

U.S. Department of Commerce
International Trade Administration



National Travel and Tourism Office

2014 Market Profile: United Kingdom



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Visitation Trends (Arrivals)

[Thousands of Visitors]	2007	2008	2009	2010	2011	2012	2013	2014	Change 2014/2007
Total Arrivals	4,498	4,565	3,899	3,851	3,835	3,763	3,835	3,973	-525
Percentage Change (%)	8	1	-15	-1	0	-2	2	4	-12

Spending Trends (Exports)

[Millions of U.S. Dollars]	2007	2008	2009	2010	2011	2012	2013	2014 ^p	Change 2014/2007
Total Travel and Tourism Exports ¹	\$14,220	\$16,196	\$11,581	\$12,279	\$13,050	\$13,290	\$13,200	\$13,239	-\$981
Travel (all purposes including education)	\$11,402	\$12,635	\$9,036	\$9,595	\$10,045	\$10,127	\$9,834	\$10,011	-\$1,391
Of which: Education Related	\$243	\$256	\$272	\$286	\$300	\$318	\$338	October	-
Of which: Other Business/ Personal Travel	\$10,999	\$12,212	\$8,591	\$9,118	\$9,539	\$9,596	\$9,275	October	-
Passenger Air Transportation ²	\$2,818	\$3,561	\$2,545	\$2,684	\$3,005	\$3,163	\$3,366	\$3,228	\$410
Change (%) in Total Exports	16	14	-28	6	6	2	-1	0	-7

⁽¹⁾ 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>

⁽²⁾ The Bureau of Economic Analysis no longer publishes country-specific passenger fare estimates until October; therefore, an estimate was used for 2014.

^(p) Preliminary, subject to future revisions. Education-related and other business/personal travel spending will be available in October 2015.

Information Sources Used for Trip Planning

Information Sources Used (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Airlines	53	53	0.4
Online Travel Agency	31	35	3.5
Personal Recommendation	20	21	0.6
Travel Agency Office	18	18	0.0
Tour Operator/Travel Club	12	12	0.4
Travel Guides	12	12	-0.3
Corporate Travel Dept.	11	10	-1.4
National/State/City Travel Office	4	4	-0.2
Other	4	5	0.9

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Main Purpose of Trip

Main Purpose of Trip	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	64	66	2.6
Visit Friends/Relatives	18	18	0.4
Business	11	9	-1.2
Convention/Conference/Trade Show	5	4	-0.7
Education	2	1	-0.4
Health Treatment	0	0	0.0
Religion/Pilgrimages	0	0	-0.1
Other	1	1	-0.7

All Purposes of Trip

Purpose of Trip (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Vacation/Holiday	72	75	2.9
Visit Friends/Relatives	29	28	-1.4
Business	13	12	-1.5
Convention/Conference/Trade Show	7	5	-1.4
Education	3	2	-0.2
Religion/Pilgrimages	1	0	-0.1
Health Treatment	0	0	-0.1
Other	2	1	-0.9
NET PURPOSES OF TRIP:			
Leisure & VFR	84	87	2.4
Business & Convention	17	16	-1.7

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Activity Participation While in the United States

Activity Participation While in the U.S. (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Shopping	88	88	0.3
Sightseeing	80	81	1.0
National Parks/Monuments	37	38	1.0
Experience Fine Dining	39	36	-3.1
Small Towns/Countryside	32	31	-0.4
Historical Locations	31	30	-0.3
Guided Tours	30	30	0.1
Amusement/Theme Parks	30	29	-1.3
Art Gallery/Museum	29	27	-1.4
Concert/Play/Musical	19	20	1.2
Sporting Event	15	15	0.7
Nightclubbing/Dancing	13	15	2.1
Cultural / Ethnic Heritage Sites	14	14	0.1
Casinos/Gamble	12	12	0.6
Water Sports	7	8	1.7
Camping/Hiking	4	5	0.9
Golfing/Tennis	5	5	-0.4
American Indian Communities	3	4	0.6
Environ./Eco. Excursions	3	3	0.7
Hunting/Fishing	2	2	0.4
Snow Sports	2	2	0.1
Other	2	2	-0.2



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Transportation Used in the United States

Transportation Types Used in United States (multiple responses)	2013 (Percent)	2014 (Percent)	Point Change ⁽²⁾
Taxicab/Limousine	43	40	-3.3
Rented Auto	34	33	-0.8
City Subway/Tram/Bus	33	32	-0.9
Auto, Private or Company	32	31	-1.5
Air Travel between U.S. Cities	22	22	0.3
Ferry/River Taxi/Srt Scenic Cruise	13	13	-0.3
Bus between Cities	12	12	0.5
Cruise Ship/River Boat 1+ Nights	6	7	1.1
Railroad between Cities	7	6	-0.8
Rented Bicycle/Motorcycle/Moped	2	3	0.7
Motor Home/Camper	1	1	-0.2

Select Traveler Characteristics

Traveler Characteristics	2013	2014	Change ⁽²⁾
Advance Trip Decision Time (mean days)	134	142	7.6
Advance Trip Decision Time (median days)	90	90	0.0
Prepaid Package	18	20	1.6
First International Trip to the U.S.	14	16	1.4
Length of Stay in U.S. (mean nights)	12.9	14.1	1.2
Length of Stay in U.S. (median nights)	10	10	0.0
Number of States Visited (% 1 state)	74	76	1.9
Average Number of States Visited	1.4	1.4	0.0
Hotel/Motel (% 1+ nights)	78	79	0.8
Average # of Nights in Hotel/Motel	8.8	9.2	0.4
Travel Party Size (mean # of persons)	1.7	1.7	0.0
Gender: % Male (among adults)	53	49	-3.7
Household Income (mean average)	\$118,775	\$116,131	-\$2,644
Household Income (median average)	\$90,099	\$90,000	-\$99
Average Age: Female (among adults)	44	43	-1.3
Average Age: Male (among adults)	43	44	1.3

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

Visitation to U.S. Destinations/Regions ⁽³⁾	Market Share 2013 (Percent)	Volume 2013 (000)	Market Share 2014 (Percent)	Volume 2014 (000)
Regions				
South Atlantic	36.0	1,381	38.1	1,514
Middle Atlantic	34.0	1,304	32.0	1,271
Pacific	18.4	706	17.3	687
Mountain	14.0	537	14.2	564
States				
Florida	27.8	1,066	28.9	1,148
New York	29.6	1,135	28.7	1,140
California	17.2	660	16.2	644
Nevada	**	**	11.4	453
Cities				
New York City	29.1	1,116	28.1	1,116
Orlando	19.8	759	18.7	743
Las Vegas	**	**	11.1	441

- (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.
- (p) Estimate is preliminary and subject to revision.

Note: This profile shows only a portion of the 37 travel characteristics data reported on international arrivals to the United States. 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

Interested in data for your destination? The 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 the international traveler who visits the United States.

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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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