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U.S. Commercial Service
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Europe & UK



United Kingdom



Germany



Italy



- European Union (EU): 27 member countries
- United Kingdom (UK) left the EU on 31 December 2020





UK Market for Travel to Indian Country

- **UK market/economy overview**
- **UK Traveler to USA**
- **What influences UK Travelers**
- **UK Tourism to American Indian Communities**
- **Travel Restrictions from UK**
- **UK Distribution Channels**
- **UK Booking Trends for 2022**
- **Recommendations for selling in the UK**
- **Partnering and Resources**



UK Market



- UK central government in London, set rules for all UK businesses, including regulations, standards, taxation etc.

+ Also sets plans/budgets/rules for England

- Devolved governments run their country in relation to matters that are devolved from London, which include: the economy, education, health, justice, rural affairs, housing, environment, equal opportunities, transport and local taxation.



Scotland –Edinburgh



Wales – Cardiff



Northern Ireland - Belfast



UK Market

- Population: 67.8 million
- World's fifth largest economy
- Europe's second largest economy
- No longer a member of the EU, so free to negotiate/sign Free Trade Agreements with any country
- The UK Gov has supported businesses during the pandemic; however, the hospitality, travel and tourism are two sectors that have suffered the greatest financial impact over the past 2 years
- UK economy is predicted to grow the fastest of the G7 countries in 2022
- All COVID restrictions have now been removed and the WHO is forecasting that the UK could be the first country in the northern hemisphere to transition from pandemic to endemic
- Cost of living increase due to rising inflation, new tax increases etc. could result in a decrease in a household's disposable income in 2022 and beyond

UK Traveler to USA



- The UK is a mature and highly development market and the travel and tourism sector is no expectation
- Target audience: affluent families, young professionals and baby boomers (55+) with 4-5 weeks annual leave & peak family travel late July – early Sept
- With no international travel allowed for the past 2 years, there is a pent-up demand to travel internationally
- Independent travelers - city breaks, longer fly-drives tours, experiential trips, discovering America's history
- The UK is by far the largest country for international visitors to the US. In 2019 the figure topped 4.8 million UK, compared with 466K in 2021, the lowest for over 4 decades due to the travel restrictions during the pandemic
- 65.3% of UK travelers visit the U.S. for vacation/leisure purpose in 2019
- For Long haul travel, especially to the US, they book well in advance 3-6 months, even 12 months for family packages, as they have to travel during school holidays. Average stay on a US trip is 14 nights
- Destination US tops the wish list for UK travelers in 2022. Top US destinations are Florida, New York, Las Vegas and California



What influences UK Travelers

- Print/Digital/social media campaigns – by airlines/tour operators/tourist boards/DMOs to communicate destination/product experiences
- All UK national newspaper include an impressive travel sections, with destination features by respected travel journalists, ads etc., in their weekend editions (Saturday and Sunday), all of which are widely read.
- Respected Influencers, with big followings on their social media channels, who feature posts from their travels
- Experiential, cultural and sustainable elements are now very important considerations in a travelers decision making process
- Ease of access – direct flights vs. traveling via other cities/entry points
- What's included in the package/tour – with the expectation of high safety and service standards



UK Tourism to American Indian Communities

- In 2019 3.6% of all visitors from the UK visited American Indian Communities
- Most popular activities for UK visitor to the US are:
 - General: Shopping, Dining, Sightseeing, Theme Parks, Attractions, National Parks
 - AIC: Sightseeing, Shopping, Dining, Cultural Heritage Sites, National Parks & Historic Locations
- UK visitors to Indian country are more likely to be repeat visitor on their 3rd or 4th trip to the US, and are seasoned travelers who are looking to explore more of the undiscovered America
- Culture, staying in local/boutique hotels/B&B's and authentic dining experiences are a plus
- UK travelers are comfortable renting a car and heading off on a self-drive tour



Travel Regulations from UK

- UK visitors traveling to the U.S. need to be fully vaccinated and have a negative COVID-19 test with 24 hrs of departure
- Every passenger must complete a US Government attestation form before travel. The form/information is collected by the airlines.
- Recovered COVID patients with only one vaccination are not eligible to travel
- Unvaccinated children travelling with vaccinated adults are exempt from quarantine unless they test positive for COVID 3-5 days after
- There is some confusion about where children can go (enter) as cities/States have varying rules for unvaccinated children
- All COVID restrictions, apart for mask wearing on public transport and in some public spaces have now been lifted in the UK - there is hope that the US will follow suite before the main summer travel season and remove pre-departure testing requirement
- Consumers are looking for flexible options and guarantees they will be allowed to rebook or get a refund if they have to cancel

