

Inbound Tourism Trends Quarterly Full year 2016

Issue 21

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About this data

This quarterly update presents the full 2016 annual data from the International Passenger Survey (IPS) released by the Office for National Statistics (ONS).

The next Quarterly Release (Q1, January – March 2017) is scheduled for July 2017. This will provide data on visits by markets and UK region visited up to Q1 2017.

The [Inbound research & insights](#) section of the VisitBritain website has much more detail on long term trends, visits from individual markets and to UK regions.

All figures are provisional and subject to revision by the ONS. All figures quoted are not seasonally adjusted. Numbers in some tables / charts may not sum due to rounding.

The data is based on interviews with a sample of departing visitors. The number interviewed varies but is typically 3,000-4,000 per quarter.



Global context

These slides put the UK's performance in the context of global tourism trends, the economic outlook and the exchange rate.

Global view

For 2016, international tourism arrivals are up 3.9% compared to 2015. Visits to Europe overall are up 2.1% and to the EU up 4.1%.

In 2017, UNWTO forecasts that international tourist arrivals will increase globally by 3%-4% and by 2-3% in Europe.

According to initial estimates by the UNWTO there were **1.24 billion** international tourism trips during 2016, 3.9% up on the year before. In 2016, Asia Pacific has seen the strongest growth, up 8.6%, followed by Africa with 8.2%. Visits to the Americas are up by 3.9% and Europe by 2.1%. Middle East is the only region to see a decline.



Continents	International tourist arrivals to region 2015 (millions)	International tourist arrivals to region 2016 (millions)	% Growth 2015 - 2016
World	1,189	1,235	3.9%
Europe	603	615	2.1%
Asia Pacific	284	309	8.6%
Americas	193	200	3.9%
Africa	53	58	8.2%
Middle East	56	54	-4.0%

Economic outlook

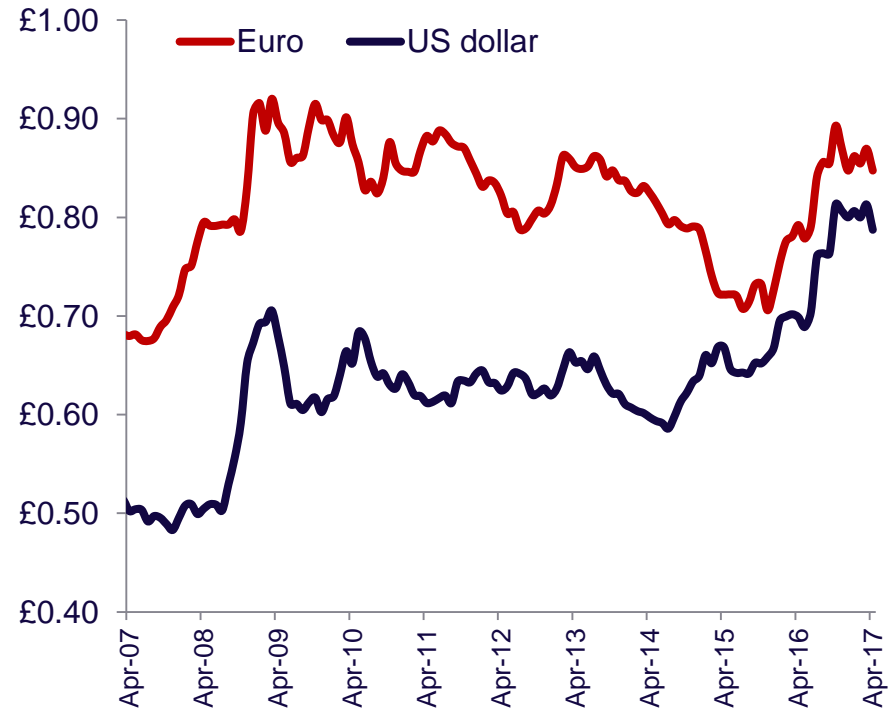
- European markets are generally growing at a moderate pace, similar to that seen in 2016 in key markets like France, Germany and Netherlands. Some of the strongest economic performers last year are seeing slightly lower growth this year.
- The United States economy is forecast to grow at a faster rate of 2.3% during 2017, picking up to 2.5% in 2018, with some uncertainty surrounding trade and investment policies.
- China and India are still growing at a rapid pace, albeit slightly slower than a few years ago; the Brazilian and Russian economies contracted in 2016 although are set to grow slowly in 2017 and 2018.
- At time of writing* the price of oil stands at \$51/barrel, broadly stable this year and a recovery from around \$40 at the start of August 2016 but still far lower than the \$110 price seen in summer 2013. Passengers in many markets are seeing the benefit of reduced fuel costs and, in most markets, are also enjoying the wider boost to disposable incomes that comes from low inflation.

GDP growth	2016	2017	2018
Australia	2.5%	3.1%	3.0%
Canada	1.4%	1.9%	2.0%
France	1.2%	1.4%	1.7%
Germany	1.8%	1.6%	1.5%
Ireland	5.2%	3.5%	3.2%
Italy	0.9%	0.8%	0.8%
Netherlands	2.1%	2.1%	1.8%
Poland	2.8%	3.4%	3.2%
Spain	3.2%	2.6%	2.1%
Sweden	3.3%	2.7%	2.4%
Switzerland	1.3%	1.4%	1.6%
UK	1.8%	2.0%	1.5%
USA	1.6%	2.3%	2.5%
Brazil	-3.6%	0.2%	1.7%
China	6.7%	6.6%	6.2%
India	6.8%	7.2%	7.7%
Russia	-0.2%	1.4%	1.4%
World	3.1%	3.5%	3.6%

Exchange rate

- Post the EU referendum, the Pound fell sharply and as of end of April was 12% down year-on-year against the US dollar at \$1.27, a slight recovery from the record low in October. The Pound was also down 7% against the Euro in April, at €1.18.
- In April 2017, the Pound was 10% down against the Australian dollar, 7% down against the Canadian dollar and 11% against the Japanese Yen compared to April 2016. Purchasing power in the UK from visitors in these markets has therefore increased. Spending by inbound tourists to the UK was down 1% in Q1 and Q2 2016, pre-referendum, but spending increased by 6% in Q3 and 2% in Q4 after the referendum vote and the decrease in the value of GBP.

Value of US dollar and Euro against pound.
Monthly averages to 30th April 2017.





