USA Market snapshot
Visitor Profile

Annual visits (000s)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>2,884</td>
</tr>
<tr>
<td>2012</td>
<td>2,783</td>
</tr>
<tr>
<td>2013</td>
<td>2,750</td>
</tr>
<tr>
<td>2014</td>
<td>2,707</td>
</tr>
<tr>
<td>2015</td>
<td>3,354</td>
</tr>
<tr>
<td>2016</td>
<td>4,631</td>
</tr>
<tr>
<td>2017</td>
<td>4,571</td>
</tr>
<tr>
<td>2018</td>
<td>4,499</td>
</tr>
<tr>
<td>2019</td>
<td>4,557</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2022

Annual visitor spend (£m)*

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend (£m)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£2,408</td>
</tr>
<tr>
<td>2012</td>
<td>£2,381</td>
</tr>
<tr>
<td>2013</td>
<td>£2,509</td>
</tr>
<tr>
<td>2014</td>
<td>£2,946</td>
</tr>
<tr>
<td>2015</td>
<td>£3,297</td>
</tr>
<tr>
<td>2016</td>
<td>£3,885</td>
</tr>
<tr>
<td>2017</td>
<td>£4,349</td>
</tr>
<tr>
<td>2018</td>
<td>£4,025</td>
</tr>
<tr>
<td>2019</td>
<td>£4,184</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2022

US holiday visitors stay an average of 7 nights but have a higher average spend per visit of £1,431

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

- Scotland: 15%
- Northern Ireland: 0.6%
- Wales: 5%
- South West: 5%
- East Midlands: 5%
- West Midlands: 3%
- North West: 2%
- Yorkshire and the Humber: 2%
- East of England: 1%
- South East: 5%
- London: 50%
- North East: 1%
- Northern Ireland: 2%

Seasonal spread of travel* (2022)

- Jan-Mar: 8%
- Apr-Jun: 29%
- Jul-Sep: 39%
- Oct-Dec: 24%

Departure & Destination Airports** (2022)

- 31 Departure Airports
- 5 UK Airports

Purpose of travel* (2022)

- Holiday: 48%
- Visit friends/relatives: 29%
- Business: 13%
- Misc: 9%
- Study: 1%

Sources: *International Passenger Survey (IPS) by ONS. **As of August 2023.
Key demographics* (2022)

- 0-15: 1%
- 16-24: 18%
- 25-34: 22%
- 35-44: 16%
- 45-54: 9%
- 55-64: 10%
- 65+: 1%

Visitors’ origin* (2019)

- CA: 15%
- NY: 14%
- TX: 7%
- FL: 7%
- NJ: 5%
- IL: 5%
- MA: 5%
- WA: 4%
- PA: 3%
- GA: 3%

Top drivers for destination choice*** (2022)

1. Is a welcoming place to visit
2. It's easy to get around once there
3. Is a place where I can explore history and heritage
4. There is beautiful coast and countryside to explore
5. Offers good value for money

Perceptions of the UK**** (2022)

- Tourism
- Visit if money was no Object
- Sports
- People
- Historic Buildings
- Vibrant City

Travel companions*** (2022)

- On their own: 13%
- Spouse/Partner: 70%
- With adult friends: 11%
- With children under 18: 37%
- With other adult family members: 12%
- Part of a tour group: 3%

Sources:
*International Passenger Survey (IPS) by ONS
*** VisitBritain/Kubi Kalloo MIDAS research project 2022
**** Anholt-Ipsos Nation Brands Index 2022
Top 5 activities desired on a holiday/short break abroad

1. Experience coastal places and scenery
2. Explore history and heritage (historical sites, architecture)
3. Explore local food and beverage specialities
4. Visit famous/iconic tourist attractions and places
5. Visit museums or galleries.

Top 5 sustainable actions by visitors to Britain¹

1. Using public / greener transport
2. Choosing destinations committed to preserving natural/cultural heritage
3. Supporting tourism businesses investing in local people/economies
4. Buying local when I can
5. Visiting places outside of peak season

Likelihood to combine Britain with other destinations

- 41% Travel only to Britain
- 54% Combine a trip to Britain and other places in Europe
- 5% Undecided

Share of US visits which were repeat visits*

- 72%

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

- 98%

Share of US travellers with accessibility requirements

- 29%

Share of US travellers who identify as LGBTQIA

- 14%

Sources:
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