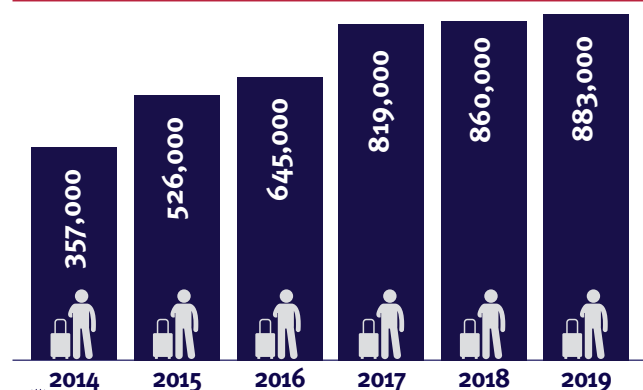




# China

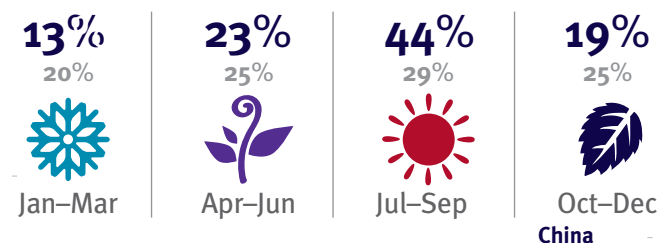
## Inbound tourism overview

### Annual visits



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

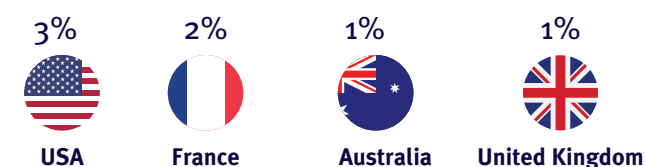
### Seasonal spread of travel (2019)



Data shown as % of all visits from...

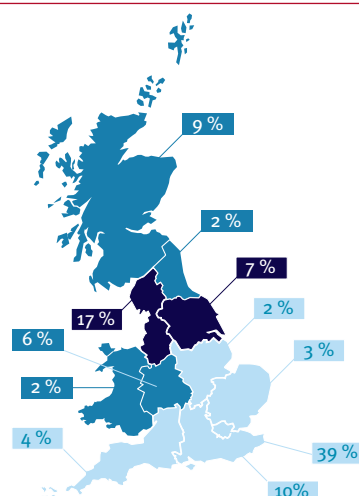
All inbound markets

### Overnight arrivals to the UK vs. competitors (2019)



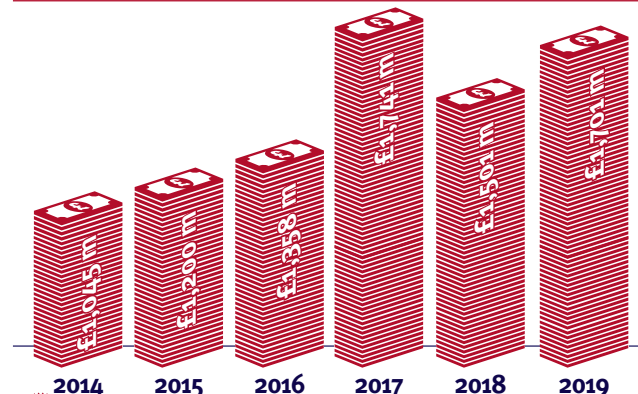
Percentages of overnight visits from China.

### Regional spread of travel (2017-2019)



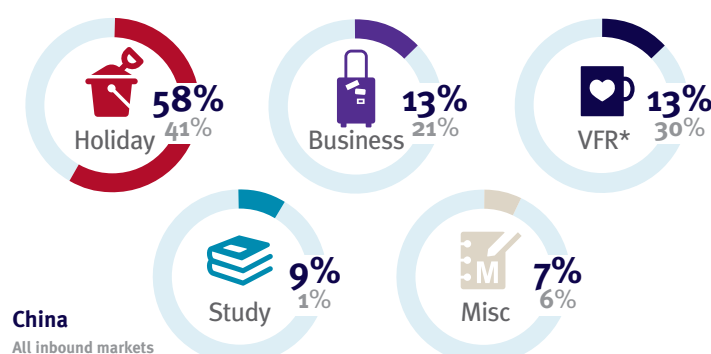
Percentages of visitor nights in the UK; colour indexes against overall inbound average:  
 ■ above overall average ■ on par with overall average ■ below overall average

### Annual visitor spend



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

### Purpose of travel (2019)



### Departure & destination airports\*\* (2019)



### Average flight seats per week\*\* (2019)

23,191



### Average length of Holiday stay\* (2019)

China 16 nights  
All inbound markets 7

\*Visiting friends and/or relatives, \*\*direct, non-stopping flights only.