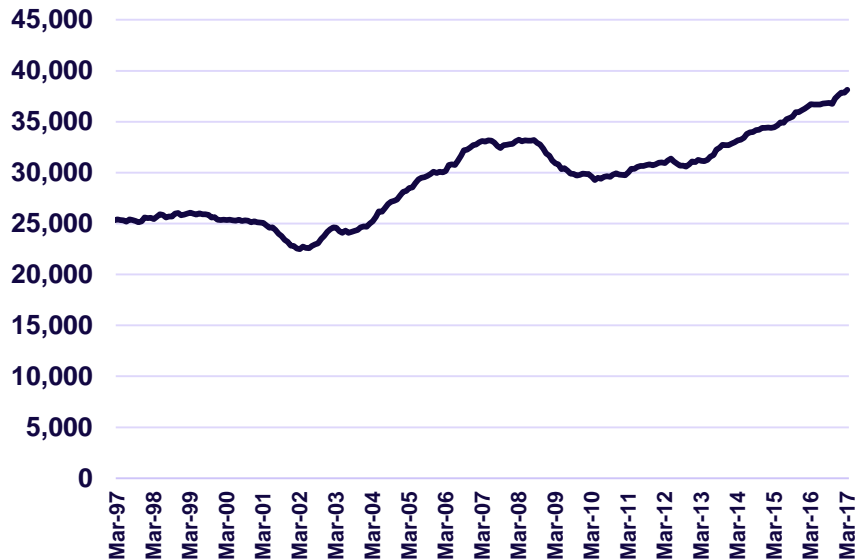
Visits and value trends by journey purpose, region visited and transport mode

The next series of charts track progress in visits to the UK for different journey purposes, to different regions of the UK and using different modes of transport to get to the UK.

Inbound volume

- In Q4 2016, arrivals were up 9% compared to the same period in 2015, the strongest Q4 on record.
- Due to positive growth in all quarters except Q2, 2016 visits are up 4% on 2015 to a record breaking 37.6 million visits.
- March, our latest monthly results, show record breaking visits, up 11% and 2017 so far is up 7% on Q1 2016.

Inbound visits (000s), rolling year ending



	Visits (000s)	Growth
Q4 2016	9,432	↑ 9%
2016 (Full year)	37,609	↑ 4%
2015 (Full year)	36,115	↑ 5%
March 2017*	2,920	↑ 11%
Year to date* (Jan – Mar 2017)	8,070	↑ 7%

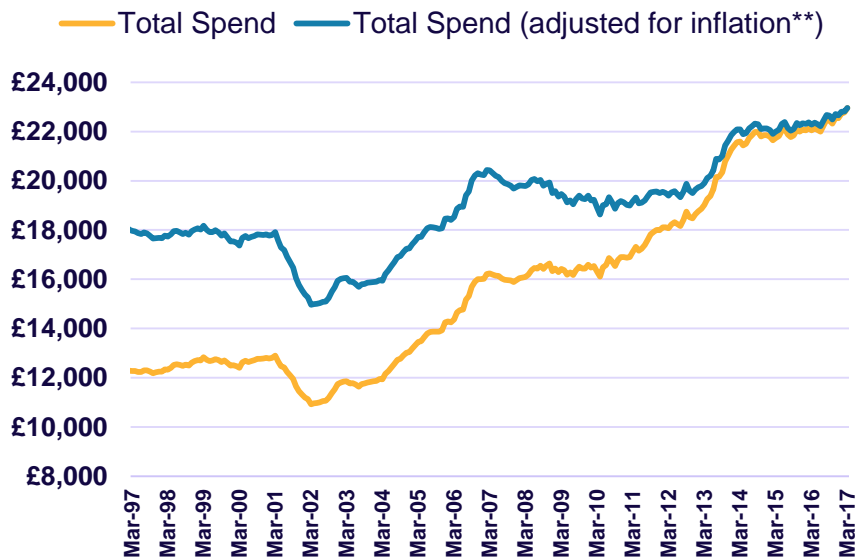
Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

Inbound value

- Q4 2016 spending increased 2% in nominal terms, and 2016 ended up 2% as a whole.
- So far in 2017 spending in March is up by 14% and the year to date is up 11%.
- Since the EU referendum the value of GBP has fallen significantly meaning that the UK is now much more affordable for many visitors.

Inbound spend (£m), rolling year ending



	Spend (£m) Nominal terms	Growth
Q4 2016	£5,410	↑ 2%
2016 (Full year)	£22,543	↑ 2%
2015 (Full year)	£22,072	↑ 1%
March 2017*	£1,510	↑ 14%
Year to date* (Jan – Mar 2017)	£4,180	↑ 11%

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases; **Adjusted for inflation based on March 2017 price level

Journey Purpose trends

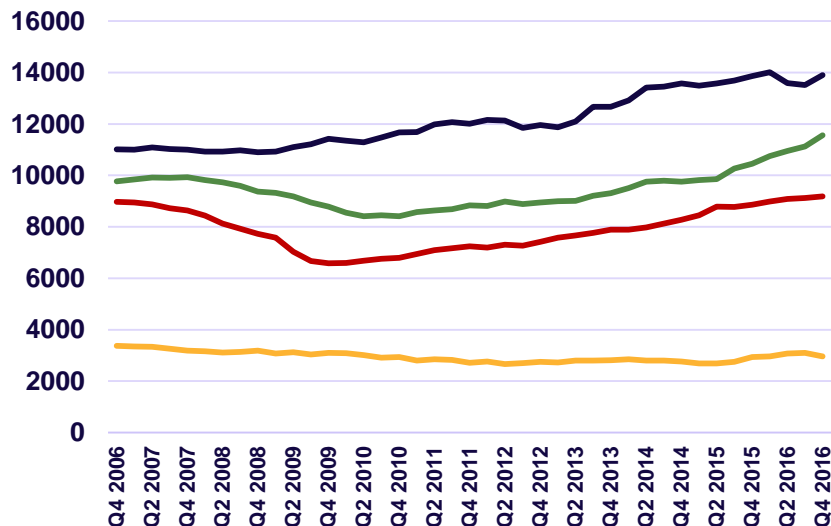
Holiday visits saw a steady increase over the last few years, although growth dropped off throughout Q2 and Q3 of 2016. However visits grew 13% during Q4 of 2016, meaning that holiday visits for 2016 were on par with 2015. Whilst visits were on par, holiday spending grew 2% in 2016, just short of 2014's record.

Visits to friends and family (VFR) have seen consistently strong growth in the last 4 quarters, with Q4 visits up 17%. Overall, 2016 is up 11% and sets a new annual record at 11.6 million visits. Spend was also up in 2016, by 5%, setting a new record at £5.1 billion.

Business visits saw growth each quarter throughout 2016, and were up 4% overall, setting a new 12 month record. Spend decreased in the first half of 2016, although recovered in the second half, to result in spend up 1% in 2016 to a record £5.5 billion.

Miscellaneous visits combine a wide range of journey purposes and are more likely to fluctuate more. At the end of 2016, visits for this purpose were up 2%, whilst spend was down 4% - likely due to a decrease in high spending visitors when comparing to 2015's Rugby World Cup.

