



United Kingdom & Ireland

Traveler gender:

50% female, 50% male

Average traveler age:

55-plus years

Average annual income:

\$70,000

Average party size:

2 (primarily couples)

Average length of stay:

16 days

Average daily spend:

\$320/person

**Average annual paid
time off:** 20 days**Travel preference:**

Fly-drive by car or RV

Seeking: National parks,
wildlife, scenery & culture**Quirks of UK travelers:**

British and Irish travelers love to boast about their holidays to their friends and family, sharing photos, experiences and anecdotes to anyone who will listen. The Great American West has a great deal to boast about, which makes it an even more appealing destination.

Evening meals are generally taken around 7:30 p.m. If they are not happy about something, they will say so. By American standards, the British and Irish are poor tippers – usually between 10% and 12%, and only for good service. They are obsessed with the weather!

Most importantly, UK and Irish people love a cup of tea and often bring their own tea bags. To make a proper cup of tea, the water must be boiling and it is drunk with fresh, cold milk.

Perception of the GAW:

The Great American West is a bucket-list destination for UK and Irish travelers. It is seen as the rugged and authentic America. With a wide variety of activities and experiences including national parks, scenery, wilderness, wildlife and culture, the GAW is a natural fit for the British and Irish.

They have a sense of adventure, whether that is hitting the open road behind the wheel of an RV or 4WD or taking the children to experience life on a ranch! They will challenge themselves beyond their natural comfort zone either on foot or two wheels, by horseback or on the water.

Wildlife is always a big draw to any overseas destination. Despite having a considerable history in their own countries, discovering the local heritage and culture is also hugely important while on holiday. Western heritage and Native American culture offer travelers the opportunity to learn something new and expand their horizons.