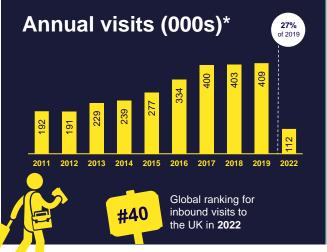


### Market snapshot Visitor Profile



inbound spend in the UK in 2022



#### Annual visitor spend (£m)\* £235 2022 2019 £560 £486 £513 2017 2022 2016 erage spend per visit 2015 £353 £2,095 2014 £391 2013 £340 2012 £257 Global ranking for 2011 £232

Regional spread of travel\* **NIGHTS** % Share of nights Average length of stay High (average 2018, 2019, 2022) Medium Low 0.3% NORTH COUNTRY ll spend is stated in nominal terms. Apex as of August 2023. All values are in nominal terms. 14% CENTRAL ENGLAND 9% 2% \*Oxford Economics 48% LONDON SOUTHERN ENGLAND 17% (ii) (ii) (iii)

# Seasonal spread of

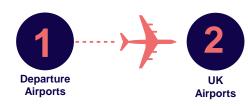
The UK ranks first among

European destinations visited by outbound overnight travellers

from Hong Kong. (2022)\*\*\*



## Departure & Destination Airports\*\* (2022)



### Consumer website: visitbritain.com Corporate website: visitbritain.org Image Library: assets.visitbritain.org Trade website: trade.visitbritain.com

### Media centre: media.visitbritain.com

#### **VisitBritain**

\*International Passenger Survey (IPS) by ONS;

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Purpose of travel\* (2022)