**Inbound visits by journey purpose (000s),
rolling year ending**



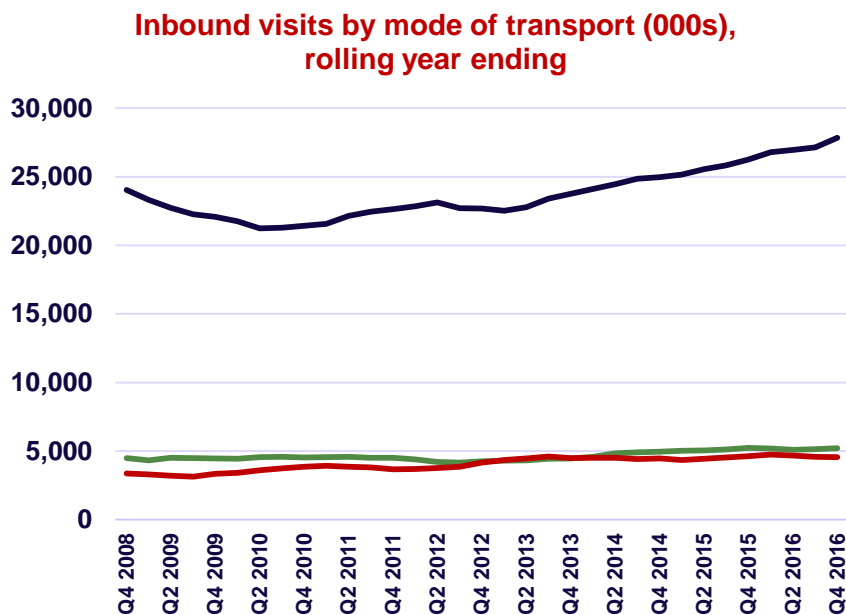
	2016 Full year				Q4 2016	
	Visits (000s)	Change v 2015	Spend (£ mill)	Change v 2015	Visits (000s)	Change v 2015
Holiday	13,899	0%	£8,732	2%	3,230	13%
Business	9,187	4%	£5,452	1%	2,413	3%
VFR	11,565	11%	£5,053	5%	3,043	17%
Misc.	2,428	2%	£1,442	-4%	746	-16%

Transport mode

Travel via **air** continues to increase, with increases across all quarters of 2016, and air visits up 11% in Q4. 2016 visits and the most recent 12 month period set a new record at 27.8 million visits using this method. Spending by those travelling by air was also up 4% for 2016 setting a new spend record.

Visits to the UK via the **tunnel** fell 1% in 2016, following decreases across all quarters except Q1. The decline in visitors is linked to a decline in visits from France in 2016. Spending also fell, by a larger proportion, to £1.5 billion, down 12% on 2015.

Visits to the UK departing via the **sea** also fell 1% in 2016, driven by decreases in the first half of 2016. Spending was also down 6%, with spending either flat or declining throughout the year.



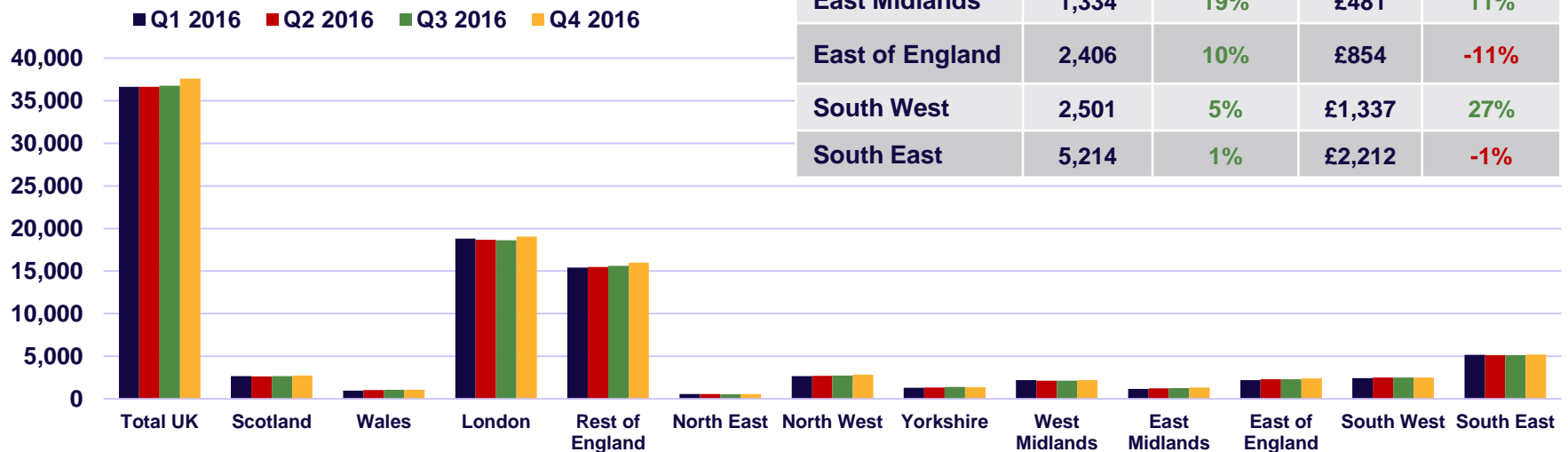
	2016 Full year			
	Visits (000s)	Change v 2015	Spend (£ mill)	Change v 2015
Air	27,842	6%	£19,439	4%
Tunnel	4,556	-1%	£1,513	-12%
Sea	5,211	-1%	£1,591	-6%

Area visited

Almost all regions of the UK experienced positive growth in visits in 2016, with strong growth from **East Midlands**, **Wales** and **East of England**.

Growth in visits to the **Rest of England** outpaced growth in **London**, with spend in **Rest of England** up 4% also, whilst spend in **London** remained flat.

Inbound visits by area visited, rolling 12 months
(000s)



2016 Full year	Visits (000s)	Growth vs. 2015	Spend (£ mill)	Growth vs. 2015
Total UK	37,609	4%	£22,543	2%
Scotland	2,747	6%	£1,850	9%
Wales	1,074	11%	£444	8%
London	19,060	3%	£11,869	0%
Rest of England	15,979	5%	£7,818	4%
North East	560	-3%	£413	52%
North West	2,839	6%	£1,151	-5%
Yorkshire	1,362	6%	£516	0%
West Midlands	2,196	4%	£855	5%
East Midlands	1,334	19%	£481	11%
East of England	2,406	10%	£854	-11%
South West	2,501	5%	£1,337	27%
South East	5,214	1%	£2,212	-1%



Visits and value trends by source market

The next series of charts track progress in visits to the UK from different countries around the world.

Latest quarterly data: selected markets

After a weaker Q3, many markets experienced a growth in visits in Q4 2016.

