



# Manufacturing and Services

## Office of Travel and Tourism Industries

# 2007 Market Profile: United Kingdom



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## Visitation Trends (Arrivals)

[Thousands of U.K. Visitors]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Arrivals	4,703	4,097	3,817	3,936	4,303	4,345	4,176	4,498	-205
Percentage Change (%)	11%	-13%	-7%	3%	9%	1%	-4%	8%	-4%

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2000	2001	2002	2003	2004	2005	2006	2007	Change 2007/2000
Total Travel & Tourism Exports (1)	\$12,704	\$11,308	\$10,990	\$11,259	\$12,655	\$13,492	\$13,310	\$14,938	\$2,234
Travel Receipts	\$9,957	\$8,587	\$8,177	\$8,579	\$9,576	\$10,684	\$10,775	\$11,936	\$1,979
Passenger Fare Receipts	\$2,747	\$2,721	\$2,813	\$2,680	\$3,079	\$2,808	\$2,535	\$3,002	\$255
Change (%) in Total Exports	16%	-11%	-3%	2%	12%	7%	-1%	12%	18%

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2006	2007	% Point Change (2)
Personal Computer	46%	46%	0 pts.
Travel Agency	32%	31%	-1 pt.
Airlines Directly	23%	20%	-3 pts.
Friends/Relatives	16%	13%	-3 pts.

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	63%	58%	-6 pts.
Business/Professional	11%	22%	11 pts.
Visit Friends/Relatives (VFR)	22%	17%	-5 pts.
Convention/Conference	2%	2%	0 pts.

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2006	2007	% Point Change (2)
Leisure/Rec./Holidays	76%	68%	-8 pts.
Visit Friends/Relatives (VFR)	35%	27%	-7 pts.
Business/Professional	14%	24%	10 pts.
Convention/Conference	4%	4%	0 pts.
NET PURPOSES OF TRIP:			
Leisure & VFR	91%	81%	-11 pts.
Business & Convention	16%	26%	10 pts.

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2006	2007	% Point Change (2)
Taxi/Cab/Limousine	44%	47%	3 pts.
Rented Auto	34%	33%	-1 pt.
Company or Private Auto	23%	22%	-2 pts.
City Subway/Tram/Bus	21%	19%	-2 pts.
Airlines in U.S.	18%	18%	0 pts.

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## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2006	2007	% Point Change (2)
Dining in Restaurants	93%	93%	0 pts.
Shopping	90%	87%	-2 pts.
Sightseeing in Cities	46%	39%	-7 pts.
Visit Historical Places	42%	36%	-6 pts.
Amusement/Theme Parks	37%	35%	-2 pts.
Water Sports/Sunbathing	26%	26%	0 pts.
Visit Small Towns	26%	22%	-4 pts.
Cultural Heritage Sites	23%	21%	-2 pts.
Art Gallery/Museum	21%	19%	-2 pts.
Guided Tours	21%	18%	-3 pts.
Visit National Parks	20%	18%	-3 pts.

## Select Traveler Characteristics

Traveler Characteristics	2006	2007	Change (2)
Advance Trip Decision Time (mean days)	120	114	-5 days
Advance Trip Decision Time (med. days)	90	60	-30 days
Prepaid Package	22%	22%	0 pts.
First International Trip to the U.S.	17%	16%	-1 pt.
Length of Stay in U.S. (mean nights)	13.5	12.3	-1 night
Length of Stay in U.S. (median nights)	10	9	-1 night
Number of States Visited (% 1 state)	72%	76%	4 pts.
Average Number of States Visited	1.4	1.4	0 pts.
Hotel/Motel (% 1+ nights)	77%	82%	5 pts.
Average # of Nights in Hotel/Motel	7.9	8.0	0 nights
Travel Party Size (mean # of persons)	1.9	1.8	-0.1
Gender: % Male	53%	55%	2 pts.
Household Income (mean average)	\$107,400	\$125,300	\$17,900
Household Income (median average)	\$95,800	\$117,000	\$21,200
Average Age: Female	43	41	-1 year
Average Age: Male	46	44	-1 year

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2006	Volume 2006 (000)	Market Share 2007	Volume 2007 (000)
<b>REGIONS</b>				
South Atlantic	38.6%	1,612	38.4%	1,727
Middle Atlantic	32.3%	1,349	32.7%	1,471
Pacific	19.6%	819	18.2%	819
<b>STATES / TERRITORIES</b>				
Florida	32.1%	1,341	31.0%	1,394
New York	28.8%	1,203	28.3%	1,273
California	18.0%	752	17.0%	765
<b>CITIES</b>				
New York City	28.0%	1,169	27.5%	1,237
Orlando	23.3%	973	22.0%	990
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](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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