Visitors from India spent a record £764 million in the UK visitor economy in 2022. The average spend per visit increased by 36% compared to 2019.

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

- 27 NIGHTS

- % Share of nights
  - High
  - Medium
  - Low

- SCOTLAND
  - 8%
- NORTHERN IRELAND
  - 3%
- NORTHERN EAST
  - 4%
- NORTH WEST
  - 1%
- SOUTH WEST
  - 5%
- WEST MIDLANDS
  - 2%
- EAST OF ENGLAND
  - 2%
- SOUTH EAST
  - 47%
- LONDON
  - 11%
- WALES
  - 9%
- YORSHIRE AND THE HUMBER
  - 1%
- EAST MIDLANDS
  - 9%
- UNITED KINGDOM
  - 3%

Seasonal spread of travel* (2022)

- Jan-Mar: 11%
- Apr-Jun: 28%
- Jul-Sep: 34%
- Oct-Dec: 27%

Departure & Destination Airports** (2022)

- 10 Departure Airports
- 4 UK Airports

Purpose of travel* (2022)

- Holiday: 22%
- Visit friends/relatives: 49%
- Business: 21%
- Misc: 8%
- Study: 1%

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

VisitBritain
C/o British High Commission, Santipath, Chanakyapuri, New Delhi – 100 021, India
Vishal Bhatia
Country Manager - India
Vishal.bhatia@visitbritain.org

Source: “International Passenger Survey” (IPS) by ONS.
**Agree as of August 2023.

All spend is stated in nominal terms.
Key demographics* (2022)

- Age groups
  - 0-15: 1%
  - 16-24: 12%
  - 25-34: 17%
  - 35-44: 19%
  - 45-54: 18%
  - 55-64: 18%
  - 65+: 4%

- Visitors’ origin* (2019)

- Top cities by visitor origin:
  - Delhi NCR: 166 | 24%
  - Maharashtra: 200 | 29%
  - Kerala: 26 | 4%
  - Karnataka: 72 | 10%
  - Tamil Nadu: 56 | 8%
  - Andhra Pradesh: 36 | 5%
  - Uttar Pradesh: 161 | 23%
  - Delhi: 157 | 23%
  - Mumbai: 72 | 10%
  - Hyderabad: 35 | 5%
  - Pune: 34 | 5%

Perceptions of Britain*** (2022)

- The UK ranks within the top 10 out of 60 nations for:
  - Culture
  - People
  - Tourism
  - Historic buildings
  - Vibrant cities
  - Contemporary culture

Top sources of inspiration*** (2022)

- #1: Social media - travel bloggers, influencers
- #2: Social media - recommendations from friends and family
- #3: Travel websites via search engines

Top drivers for destination choice*** (2022)

1. Is a welcoming place to visit
2. Offers good value for money
3. There is beautiful coast and countryside to explore
4. Is good for relaxing, resting, recharging
5. I can roam around visiting many types of places

Travel companions*** (2022)

- On their own: 11%
- Spouse / Partner: 69%
- With adult friends: 17%
- With children under 18: 41%
- With other adult family members: 20%
- Part of a tour group: 4%

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. Enjoy fine dining experiences

Top 5 sustainable actions by visitors to Britain¹

2. Choosing destinations committed to preserving natural/cultural heritage
3. Research transparent information about the operations, sourcing and ethical practices
4. Supporting tourism businesses that invest in sustainable technologies, energy and resources
5. Using public/greener transport

Likelihood to combine Britain with other destinations

- 43% Travel only to Britain
- 53% Combine a trip to Britain and other places in Europe
- 4% Undecided

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

97%

Share of Indian visits which were repeat visits*

57%

Share of Indian travellers with accessibility requirements

30%

Share of Indian travellers who book all trip elements as a package.

51%

Sources:
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers * based on previous visitors to Britain