USA: visits increased 14% to 768,000 and spending for Q4 2016 increased 18% to £861 million, the strongest Q4 on record for spending.

China: after a record breaking 2015, Q4 visits are up 10% at 59,000, whilst spending decreased by 8% to £136 million.

France: Q4 visits are up by 10% to 1.0 million, the strongest Q4 on record. Spending decreased 1% to £304 million.

Germany: visits were up 14% to 790,000 in Q4, a new record. Spending increased by 3% to £286 million, falling short of 2014's record.

Australia: visits were down 13% to 190,000 and spending fell by 18% to £209 million.

Canada: Q4 visits are up 39% to 184,000, the strongest Q4 on record for visits. Spending increased 30% to £129 million,

Irish Republic: visits increased in Q4, up 14% to 738,000. Spending increased by 17% to £334 million, a new Q4 spending record.

Spain: visits in Q4 were up 19% to 684,000, setting a new Q4 record. Spending was down 8% to £239 million in Q4 2016.

Poland: visit numbers were up 27% at 502,000, setting a new Q4 record. Spending was down 19% at £98 million.

India: visitor levels were up 5% at 84,000, whilst spending has decreased 3% to £100 million.

UAE: visit numbers were up 12% in Q4 to 82,000, and visitor spend was up 21% to £129 million.

Q4 2016	Visits (000s)	Growth	Spend (£m)	Growth
Australia	190	-13%	209	-18%
Belgium	237	-21%	74	-19%
Canada	184	39%	129	30%
China*	59	10%	136	-8%
Denmark	200	2%	113	32%
France	1,040	10%	304	-1%
Germany	790	14%	286	3%
India	84	5%	100	-3%
Irish Republic	738	14%	334	17%
Italy	526	7%	220	-10%
Netherlands	520	2%	174	-4%
Norway	195	5%	108	9%
Poland	502	27%	98	-19%
Portugal	140	26%	60	9%
Romania	296	26%	80	27%
Spain	684	19%	239	-8%
Sweden	233	2%	156	30%
Switzerland	217	-5%	130	-2%
UAE	82	12%	129	21%
USA	768	14%	861	18%

Top markets for visits 2016

Rank	Visits Rank	Visits (000s)	Growth
1	France	4,064	-3%
2	USA	3,455	6%
3	Germany	3,341	3%
4	Irish Republic	2,897	10%
5	Spain	2,397	9%
6	Netherlands	2,062	9%
7	Italy	1,990	11%
8	Poland	1,921	13%
9	Belgium	1,048	-11%
10	Australia	982	-6%
11	Switzerland	940	8%
12	Romania	891	29%
13	Canada	828	17%
14	Sweden	821	-3%
15	Denmark	730	-3%
16	Norway	700	-9%
17	Portugal	492	26%
18	India	415	-2%
19	Czech Republic	414	-11%
20	Hungary	397	21%

- The top 10 markets have remained in the same positions as in 2015, when the **USA** overtook **Germany** to second place.
- Despite a decline in visits in 2016, **France** still remains out in front as the UK's top inbound market.
- **Romania** has seen rapid growth in recent years, rising from 16th place in 2015 and is currently one of the UK's fastest growing inbound markets.
- **Canada** has also seen strong growth, rising two places in 2016, although visits are still short of the 2006 record.
- **UAE** fell out of the top 20 this year, although experiencing a 5% increase in visits. **Hungary** replaces the UAE in 20th place this year, after experiencing 21% growth and setting a new record at 397,000 visits.

Top markets for spend 2016

Rank	Spend Rank	Spend (£m)	Growth
1	USA	£3,354	11%
2	Germany	£1,490	8%
3	France	£1,372	-8%
4	Australia	£1,060	-5%
5	Irish Republic	£1,059	13%
6	Spain	£992	-1%
7	Italy	£980	10%
8	Switzerland	£792	53%
9	Netherlands	£714	6%
10	Canada	£634	25%
11	UAE	£566	16%
12	China	£513	-12%
13	Sweden	£458	-10%
14	India	£433	0%
15	Norway	£411	-3%
16	Poland	£389	-11%
17	Denmark	£368	4%
18	Saudi Arabia	£360	-35%
19	Belgium	£305	-18%
20	Romania	£302	40%

- The **USA** remains in top place this year, with record spend at £3.4 billion.
- **Germany** has overtaken **France** and is now in second place, after 8% growth in spend from this market.
- **Switzerland** saw a spend increase of 53%, rising three places to 8th this year.
- **Canada** also experienced strong growth in spending, up 25% this year, setting a new record and moving up three places to enter the top 10 for the first time in five years.
- After a record 2015, **China's** spending fell 12%, and down three places to 12th.
- **Saudi Arabia** also experienced a decline, down 35% and a drop from 10th place in 2015, to 18th in 2016.

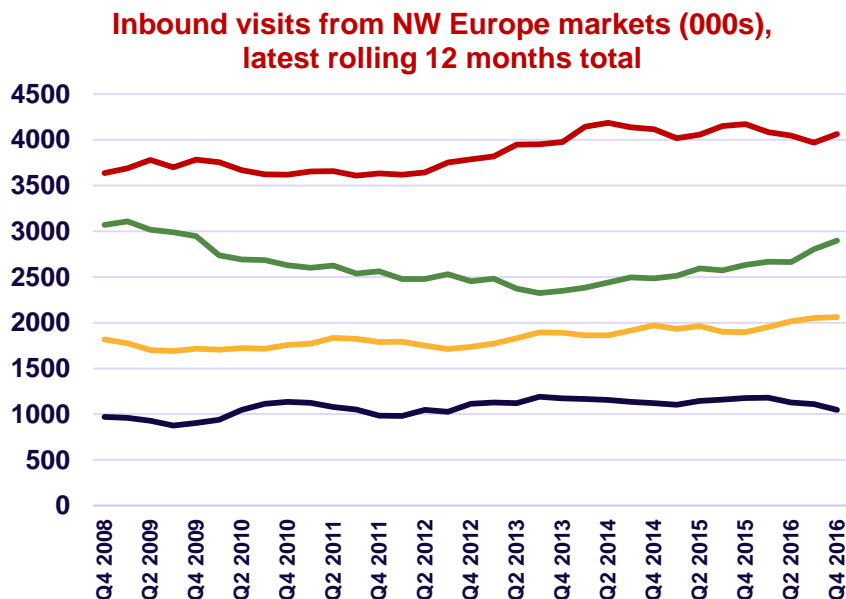
North West Europe

Our closest neighbours in North West Europe provide some of our highest levels of visits to the UK. Visits from **France** declined throughout early 2016, but increased 10% in Q4 to set a new quarterly record.

