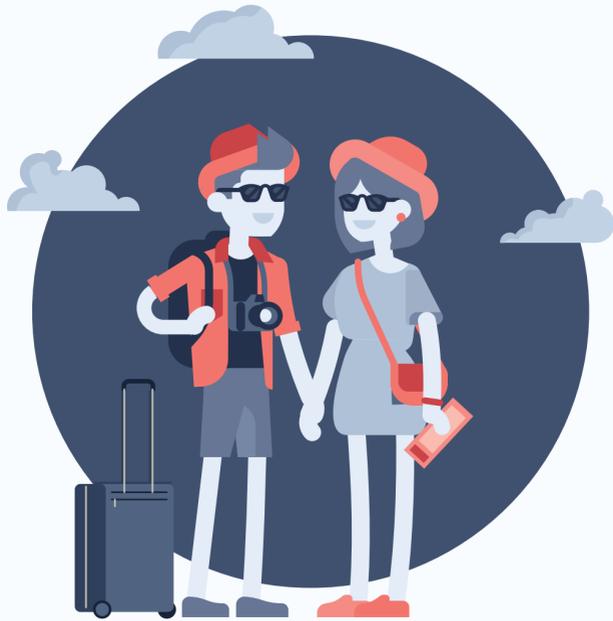


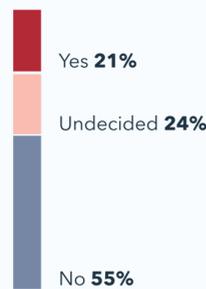
A Perspective on UK Tourists in the U.S.



UK respondents who are planning to travel to the U.S. in the next 12 months are more likely to be male, from a higher income group, young, and educated

65% INTERACT WITH OFFICIAL TOURISM BOARD

Are you planning to travel to the U.S. in the next 12 months?



Income

Average Income
 ● UK Outbound
 ● All Respondents
£37.4k
£28.9k

Gender

57%

43%

Age

Gen Z
 16% - 21%

Millennials
 28% - 33%

UK travelers to the U.S. are planning to travel with...



of those planning to travel to the U.S. would typically visit an official tourism board website before they travel

TOP INFO EXPECTED

Ticket bookings for events	25%
Discounts and offers	25%
Landmark info	24%
Restaurants/cafes	24%
Sightseeing info	23%
Reviews from other tourists	22%

ATTITUDES TOWARD PLANNING TRAVEL

% of all UK respondents planning to travel to the U.S. vs all UK general respondents who rate themselves on a scale of travel attitudes from 1 - 5

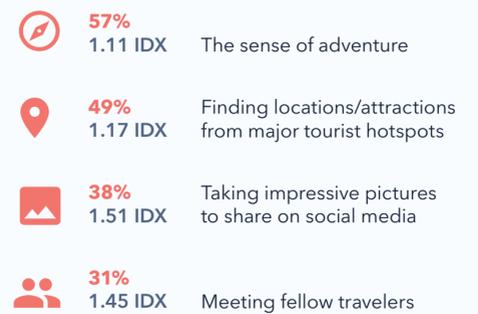
KEY: UK Outbound All Respondents



UK respondents planning to travel to the U.S. have different attitudes to how they plan travel vs the rest of the UK population - they prefer an element of spontaneity, would rather have a tailored vs package holiday, and are willing to spend a lot more money on international travel

MOST ENJOYABLE ELEMENTS OF TRAVELING FOR THOSE PLANNING TO TRAVEL TO THE U.S.

% of all UK respondents planning to travel to the U.S. who report they most enjoy the following aspects of traveling



SOURCES OF TRAVEL INSPIRATION AMONG UK RESPONDENTS PLANNING TO TRAVEL TO THE U.S. IN THE NEXT 12 MONTHS...

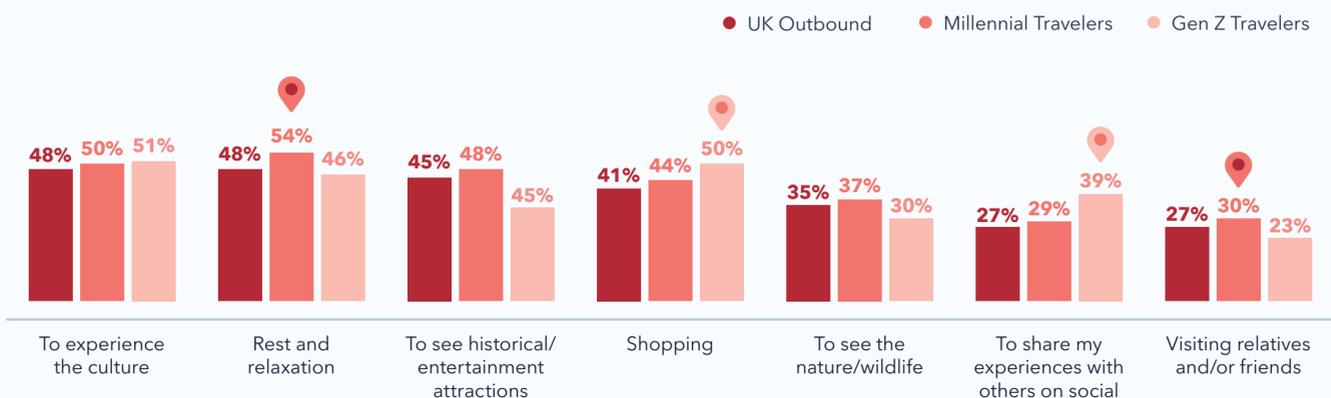
% of respondents who report the following channels as main sources of inspiration/discovery for planning holidays



Because they tend to skew younger, UK respondents planning to travel to the U.S. over-index in their enjoyment of certain aspects of the travel experience - including meeting fellow travelers and sharing their pictures on social media. They are also more likely to use digital sources of information, such as travel sites, friends' posts about their holidays on social media, video sites, and blogs for travel inspiration.

REASONS FOR TRAVELING TO THE U.S.

For Millennial travelers, rest and relaxation is a key driver for visiting the U.S., as is visiting relatives and/or friends. Additional activities that appeal to Millennials especially include city activities, outdoor activities, and concerts/festivals. For Gen Zers, shopping is a big driver for their U.S. visits - as is sharing their experiences with others on social media. Like Millennials, they enjoy concerts/festivals, but are especially interested in road trips and theme parks.



MOST APPEALING ACTIVITIES IN THE U.S. FOR TRAVELERS



PERSONAL IMPORTANCE OF TRAVEL

"Travelling to other countries and experiencing other cultures is very important to me" % NET Agree



UK respondents planning to travel to the U.S. unsurprisingly place high importance to travel and experiencing other cultures, much more so than typical UK residents. This is especially true for Gen Z travelers to the U.S., which reinforces the common notion that younger generations value experiences above material things.

Unless stated otherwise, all figures are taken from a bespoke 2018 online research study among 3,149 internet users aged 16-64 in the UK
 **UK Outbound' is defined as respondents who reported that they were planning to travel to the U.S. in the next 12 months.