



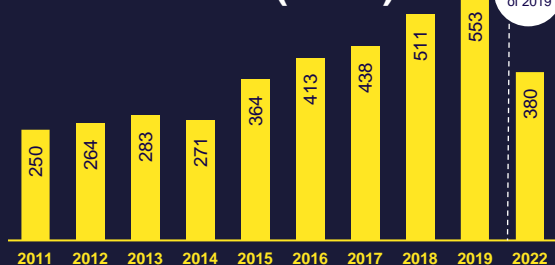
# UAE

## Market snapshot

Visitor Profile



### Annual visits (000s)\*

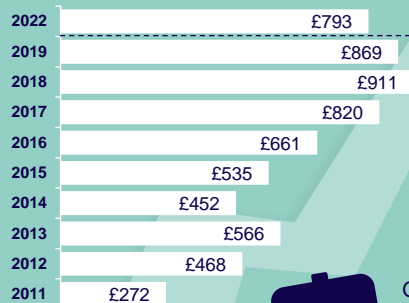


69%  
of 2019

#19

Global ranking for  
inbound visits to  
the UK in 2022

### Annual visitor spend (£m)\*



91%  
of 2019

2022  
average spend  
per visit  
**£2,089**

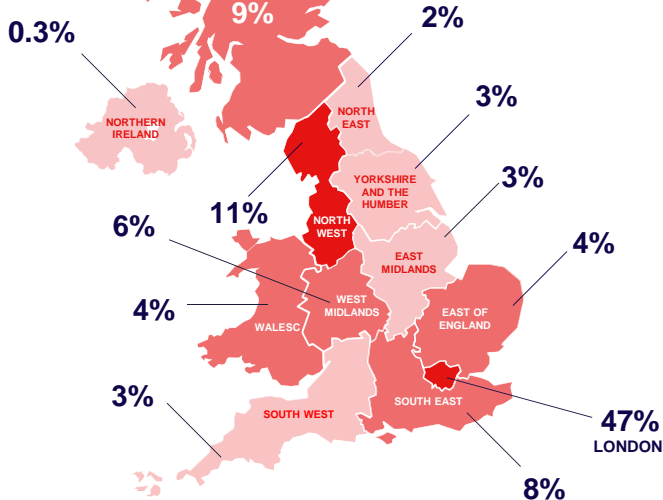
#10

Global ranking for  
inbound spend in  
the UK in 2022

### Regional spread of travel\*

(average 2018, 2019, 2022)

% Share of nights  
High  
Medium  
Low

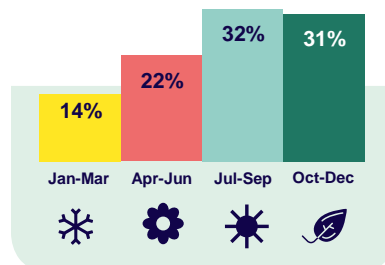


14  
NIGHTS  
Average length of stay

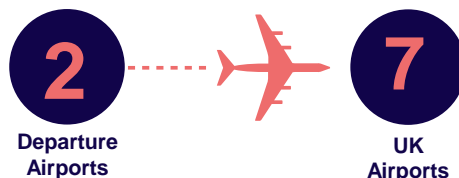
76% of UAE holiday visits are repeat visits. They visit the UK on average **7-8 times** in a 10-year period, with their spending worth a total of **£18,593** over this time.



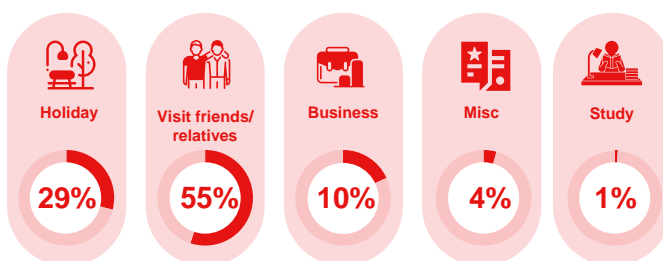
### Seasonal spread of travel\* (2022)