Visits from **Irish Republic** have continued to grow since 2013, following economic recovery. Whilst visits increased 10% in 2016, they are still short of the record high of 2008. Spending increased 13% and sets a new record, in nominal terms.

Visits and spend are both up for **Netherlands**, and 2016 sets a new record for highest volume of visits, at 2.1 million. Q4 was a weaker quarter for Netherlands, and spend was down 4%.

Belgium's decline in visits continued throughout 2016, with visits down 11% overall on 2015 to the lowest since 2011. Spend followed suit, but to a greater degree, down 18%.



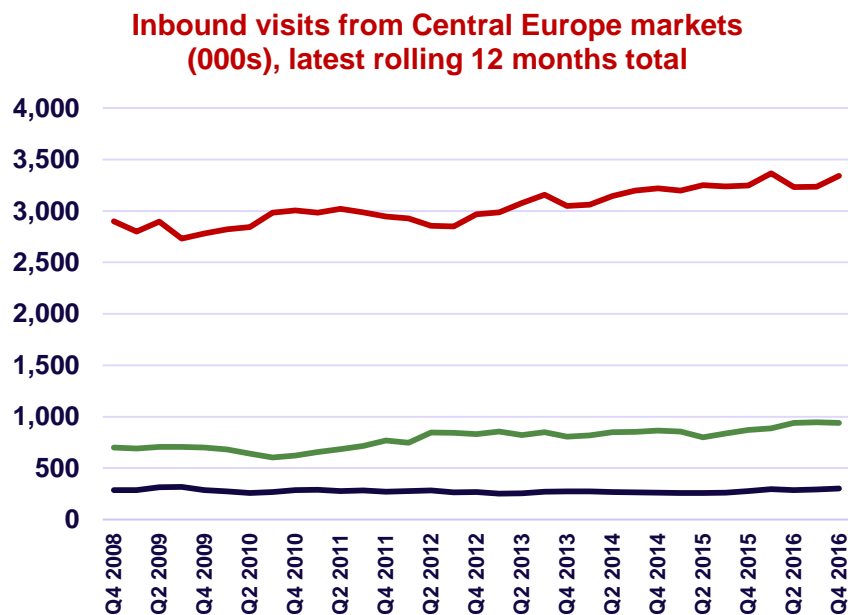
	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Belgium	1,048	-11%	£305	-18%
France	4,064	-3%	£1,372	-8%
Irish Republic	2,897	10%	£1,059	13%
Netherlands	2,062	9%	£714	6%

Central Europe

Visits from **Germany** grew 3% in 2016 after a weaker Q2 and Q3, the year ended strong with Q4 visits setting a new quarterly record. Spending increased 8% in 2016, setting a new yearly record at £1.5 billion.

Visits from **Switzerland** increased 8% in 2016, setting a new record at 940,000. Spending also increased, by 53% to set a new annual record. This large increase was due to strong spending in Q2 and Q3, driven by business.

Visits from **Austria** were up 9% in the last 12 months, and visits have broken the 300,000 mark and set a new annual record. Spend increased 8% in 2016, also setting a new record, boosted by strong spending in Q1 and Q4 2016.



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Austria	302	9%	£176	8%
Germany	3,341	3%	£1,490	8%
Switzerland	940	8%	£792	53%

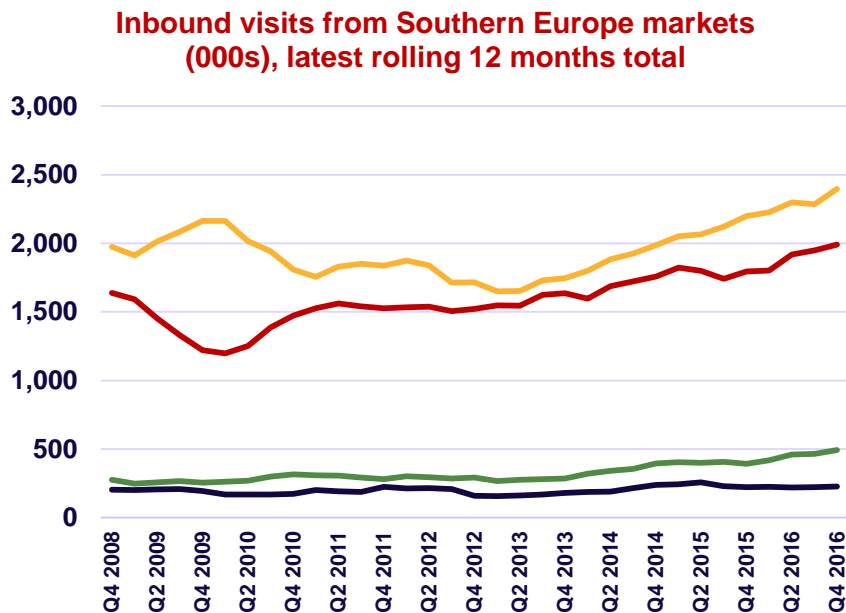
Southern Europe

Visit numbers from **Spain** have increased sharply over the last two years, and continue to grow, as their economy continues to recover. Visits are up 9% in the latest 12 months to set a new annual record. Spend fell 1% after a weaker second half of the year.

Visits from **Italy** are also noticeably higher than a few years ago and 2016 sets a new visits record, up 11% to 2.0 million visits. Spend also rose, by 11% to £980 million, the highest year on record.

Portugal also set a record for the highest number of visits in a year, up 26% on 2015 to 492,000 with increases across each individual quarter. Spend increased 21% to £210 million, also setting a new annual record.

Visits from **Greece** have rose 1% in 2016 due to a strong second half of the year, however visits are still short of the 2014 record. Spend fell 19% to £136 million with declines in Q1 and Q3.



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Greece	227	1%	£136	-19%
Italy	1,990	11%	£980	10%
Portugal	492	26%	£210	21%
Spain	2,397	9%	£992	-1%

Nordics

Visits from the Nordics have been more mixed compared to other parts of Europe.

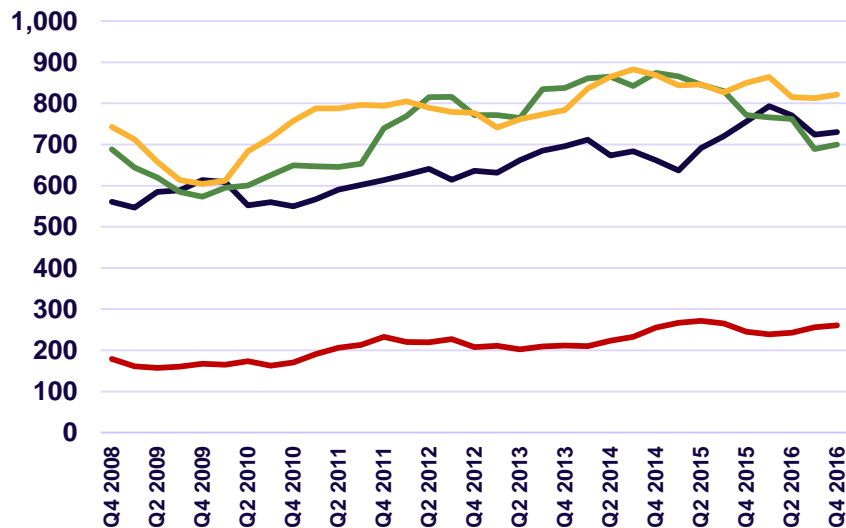
Denmark visits have decreased 3% as although new records were set for Q1 and Q4, the summer was weaker. Spend for Q1 and Q4 was particularly strong, contributing to the 4% increase overall for the year.

