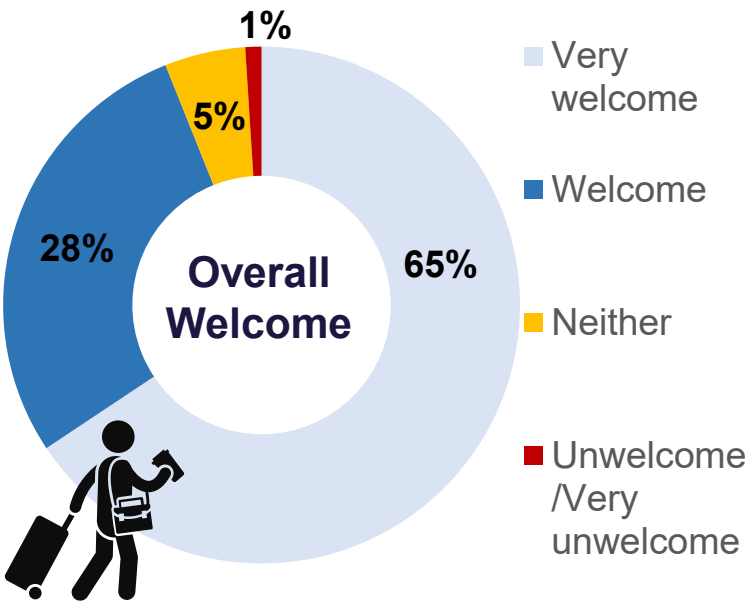


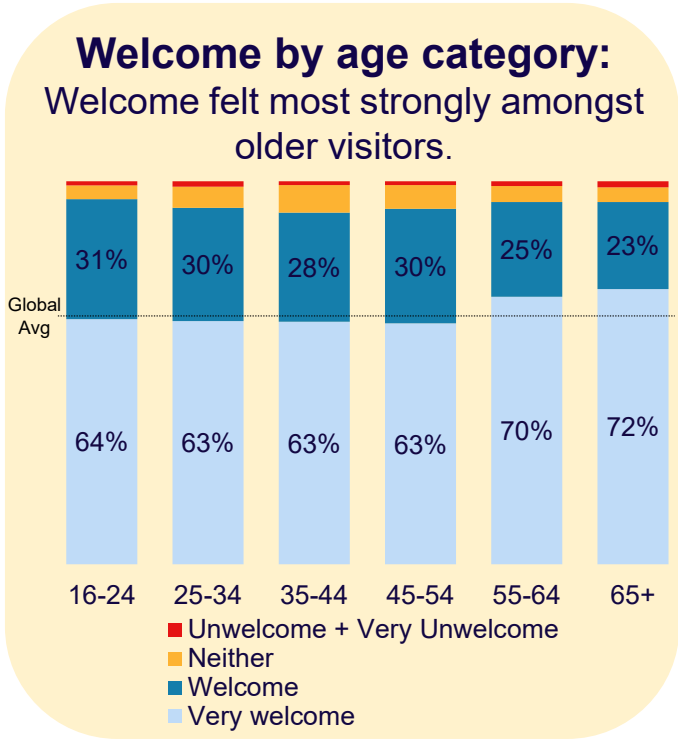
Britain's Welcome: 2023



Key highlights:

Britain is deemed a welcoming destination by **over 9 in 10** (93%) international visitors, with almost 2 in 3 rating their experience as very welcoming on their last visit.

However, the proportion reporting a positive welcome is down 4 pts vs 2017 (97%).



Top markets by welcome*
(welcome + very welcome)

1	South Korea		99%
2	China		99%
3	Belgium		98%
4	Switz.		98%
5	New Zealand		97%

Welcome by journey purpose
(% very welcome, GL Avg: 65%)

Holiday

68%

VFR

70%

Business

50%

Misc.

59%

Study

55%

Welcome felt most strongly amongst **VFR** visitors, followed by those holidaying.

Business visitors felt a weaker sense of welcome than visitors for all other purposes.

Source: Visit Britain/International Passenger Survey 2023, Q: "Overall, how welcome did you feel in the UK?" Base: Visitors staying 1+ night in Britain, excludes UK nationals (expats) and Don't know/refused responses.
*Holiday purpose only, among 20 largest spending markets in 2023