UK Distribution Channels



All have an online presence/booking option

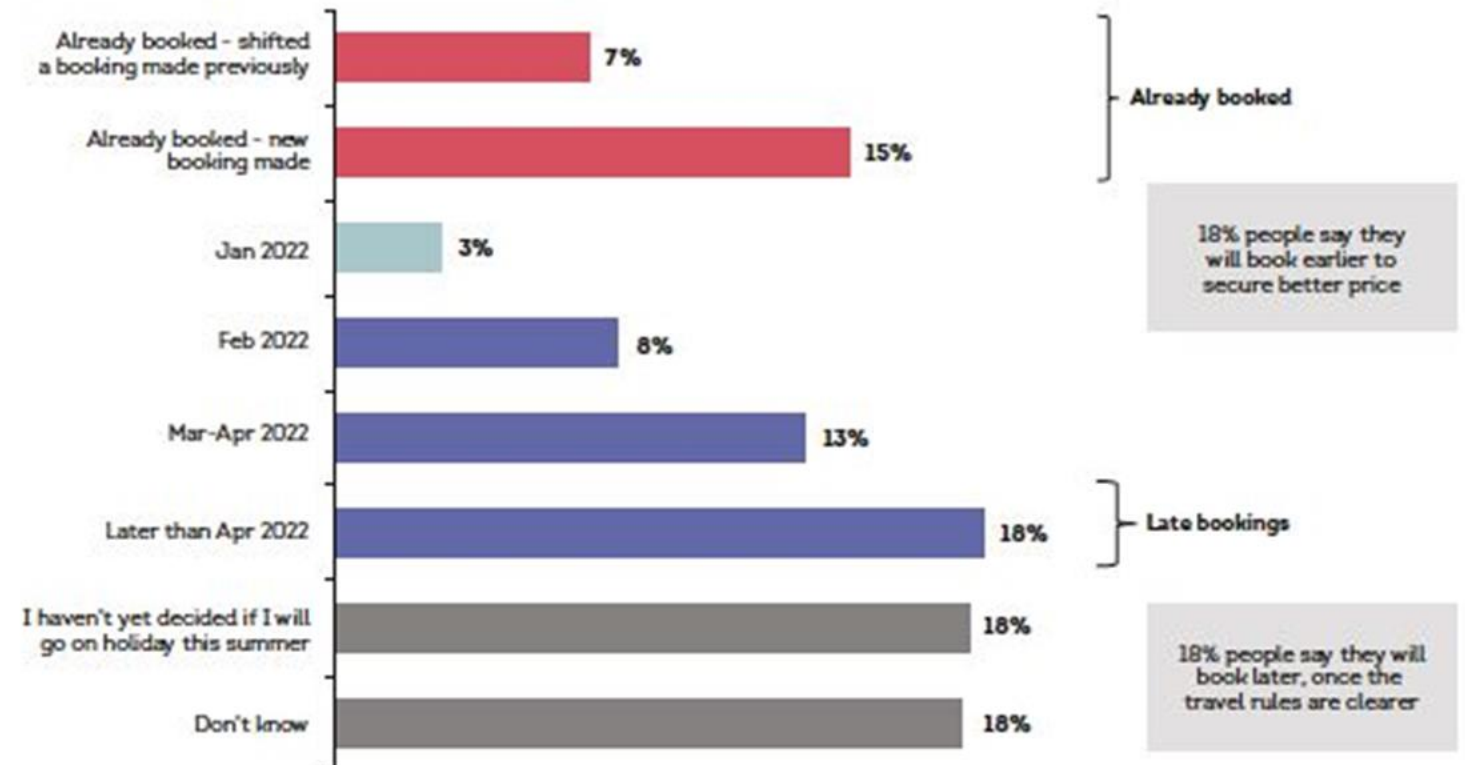
City Breaks • Single Stay • Multi-Centre • Fly Drives • Adventure holidays • Cruise & Stay



UK Booking Trends

UK travelers booking intentions for 2022 *(from a survey conducted in January 2022)*

When do you expect to book a summer holiday for 2022?





Recommendations for selling in the UK

- Work with a receptive – as majority of tour operators only buy via receptive, for ease for booking/administration
- The UK has some well-established attraction ticket providers (e.g. Attraction World and Attraction Tickets Direct) – they may want to contract directly with providers selling a ticket for an attraction, experience, event, show etc.
- Look at ways to develop partnerships with custom/tailormade tour operators, so they can build your product in to their independent fly-drive or escorted tours itineraries – which they will promote
- Availability is key – with no black-out dates and instant confirmation required
- Tour operators will need preferential rates, which are commissionable or net rates
- Look at co-op marketing opportunities, whether via a partnership with a State/regional tourism organization, Brand USA or a tour operator directly – ensuring they deliver for your ROI
- Tour operators will require any supplier to meet their health and safe regulations and undertake any risk assessments as well as providing local support for clients in an emergency
- Use every opportunity to network and develop relationships with key operators

Partnering / Resources

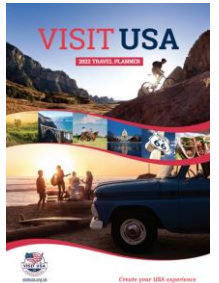
- **Visit USA Association UK** is a well established and respected travel trade origination for the travel industry promoting/selling destination USA. Membership is open to organizations in the UK and USA. Annual membership is approx. USD 650 and there are many benefits for B2B and B2C engagement. The annual Travel Planner they publish is one example:

<https://www.visitusa.org.uk/travelplanners/2022/>

- **Brand USA** has a European team based in London – they offer co-op marketing opportunities, trade events etc. for export ready travel partners. The Brand USA Travel Week Europe (held annually) facilitates networking/appointments with the key tour operators/agencies across Europe, including the UK

- **State, Reginal, City tourism (DMOs):** many have in-market appointed representation agency for trade and PR - there may be opportunities to join their marketing and PR activities in the UK and Irish markets

- **IPW** – the UK delegation (buyers and media) is one of the largest at IPW each year – providing engagement opportunities with the key tour operators and media





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