Finland, the smallest of the Nordic countries in terms of UK visits, saw growth from Q2 onwards with visits up 6% overall, and spend up 3% for 2016, both setting new records.

Norway's visits decreased throughout most of 2016, although Q4 was a turning point for this market with visits and spend both up for the quarter.

Visits from **Sweden** were volatile throughout 2016, although both visits and spend were up for the final quarter of the year.

Inbound visits from Nordic markets (000s), latest rolling 12 months total



Source: International Passenger Survey

	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Denmark	730	-3%	£368	4%
Finland	261	6%	£140	3%
Norway	700	-9%	£411	-3%
Sweden	821	-3%	£458	-10%

Eastern Europe

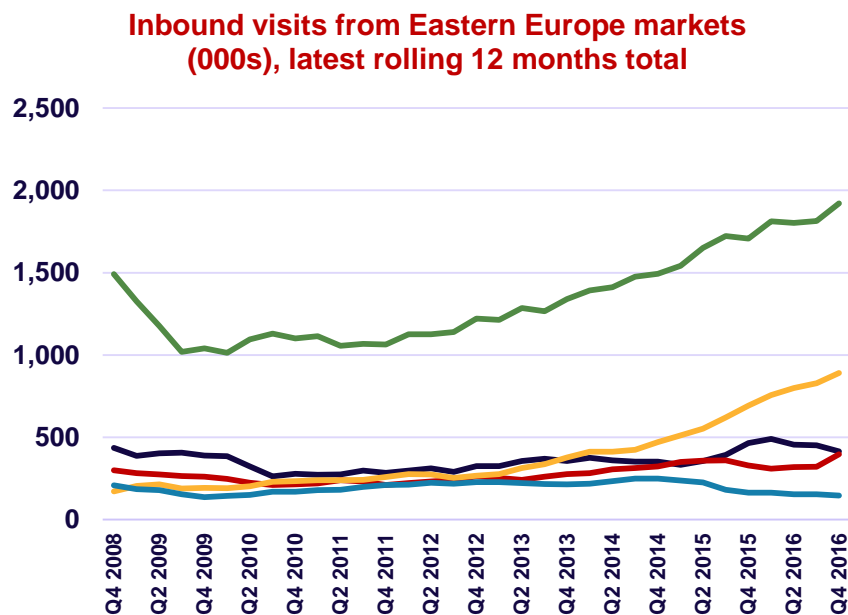
Amongst the Eastern European markets, visits from **Poland** saw strong growth from 2011, and 2016 set a new record with 1.9 million visits. However, spend overall fell 11%.

Visits from **Romania** also continue to grow rapidly, and 2016 set a new record at 891,000 visits, up 29% on 2015 and the fourth consecutive year of double digit growth. Spend also increased this year, up 40% to a record £302 million.

Visits from the **Czech Republic** fell 11% in 2016, after an strong 2015. Despite this, spend grew after a strong Q3 for spend from this market.

Following a weaker Q1 2016, **Hungary** saw growth throughout the remainder of 2016, with visits up 21% by the end of the year. Spend also followed suit, with Q4 strong compared to previous year and up 26% on 2015.

Visits from **Russia** fell 11% in 2016, with volatility across individual quarters, and spend also falling 16%.



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Czech Rep	414	-11%	£152	9%
Hungary	397	21%	£86	26%
Poland	1,921	13%	£389	-11%
Romania	891	29%	£302	40%
Russia	147	-11%	£110	-16%

English-speaking long-haul

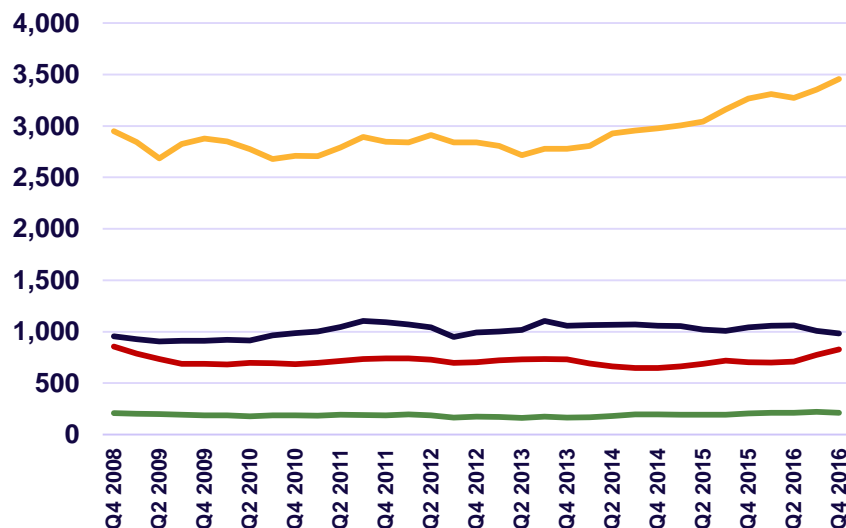
The **USA**, the UK's biggest inbound market by value, saw 6% growth in visits during 2016, with strong Q1 and Q4 growth, although visits still fall short of the highs recorded in 2006. Spend rose 11% to a record £3.4 billion.

Visits from **New Zealand** fluctuated throughout 2016, but were down in Q4 when compared to the strong Q4 2015. Visits for 2016 on a whole were up 3% to 213,000, however spend fell 9% to £196 million, closer to 2014's figures.

Australia visits were up for the first half of 2016, but fell during the second half, after a strong Q4 in 2015 for the Rugby World Cup. This means that overall visits were down 6% on 2015, and spend down 5%.

Canada visits have increased rapidly from Q2 2016 to 828,000 visits in total for 2016. However, visit numbers are still short of the 2008 highs. Spend also increased by 25% in 2016, with increases across each individual quarter, to a record £634 million.

