Russia

Inbound tourism overview

Annual visits*



Annual visitor spend* 2019 average spend per visit £915 1000 002 ALC: ALC: 1997 1005 2011 2012 2013 2014 2015 2016 2017 2018 2019 **#36** Global ranking for inbound spend in the UK in 2019 Purpose of travel* (2019) 25% 40% Holiday VFR** Busines **6**% 3% Study Misc Departure & destination airports*** (2019) Moscow Sheremetyevo **London Heathrow Moscow Domodedovo London Gatwick** Saint Petersburg nnn **London Luton Moscow Vnukovo** Please note that a route between Pobeda and Stansted is not displayed as it was discontinued early in 2019. Average length Average flight seats per week*** (2019) of stay* (2019)

12,238

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nights

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Russia

Visitor profile



Top reasons to return to the UK*** (2019)

- #1 The local food/drink
- #2 Go back to see the sights/attractions I didn't see on previous visit
- #3 The UK caters well to tourists
- #4 The UK is easy to get around
- #5 Experience a new activity I did not do last time

Top influences in visiting Britain** (2016)



Information on search enginges



Travel blogs/forums

Top three activities in the UK* (2007-2019)







Shopping

Sightseeing



Visitors' origin* (2019)