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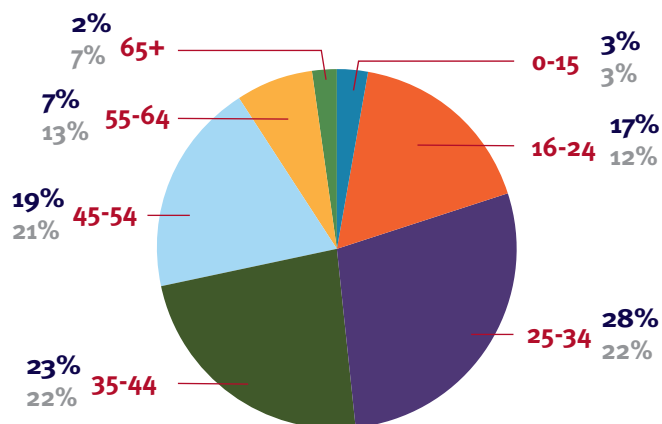
Note:  
All data in this market snapshot is pre COVID-19, and so gives an overview of this market before the crisis.



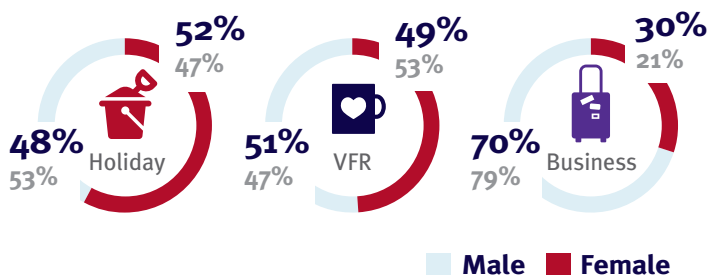
# China

## Visitor profile

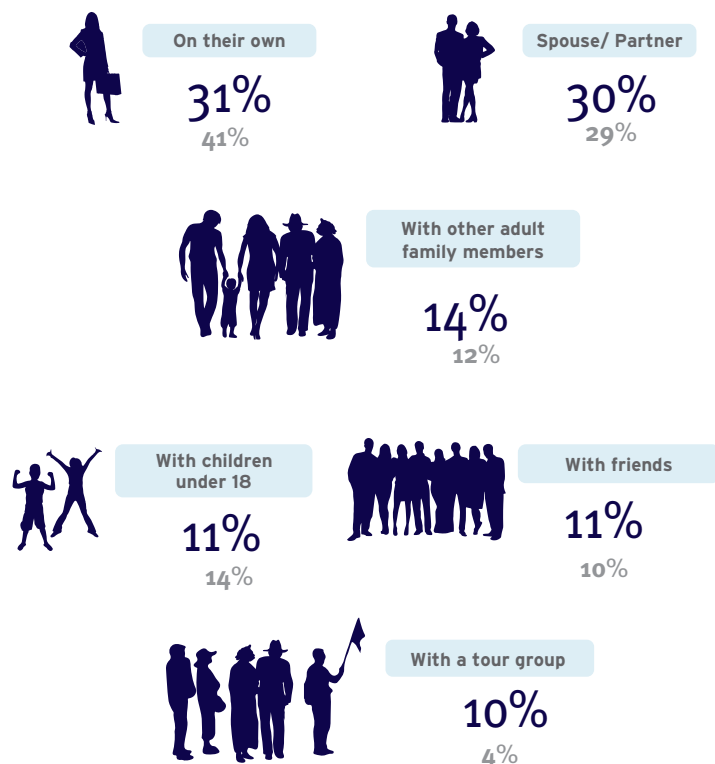
### Key demographics: age (2017-2019)



### Key demographics: gender (2017-2019)



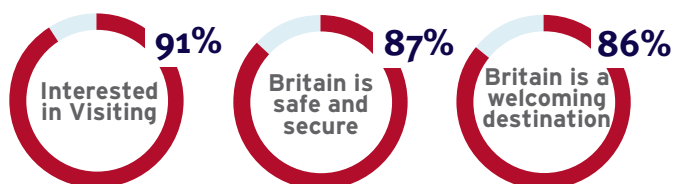
### Travel companions (2017)



### Most wished for activities in Britain (2018)



### Perceptions of Britain (2019)



### Top three activities in the UK (2006-2019)



### Visitors taking English language courses (2018)

64,549



#3  
source  
market

### Spend from English language course visitors (2018)

£224m



#1  
source  
market

**78%** of visitors from China were 'extremely likely' to recommend Britain in 2017