Inbound visits from English-speaking long-haul markets (000s), latest rolling 12 months total



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Australia	982	-6%	£1,060	-5%
Canada	828	17%	£634	25%
New Zealand	213	3%	£196	-9%
USA	3,455	6%	£3,354	11%

Advanced Asia

Hong Kong visits are up 7% in 2016 to a record 218,000 visits, boosted by a strong Q3 whilst visits in other quarters remained stable or decline. Spend fell 4% to £255 million, the second highest year on record after 2015.

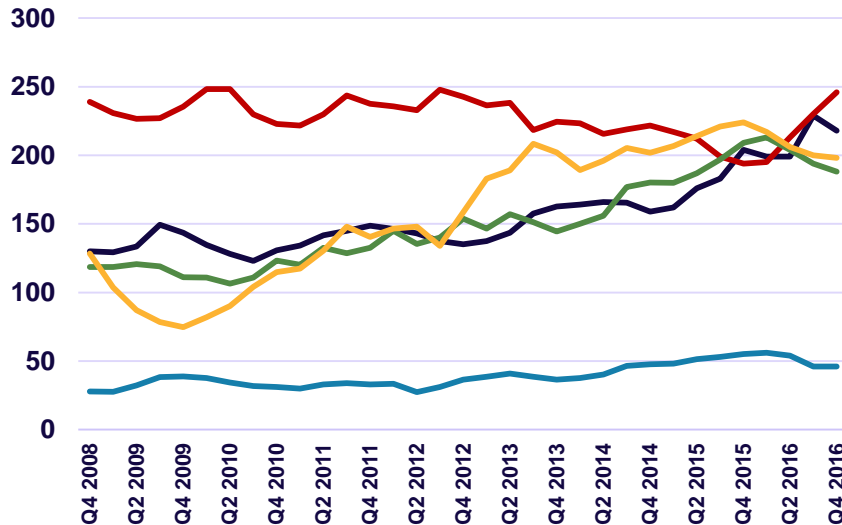
Japan visits increased 27% after a weak 2015. Spend from this market rose more modestly by 1% to £215 million.

Singapore visits are down 10% after reaching a new record in 2015. Spend also fell proportionately by 13% to £277 million.

Visits from **South Korea** decreased each quarter of 2016, to an overall decline of 12%. Spending increased 8% despite a decline in visitor numbers, as overall nights spent by South Korean travellers also increased 7%.

A smaller market for inbound tourism, **Taiwan** numbers can be more volatile and both visits and spend are down compared to 2015.

Inbound visits from Advanced Asia markets (000s), latest rolling 12 months total



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Hong Kong	218	7%	£255	-4%
Japan	246	27%	£215	1%
Singapore	188	-10%	£277	-13%
South Korea	198	-12%	£151	8%
Taiwan*	46	-15%	£51	-42%

Emerging Asia

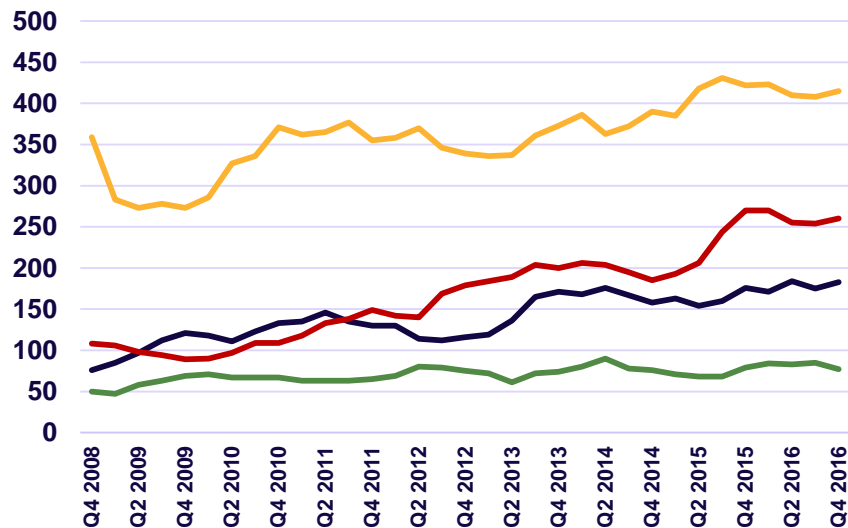
Visits from **China** decreased 3% in 2016 after a record breaking 2015. However, Q4 2016 visits were up 10% to a record 59,000 visits and taking 2016 overall visits are 41% higher than in 2014.

India continues to generate high volumes of visits; however, Q2 and Q3 decreased meaning that visits are currently tracking 2% lower than last year. Spend remained on par with last year due to an increase in overall nights spent in the UK.

Visits from **Malaysia** continue to grow, up 4% to a record 183,000 driven by a strong Q2 and Q4. Spend fell 4%, driven by a decline in visit length as spend per night grew in 2016.

Thailand is a smaller inbound market, and visit numbers are more volatile. For 2016, visits are 2% lower and spend fell 13% on the year before.

**Inbound visits from Emerging Asia markets
(000s), latest rolling 12 months total**



Source: International Passenger Survey

	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
China	260	-3%	£513	-12%
Malaysia	183	4%	£198	-4%
Thailand	77	-2%	£88	-13%
India	415	-2%	£433	0%

The Gulf

As the largest inbound market from the Gulf region, visits from the **UAE** increased 5% in 2016 to a record 365,000. Spend also increased, up 16% although short of 2013's record.

Saudi Arabia visits continue to grow, up 3% to a record 152,000 in 2016. Spend is down 35%, closer to 2014's figures after a peak last year.

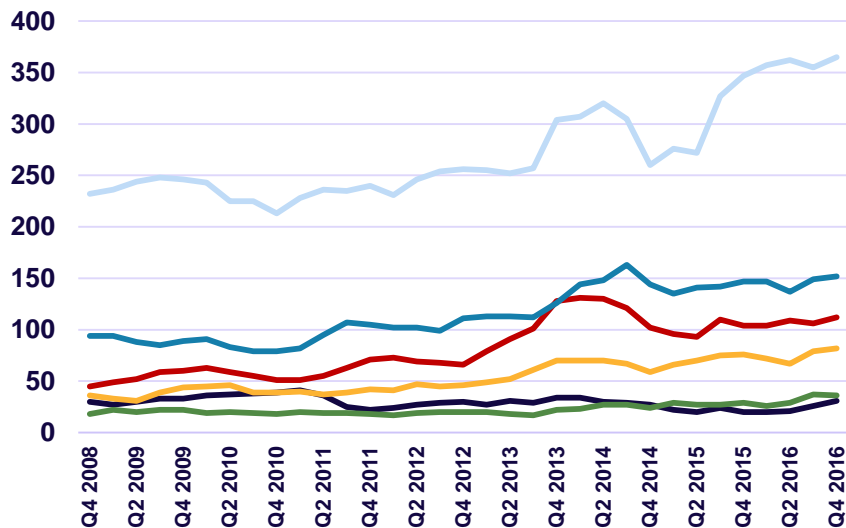
Qatar visits increased 8% in 2016, after a strong second half of the year, to a record 82,000. Spend remained on par with 2015.

