

U.S. Department of Commerce  
International Trade Administration



Office of Travel and Tourism Industries

# **2009** Market Profile: United Kingdom



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## Visitation Trends (Arrivals)

[Thousands of U.K. Visitors]	2002	2003	2004	2005	2006	2007	2008	2009	Change 2009/2002
Total Arrivals	3,817	3,936	4,303	4,345	4,176	4,498	4,565	3,899	82
Percentage Change (%)	-7	3	9	1	-4	8	1	-15	2

## Spending Trends (Exports)

[Millions of U.S. Dollars]	2002	2003	2004	2005	2006	2007	2008	2009r	Change 2009/2002
Total Travel & Tourism Exports <sup>(1)</sup>	\$10,990	\$11,259	\$12,655	\$13,492	\$13,310	\$14,938	\$16,716	\$11,429	\$439
Travel Receipts	\$8,177	\$8,579	\$9,576	\$10,684	\$10,775	\$11,936	\$12,978	\$8,753	\$576
Passenger Fare Receipts	\$2,813	\$2,680	\$3,079	\$2,808	\$2,535	\$3,002	\$3,738	\$2,676	-\$137
Change (%) in Total Exports	-3	2	12	7	-1	12	12	-32	4

(r) Revised June 2010.

## Information Sources Used for Trip Planning

Information Sources Used (multiple response: top 4 of 12)	2008 (Percent)	2009 (Percent)	Point Change (2)
Personal Computer	48	48	-0.1
Travel Agency	29	29	-0.9
Airlines Directly	23	26	2.8
Friends/Relatives	13	15	2.0

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## Main Purpose of Trip

Main Purpose of Trip (top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	59	62	3.0
Visit Friends/Relatives	17	18	1.7
Business/Professional	20	17	-3.5
Convention/Conference	3	2	-1.1

## All Purposes of Trip

Purpose of Trip (multiple response--top 4 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Leisure/Rec./Holidays	70	72	2.1
Visit Friends/Relatives	28	29	1.5
Business/Professional	23	18	-4.8
Convention/Conference	5	3	-1.6
NET PURPOSES OF TRIP:			
Leisure & VFR	82	85	2.9
Business & Convention	25	20	-5.2

## Transportation Used in the United States

Transportation Types Used in United States (multiple response--top 5 of 8)	2008 (Percent)	2009 (Percent)	Point Change (2)
Taxi/Cab/Limousine	46	45	-0.7
Rented Auto	34	31	-2.9
Company or Private Auto	24	24	-0.3
City Subway/Tram/Bus	22	22	0.2
Airlines in U.S.	20	18	-1.9

# 2009 Market Profile: United Kingdom

## Activity Participation While in the United States

Activity Participation While in the U.S. (multiple response--top 10 of 25)	2008 (Percent)	2009 (Percent)	Point Change (2)
Dining in Restaurants	94	93	-0.5
Shopping	88	87	-1.5
Sightseeing in Cities	42	44	2.2
Visit Historical Places	37	40	2.3
Amusement/Theme Parks	32	32	0.3
Visit Small Towns	26	25	-0.8
Water Sports/Sunbathing	26	25	-0.6
Cultural Heritage Sites	21	23	1.7
Visit National Parks	20	21	0.8
Art Gallery/Museum	19	21	1.2

## Select Traveler Characteristics

Traveler Characteristics	2008	2009	Change (2)
Advance Trip Decision Time (mean days)	118	121	2.3 days
Advance Trip Decision Time (median days)	90	90	0.0 days
Prepaid Package	19%	18%	-1.3 pts.
First International Trip to the U.S.	15%	17%	2.4 pts.
Length of Stay in U.S. (mean nights)	13.6	13.5	-0.1 nights
Length of Stay in U.S. (median nights)	10	10	0 nights
Number of States Visited (% 1 state)	72%	73%	1.6 pts.
Average Number of States Visited	1.4	1.4	0.0 states
Hotel/Motel (% 1+ nights)	81%	81%	-0.5 pts.
Average # of Nights in Hotel/Motel	8.2	8.3	0.1 nights
Travel Party Size (mean # of persons)	1.8	1.8	0.0
Gender: % Male (among adults)	53%	51%	-1.9 pts.
Household Income (mean average)	\$121,900	\$104,600	-\$17,300
Household Income (median average)	\$112,600	\$90,400	-\$22,200
Average Age: Female	43	42	-0.3 years
Average Age: Male	44	45	0.6 years

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

Visitation to U.S. Destinations/Regions (3)	Market Share 2008 (Percent)	Volume 2008 (000)	Market Share 2009 (Percent)	Volume 2009 (000)
<b>REGIONS</b>				
South Atlantic	37.8	1,726	40.8	1,591
Middle Atlantic	34.5	1,575	33.3	1,298
Pacific	19.5	890	17.5	682
Mountain	12.0	548	12.2	476
New England	7.0	320	**	**
<b>STATES</b>				
Florida	30.3	1,383	31.7	1,236
New York	29.6	1,351	29.0	1,131
California	17.8	813	16.0	624
<b>CITIES</b>				
New York City	29.1	1,328	28.1	1,096
Orlando	21.0	959	21.3	831
San Francisco	10.2	466	9.1	355
Los Angeles	7.7	351	**	**

(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 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

### **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  
[tinet\\_info@mail.doc.gov](mailto:tinet_info@mail.doc.gov)

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