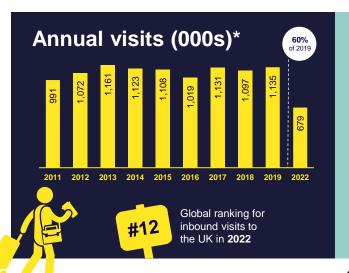


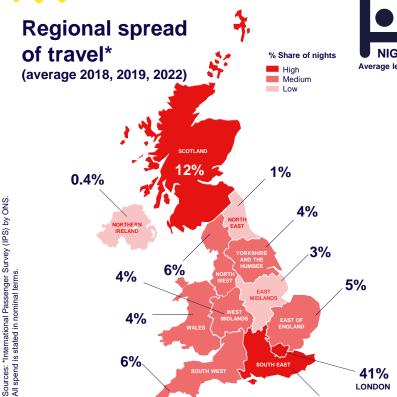
Market snapshot

Visitor Profile





Annual visitor spend (£m)* 2022 £402 2019 £359 2018 £389 2022 2017 £382 erage spend 2016 £295 £593 2015 £358 2014 £346 2013 £375 Global ranking for 2012 £303



Visitors from Belgium contributed a record £402m to the UK visitor economy in 2022, of which a record £119m came from those **NIGHTS** visiting friends/family in the UK. Average length of stay

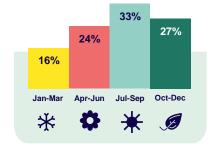
£285



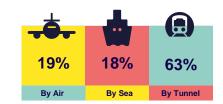
inbound spend in

the UK in 2022

Seasonal spread of travel* (2022)



Market Access* (2022)



Consumer website: visitbritain.com

Corporate website: visitbritain.org Image Library: assets.visitbritain.org Trade website: trade.visitbritain.com Media centre: media.visitbritain.com

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*International Passenger Survey (IPS) by ONS.

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Purpose of travel* (2022)



14%







