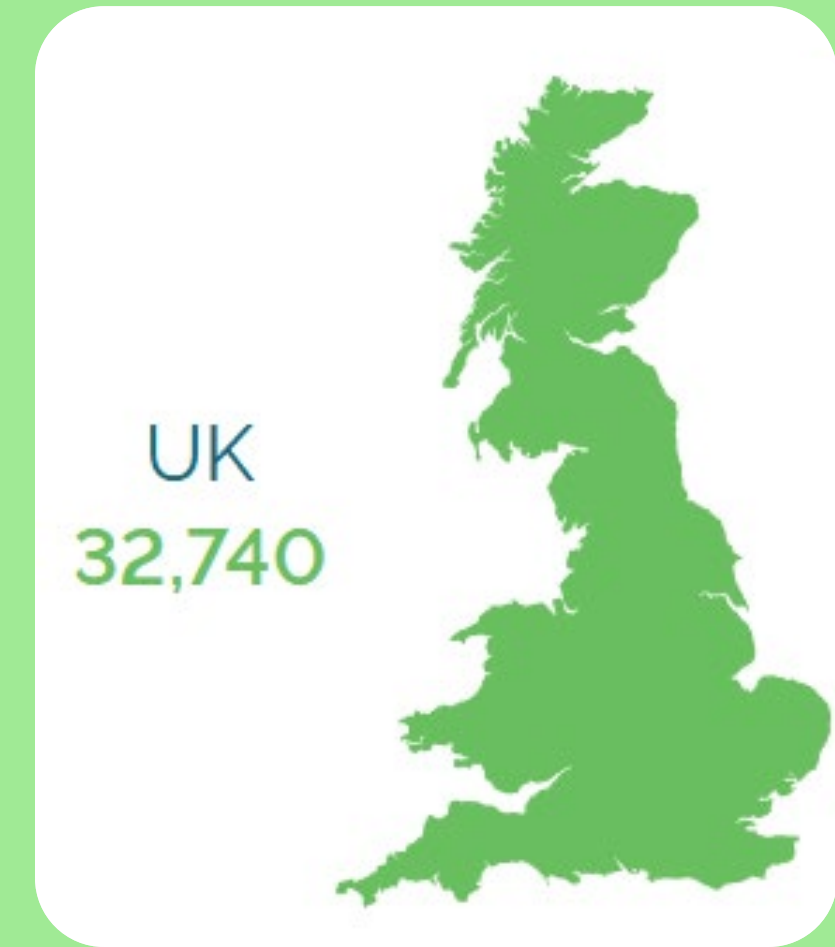


U.K. & Ireland Market Update



Market Snapshot

- 1.1 million people visited Florida from the UK in 2024
 - Florida remains the no.1 U.S. destination for the Irish market
- Lee County: ~30,000 UK visitors (~3.2% of total)
- The exchange rate has fluctuated through 2025, currently at \$1.30 USD
- Still going on international holidays
 - The number of international trips is expected to dip in 2025, though consumer surveys indicate a strong interest



Behavior and Market Trends

Florida remains top long-haul destination for UK travelers

- Typically book 5-6 months in advance
 - Length of stay: ~11 nights
- Social search gaining traction among younger generations – Gen Z
- Spend \$103 USD per person
- Unwavering commitment to vacation travel



Travel Trends & Outlook

- Demand and spending are climbing
- The rise of sporting events
- Social search is powering trip inspiration
- Overtourism is influencing decision-making
- The US road trip returns
- Sports tourism and “Jet-Setting”



Your Market Partner

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