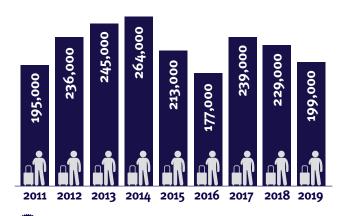
Russia

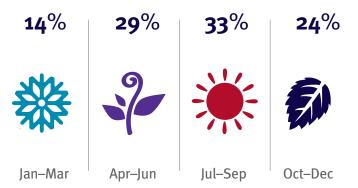
Inbound tourism overview

Annual visits*

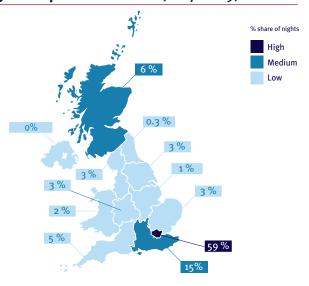


#39 Global ranking for inbound visits to the UK in 2019

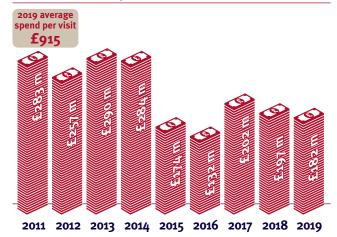
Seasonal spread of travel* (2019)



Regional spread of travel* (2017-2019)

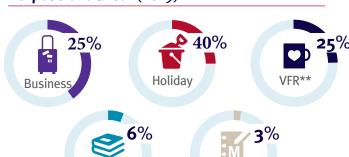


Annual visitor spend*



#36 Global ranking for inbound spend in the UK in 2019

Purpose of travel* (2019)



Departure & destination airports*** (2019)

Study



Please note that a route between Pobeda and Stansted is not displayed as it was discontinued early in 2019.

Average flight seats per week*** (2019)

Average length of stay* (2019)

Misc



VisitBritain c/o British Embassy 10 Smolenskaya

Naberezhanya

121099, Moscow

Russia

Tatiana Khoreshok VisitBritain Manager Russia &

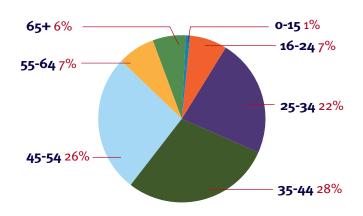
Eastern Europe tatiana.khoreshok@visitbritain.org CoveGreatBritain.ru #LoveGreatBritain

Consumer website: visitbritain.com Corporate website: visitbritain.org Image library: visitbritainimages.com Trade website: trade.visitbritain.com Media centre: media.visitbritain.com

Russia

Visitor profile

Key demographics* (2018)



Top reasons to return to the UK*** (2019)

- #1 The local food/drink
- #2 Go back to see the sights/attractions I didn't see on previous visit
- #3 The UK caters well to tourists
- #4 The UK is easy to get around
- Experience a new activity I did not do last time

Top influences in visiting Britain** (2016)









Information on search enginges

Word of mouth

Travel blogs/forums

Top three activities in the UK* (2007-2019)





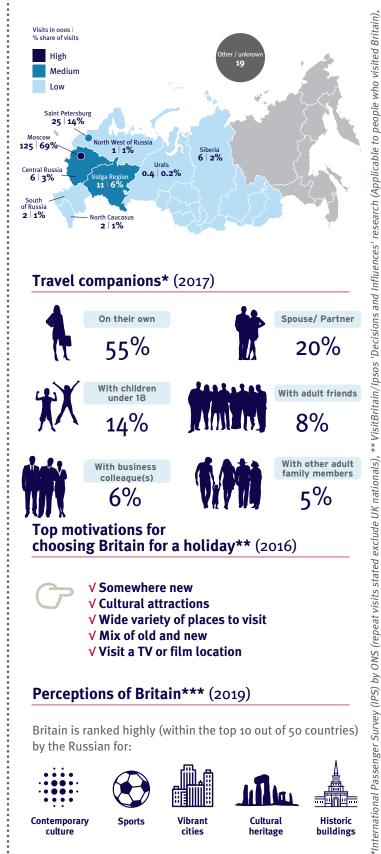


restaurants

Shopping

Sightseeing

Visitors' origin* (2019)



Travel companions* (2017)









With other adult

Top motivations for choosing Britain for a holiday** (2016)



- **√** Somewhere new
- √ Cultural attractions
- √ Wide variety of places to visit
- √ Mix of old and new
- √ Visit a TV or film location

Perceptions of Britain*** (2019)

Britain is ranked highly (within the top 10 out of 50 countries) by the Russian for:







cities



heritage



buildings

