### Annual visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>283,000</td>
</tr>
<tr>
<td>2012</td>
<td>277,000</td>
</tr>
<tr>
<td>2013</td>
<td>276,000</td>
</tr>
<tr>
<td>2014</td>
<td>281,000</td>
</tr>
<tr>
<td>2015</td>
<td>289,000</td>
</tr>
<tr>
<td>2016</td>
<td>305,000</td>
</tr>
<tr>
<td>2017</td>
<td>311,000</td>
</tr>
<tr>
<td>2018</td>
<td>327,000</td>
</tr>
<tr>
<td>2019</td>
<td>342,000</td>
</tr>
</tbody>
</table>

*Global ranking for inbound visits to the UK in 2019: #24*

### Seasonal spread of travel* (2019)

- Jan–Mar: 24%
- Apr–Jun: 25%
- Jul–Sep: 25%
- Oct–Dec: 27%

### Purpose of travel* (2019)

- Holiday: 50%
- VFR**: 23%
- Business: 18%
- Study: 1%
- Misc: 7%

### Regional spread of travel* (2017-2019)

- % share of nights
- High: 20%
- Medium: 34%
- Low: 4%

### Departure & destination airports*** (2019)

- 14 UK airports: Vienna, Salzburg, Innsbruck, Klagenfurt, Linz

### Average flight seats per week*** (2019)

- 27,383

### Average length of stay* (2019)

- 4 nights

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**Visit friends and/or relatives.

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Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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**International Passenger Survey (IPS) by ONS. ***Apex (non-stop routes only).