### Departure & Destination Airports\*\* (2022)



### Purpose of travel\* (2022)



#### VisitBritain

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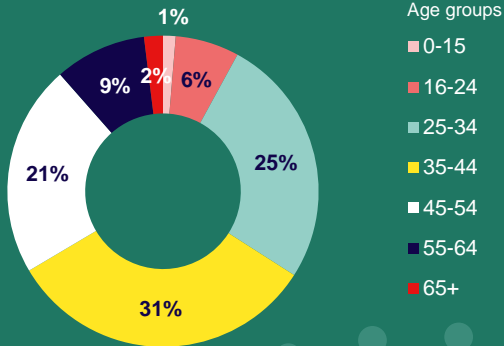
Tatiana.Khoreshok@visitbritain.org



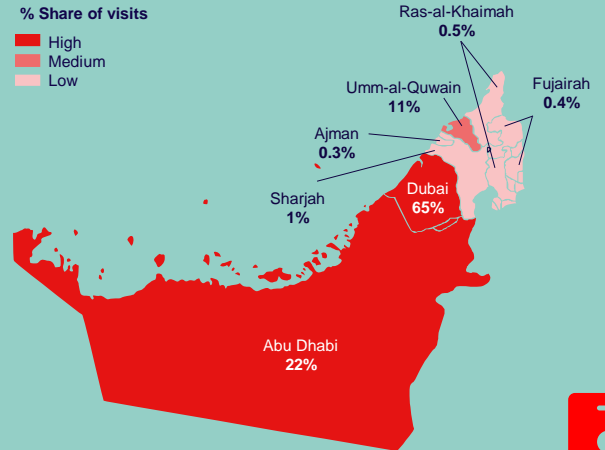
Sources: \*International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms.  
repeat visits stated exclude UK nationals, 2015, small base size.  
\*\*Apex as of August 2023.



### Key demographics\* (2022)



### Visitors' origin\* (2017)



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

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 Is good for relaxing, resting, recharging
- 4 There is a good variety of food and drink to try
- 5 It's easy to get around once there



### Perceptions of Britain\*\*\* (2022)

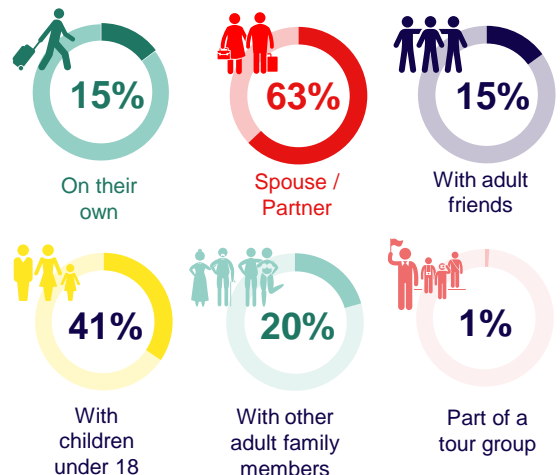
Top associations with Britain:



### Top sources of inspiration\*\*\* (2022)



### Travel companions\*\*\* (2022)



Sources:

\*International Passenger Survey (IPS) by ONS

\*\*\* VisitBritain/Kubi Kalloo MIDAS research project 2022



### Top 5 activities desired on a holiday/short break abroad

- 1 Visit famous/iconic tourist attractions and places
- 2 Experience coastal places and scenery
- 3 Explore local food and beverage specialities
- 4 Explore history and heritage
- 5 Experience rural life and scenery

Share who state holidays benefit their wellbeing

81%

### Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 1 Using public / greener transport
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Buying sustainable/responsible food and beverage offers
- 4 Enjoying unpolluted nature
- 5 Choosing options that allow me to 'live like a local'

### Likelihood to combine Britain with other destinations



Travel only to Britain



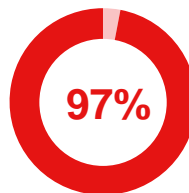
Combine a trip to Britain and other places in Europe



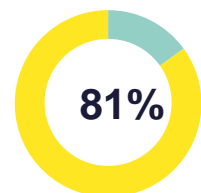
Undecided



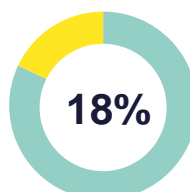
Share of UAE visitors “likely” or “extremely likely” to recommend Britain\*



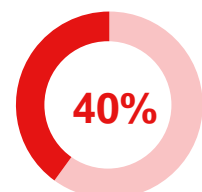
Share of UAE visits which were repeat visits\*



Share of UAE travellers with accessibility requirements



Share of UAE travellers who book all trip elements together



#### Sources:

\*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015  
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022  
based on international leisure travellers <sup>1</sup> based on previous visitors to Britain