2.3
Cultural Heritage Sites	25	23	-2.2
Art Gallery/Museum	22	21	-0.9
Visit National Parks	21	20	-1.0
Touring Countryside	22	20	-1.6

Select Traveler Characteristics

Traveler Characteristics	2010	2011	Change (2)
Advance Trip Decision Time (mean days)	130	128	-2.1 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	22%	18%	-3.2 pts.
First International Trip to the U.S.	17%	18%	0.7 pts.
Length of Stay in U.S. (mean nights)	13.7	14.6	0.9 nights
Length of Stay in U.S. (median nights)	11	10	-1 nights
Number of States Visited (% 1 state)	72%	72%	0.6 pts.
Average Number of States Visited	1.4	1.5	0.1 states
Hotel/Motel (% 1+ nights)	80%	78%	-2.0 pts.
Average # of Nights in Hotel/Motel	8.5	8.8	0.3 nights
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	48%	48%	0.3 pts.
Household Income (mean average)	\$102,800	\$106,600	\$3,800
Household Income (median average)	\$89,400	\$94,100	\$4,700
Average Age: Female	43	43	-0.4 years
Average Age: Male	47	44	-2.8 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2010 (Percent)	Volume 2010 (000)	Market Share 2011 (Percent)	Volume 2011 (000)
REGIONS				
South Atlantic	41.2	1,587	38.4	1,473
Middle Atlantic	32.0	1,232	32.7	1,254
Pacific	17.3	666	18.9	725
Mountain	15.3	589	14.7	564
STATES				
Florida	31.3	1,205	29.6	1,135
New York	27.8	1,071	28.5	1,093
California	16.1	620	17.7	679
Nevada	12.4	478	11.4	437
CITIES				
New York City-WP-Wayne	27.4	1,055	27.9	1,070
Orlando	21.8	839	20.0	767
Las Vegas	12.3	474	11.1	426
Los Angeles	8.8	339	9.4	361
San Francisco	**	**	8.0	307

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://tinnet.ita.doc.gov/research/programs/ifs/index.html>

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

Interested in data for your destination? OTTI sells custom reports. To learn more, go to: <http://www.tinnet.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

Publication Date: May 2012

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.

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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

U.S. Department of Commerce

International Trade Administration
Manufacturing and Services
Office of Travel and Tourism Industries
1401 Constitution Ave, NW
Washington, D.C. 20230
Phone: (202) 482-0140
Fax: (202) 482-2887
otti@trade.gov

<http://tinet.ita.doc.gov>