### Market snapshot

**Visitor Profile**

**Annual visits (000s)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>1,653</td>
</tr>
<tr>
<td>2012</td>
<td>1,661</td>
</tr>
<tr>
<td>2013</td>
<td>1,668</td>
</tr>
<tr>
<td>2014</td>
<td>1,911</td>
</tr>
<tr>
<td>2015</td>
<td>2,061</td>
</tr>
<tr>
<td>2016</td>
<td>2,098</td>
</tr>
<tr>
<td>2017</td>
<td>2,096</td>
</tr>
<tr>
<td>2018</td>
<td>2,080</td>
</tr>
<tr>
<td>2019</td>
<td>2,197</td>
</tr>
<tr>
<td>2022</td>
<td>1,313</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2022: #8

**Annual visitor spend (£m)**

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£960</td>
</tr>
<tr>
<td>2012</td>
<td>£957</td>
</tr>
<tr>
<td>2013</td>
<td>£1,033</td>
</tr>
<tr>
<td>2014</td>
<td>£1,020</td>
</tr>
<tr>
<td>2015</td>
<td>£940</td>
</tr>
<tr>
<td>2016</td>
<td>£1,167</td>
</tr>
<tr>
<td>2017</td>
<td>£1,117</td>
</tr>
<tr>
<td>2018</td>
<td>£958</td>
</tr>
<tr>
<td>2019</td>
<td>£902</td>
</tr>
<tr>
<td>2022</td>
<td>£1,176</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2022: #9

American visitors are the 3rd largest by spend.

- **Average spend per visit**: £607

**Regional spread of travel** (average 2018, 2019, 2022)

- **London**: 49%
- **South East**: 10%
- **Scotland**: 10%
- **Yorkshire and the Humber**: 6%
- **West Midlands**: 6%
- **East Midlands**: 6%
- **South West**: 7%
- **North West**: 2%
- **North East**: 2%
- **West**: 2%
- **East**: 1%
- **Highlands & Islands**: 0.2%

**Seasonal spread of travel** (2022)

- Jan-Mar: 12%
- Apr-Jun: 22%
- Jul-Sep: 30%
- Oct-Dec: 36%

**Departure & Destination Airports** (2022)

- **Departure Airports**: 28
- **UK Airports**: 18

**Purpose of travel** (2022)

- **Holiday**: 43%
- **Visit friends/relatives**: 35%
- **Business**: 16%
- **Misc**: 4%
- **Study**: 3%

**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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**Sources**

- International Passenger Survey (IPS) by ONS.
- All spend is stated in nominal terms.
- Apex as of August 2023.

**Visit from Italy to friends and/or relatives in the UK set a record for visitor spending in the UK at £203 million in 2022.**

Visits from Italy to friends and/or relatives in the UK set a **record** for visitor spending in the UK at £203 million in 2022.
**Italy**

**Market snapshot**

**Visitor Profile**

### Key demographics* (2022)

<table>
<thead>
<tr>
<th>Age groups</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-15</td>
<td>2%</td>
</tr>
<tr>
<td>16-24</td>
<td>12%</td>
</tr>
<tr>
<td>25-34</td>
<td>23%</td>
</tr>
<tr>
<td>35-44</td>
<td>19%</td>
</tr>
<tr>
<td>45-54</td>
<td>17%</td>
</tr>
<tr>
<td>55-64</td>
<td>13%</td>
</tr>
<tr>
<td>65+</td>
<td>4%</td>
</tr>
</tbody>
</table>

### Visitors’ origin* (2019)

- **Visits in 000s | % Share of visits**

### Top drivers for destination choice*** (2022)

1. Offers good value for money
2. I can roam around visiting many types of place
3. Is a place where I can explore history and heritage
4. It’s easy to get around once there
5. Is a welcoming place to visit

### Perceptions of the UK**** (2022)

The UK ranks within the top 10 out of 60 nations for:

- Contemporary culture
- Culture
- Sports
- Vibrant cities
- Tourism
- Historic buildings

### Travel companions*** (2022)

- 10% On their own
- 63% Spouse / Partner
- 21% With adult friends
- 21% With children under 18
- 12% With other adult family members
- 3% Part of a tour group

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**Sources:**

*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kaloo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2022

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Italy

Market snapshot
Visitor Profile

Top 5 activities desired on a holiday/short break abroad

1. Explore history and heritage
2. Visit famous/iconic tourist attractions and places
3. Experience coastal places and scenery
4. Explore local food and beverage specialities
5. Visit parks and gardens

Share who state holidays benefit their wellbeing

75%

Top 5 sustainable actions by visitors to Britain

1. Buying local when I can
2. Using public/greener transport
3. Enjoying unpolluted nature
4. Buying sustainable/responsible food and beverage offers
5. Visiting places outside of peak season

Likelihood to combine Britain with other destinations

44%
Travel only to Britain

37%
Combine a trip to Britain and other places in Europe

19%
Undecided

Share of Italian visitors “likely” or “extremely likely” to recommend Britain*

98%

Share of Italian visits which were repeat visits*

74%

Share of Italian travellers with accessibility requirements

17%

Share of Italians who would return to the UK to visit a different part**

55%

Sources:
**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers

1 based on previous visitors to Britain