China
Inbound tourism overview

Market snapshot(1)

- #10 Global ranking for inbound spend in the UK in 2018
- 2018: £657m
- 2011-2018 average spend per visit: £657m
- 2018 average spend per visit: £1,678
- 2011-2018: +173%
- 2.8 times the global average

- 391,000 visitors(a) in 2018
- 2011-2018: +164%

Popular international destinations(2) (2018)

- Hong Kong: 19%
- Macao: 13%
- USA: 3%
- France: 2%

Regional spread of travel(1) (2016-2018)

- 62% of Chinese visitor nights are spent outside London

Average Length of Holiday Stay(1)(2018)

- China: 9 nights
- All inbound markets: 6 nights

Purpose of travel(1) (2018)

- Holiday: 57%
- VFR(b): 18%
- Business: 11%
- Study: 9%
- Misc: 5%

Seasonal spread of travel(1) (2018)

- Jan–Mar: 17% (21%)
- Apr–Jun: 18% (27%)
- Jul–Sep: 41% (28%)
- Oct–Dec: 24% (24%)

Direct flights from China to the UK(3) (2018)

- To Edinburgh: From Beijing: 11,796
- To Manchester: From Beijing: 52,175
- To London: From Beijing: 327,081
  - From Changsha/Chengdu/Chongqing/Wuhan/Xi’an: 120,787
  - From Guangzhou/Sanya/Shenzhen: 106,590
  - From Qingdao/Shanghai: 347,896

Notes:
(1) International Passenger Survey (IPS), (2) Oxford Economics, (3) Apex (direct, non-stopping flights only).

Sources:
International Passenger Survey (IPS), Oxford Economics, Apex (direct, non-stopping flights only).

VisitBritain
UK Centre
17F Garden Square
968 West Beijing Road
Shanghai 200041, China

Travis Qian
VisitBritain Country Manager China & HK
travis.qian@visitbritain.org

Pinterest - visitbritain
Youku - 英国旅游局官方微博
WeChat - 17
VisitBritain Country Manager China & HK
China
Visitor profile

Key demographics: age* (2016-2018)

- 65+ (2%)
- 55-64 (6%)
- 45-54 (18%)
- 35-44 (22%)
- 25-34 (31%)
- 16-24 (17%)
- 0-15 (4%)
- 25-34 (31%)
- 35-44 (22%)
- 45-54 (18%)
- 55-64 (6%)
- 65+ (2%)

Priority market segments & attributes***

**Buzzseekers**
- 39% of Chinese international travellers
- Affluent and seasoned travellers
- Opinion leaders of their friends and social contacts, who prefer premium experiences and adventures

**Culture Buffs**
- 30% of Chinese international travellers
- Regular travellers who look for experiences that will help them grow as a person and create lifelong memories

Top three activities in the UK* (2007-2017)

- Going shopping
- Dining in restaurants
- Visiting parks or gardens

Most wished for activities in Britain** (2019)

1. London’s best food markets tour
2. English waterways tour in a canal boat
3. Riding the Hogwarts Express
4. Relaxing in Bath spa rooftop pool
5. Staying in a fairy-tale castle
6. English vineyard tour

Top influences for visiting Britain** (2016)

1. Word of mouth
2. Travel agent or tour operator website
3. Travellers’ reviews on websites

Key demographics: gender* (2016-2018)

- Male (53%) - Female (47%)
- Holiday (50%) - VFR (55%)
- Business (20%) - None (30%)

Travel companions* (2017)

- On their own (30%)
- Spouse/Partner (28%)
- With other adult family members (13%)
- With friends (11%)
- With children under 18 (11%)
- With a tour group (4%)

Booking habits** (2016)

- Transport and accommodation booked together (71%)
- UK holiday package booked online (82%)

73% of staying holiday makers from China were “extremely likely” to recommend Britain in 2017*

Sources: *International Passenger Survey (IPS), % excluding unknown, **VisitBritain/Ipsos, ***Kubi kalloo