**China**

**Inbound tourism overview**

### Market snapshot*

- **#10 Global ranking for inbound spend in the UK in 2017**
  - 2017: £694m
  - 2010-2017: +278%
  - 2017 average spend per visit: £2,059
  - 3.3 times the global average

- **#22 Global ranking for inbound visits to the UK in 2017**
  - 2017: 337,000 visitors
  - 2010-2017: +208%

### Popular international destinations** (2017)

- 20% Hong Kong
- 13% Macao
- 4% USA
- 2% France

### Regional spread of travel* (2015-2017)

- 63% of Chinese visitor nights are spent outside London

### Purpose of travel* (2017)

- Holiday: 54%
- VFR***: 16%
- Business: 18%
- Study: 7%
- Misc: 5%

### Seasonal spread of travel* (2017)

- Jan–Mar: 16%
- Apr–Jun: 18%
- Jul–Sep: 47%
- Oct–Dec: 18%

### Direct flights from China to the UK**** (2017)

- Beijing - Manchester: 59,460 seats
- Beijing - London Heathrow: 304,094 seats
- Shanghai - London Heathrow: 318,349 seats
- Chongqing - London Gatwick: 25,958 seats
- Guangzhou - London Heathrow: 121,026 seats
- Qingdao - London Heathrow: 2,967 seats

In 2018, new direct, non-stop routes have been added from Changsha, Sanya, Shenzhen, Wuhan, and Xi’an, and to Edinburgh.

### Sources:

- *International Passenger Survey (IPS)
- **Oxford Economics
- ***Visit friends and/or relatives

VisitBritain

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

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

VisitBritain
Consumer website: visitbritain.com
Corporate website: visitbritain.org
GREAT China Welcome:
www.visitbritain.org/great-china-welcome
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com
China
Visitor profile


<table>
<thead>
<tr>
<th>Age Group</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>0-15</td>
<td>16%</td>
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<tr>
<td>16-24</td>
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<td>25-34</td>
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<td>35-44</td>
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<td>45-54</td>
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<td>6%</td>
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<td>65+</td>
<td>2%</td>
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</tbody>
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- Male: 55%
- Female: 45%

Travel companions** (2016)

- Spouse/Partner: 72%
- On their own: 14%
- With children under 16: 16%
- With friends: 13%
- With other adult family members: 7%

Applicable to people who visited Britain.

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

- Going shopping: 45%
- Dining in restaurants: 47%
- Visiting parks or gardens: 53%

Interests in British culture*** (2015)

1. Monarchy, the Royals
2. Shakespeare
3. Food
4. Sherlock Holmes
5. The London Underground (the tube)
6. Harry Potter
7. British fashion labels
8. Edinburgh Festival
9. Afternoon tea, cakes
10. Downton Abbey

Top influences in visiting Britain** (2016)

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

Booking habits** (2016)

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

Applicable to people who visited Britain.

73% of visitors from China were “extremely likely” to recommend Britain in 2015*

Sources:
- International Passenger Survey (IPS), % excluding unknown, **VisitBritain/Ipsos ‘Decisions and Influences’ research’, *** VisitBritain/Olive Insight ‘How Britain can best play the culture card’