Bahrain shows a large increase in visits and spend, but sample sizes are small so results are more likely to fluctuate.

Visits to the UK from **Oman** increased 22% to a record 36,000 in 2016. However spend fell, again driven by an overall decrease in nights spent as the overall spend per night increased in 2016.

Kuwait visits increased 7% in 2016, driven by increases in Q2 and Q4. However, spend was down 27%, due in part to a fewer visitor nights.

Inbound visits from Gulf markets (000s), latest rolling 12 months total



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Bahrain**	31	54%	£72	148%
Kuwait	112	7%	£222	-27%
Oman*	36	22%	£48	-10%
Qatar	82	8%	£163	0%
Saudi Arabia	152	3%	£360	-35%
UAE	365	5%	£566	16%

Source: International Passenger Survey

*Sample size less than n=100

**Sample size less than n=50

Rest of Middle East & Africa

Nigeria visits were down in all quarters of 2016 except Q3, to the lowest yearly visitor numbers in more than ten years.

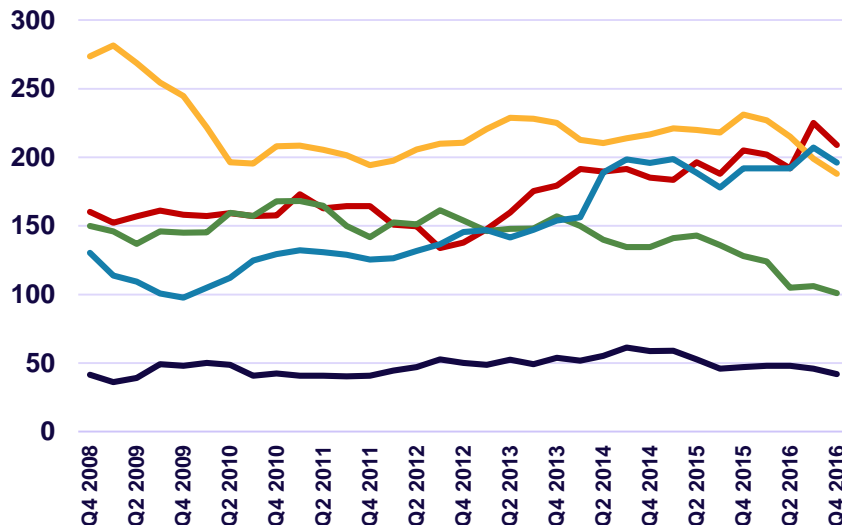
South Africa experienced a decrease in visits throughout 2016, down 19%, following a currency crisis. Spend was also down 24%, following the overall trend of visits.

Israel experienced fluctuation in 2016, however visits were up 2% overall to a record 209,000. Spend was down 50% after 2015's record figures.

After peaking in 2014, visits from **Egypt** have dropped over the last two years, with visits down 13% to 42,000 in 2016. Spend increased in 2016, meaning an increase in spend per visit.

Despite a weak Q4, visit numbers from **Turkey** were up 2% overall in 2016, matching the previous record at 196,000. Spend also increased, by 35% to a record £203 million.

Inbound visits from Middle East and Africa markets (000s), latest rolling 12 months total



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Egypt*	42	-13%	£89	17%
Israel	209	2%	£137	-50%
Nigeria	101	-21%	£197	-5%
South Africa	188	-19%	£187	-24%
Turkey	196	2%	£203	35%

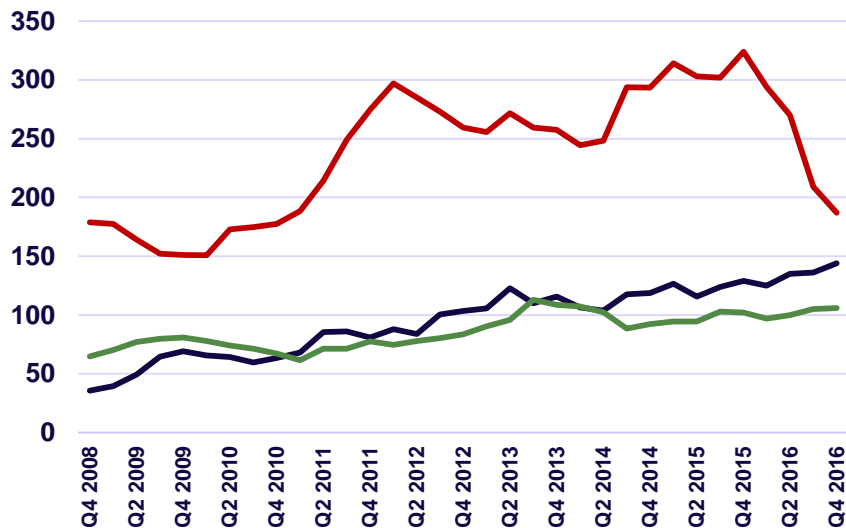
Latin America

Brazil's decline in visits continues, with visits down throughout each quarter of 2016, with Brazil in recession during 2016. Spend also declined, although by a milder 23%.

Argentina, though a smaller inbound market for the UK, experienced growth in visits from Q2 2016 and visits reached a record 144,000 in 2016. Spend declined slightly, down 1% to £90 million.

Mexico visits grew 4% in 2016, and although up on 2015 didn't quite reach the record set in 2013. Spend fell slightly, down 6% to £64 million.

Inbound visits from Latin American markets (000s), latest rolling 12 months total



	2016 Full year			
	Visits (000s)	%	Spend (£ mill)	%
Argentina	144	12%	£90	-1%
Brazil	187	-42%	£196	-23%
Mexico	106	4%	£64	-6%

Definitions & Learn more

It is possible to find much more detail about all of VisitBritain's priority markets, including the latest quarterly data from the International Passenger Survey, by exploring the Insights & Statistics pages of our website.

In addition to being able to manipulate data through a series of visualisations our Market and Trade Profiles provide a comprehensive summary of each market including trends, attitudes and characteristics.

The data source for all charts and tables is the **International Passenger Survey**, conducted by the **Office for National Statistics**.

Definitions

VFR - Visiting Friends and Relatives

Miscellaneous visits - includes those for short term study, to attend sports events, for personal shopping, health or religious purposes, accompanying others and many more

Visit - all departing visits from overseas residents (including those who may be UK nationals but live elsewhere, excluding other nationals who have been in the UK for 12 months or longer)

Spend - the amount visitors report spending in the UK during their stay



Inbound Tourism Trends Quarterly May 2017