# Inbound Tourism Overview

## Annual Visits*

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>3,562,000</td>
</tr>
<tr>
<td>2012</td>
<td>3,763,000</td>
</tr>
<tr>
<td>2013</td>
<td>3,780,000</td>
</tr>
<tr>
<td>2014</td>
<td>3,867,000</td>
</tr>
<tr>
<td>2015</td>
<td>3,909,000</td>
</tr>
<tr>
<td>2016</td>
<td>4,040,000</td>
</tr>
<tr>
<td>2017</td>
<td>3,783,000</td>
</tr>
<tr>
<td>2018</td>
<td>3,592,000</td>
</tr>
<tr>
<td>2019</td>
<td>3,561,000</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2019: **#2**

## Seasonal Spread of Travel* (2019)

- Jan–Mar: 23%
- Apr–Jun: 26%
- Jul–Sep: 25%
- Oct–Dec: 26%

## Purpose of Travel* (2019)

- Holiday: 43%
- Business: 20%
- VFR**: 32%
- Study: 1%
- Misc: 3%

## Market Access* (2019)

- By air: 45%
- By sea: 16%
- By tunnel: 39%

## Average Length of Stay* (2019)

8% of French visits did not include an overnight stay (vs. 4% all market average).
France
Visitor profile

Key demographics* (2019)

- 65+ 7%
- 55-64 13%
- 45-54 18%
- 35-44 20%
- 25-34 21%
- 16-24 12%
- 0-15 6%

Visitors' origin* (2019)

Top reasons to return to the UK*** (2019)

1. The UK is easy to get to for me
2. Go back to see the sights/attractions I didn’t see on previous visit
3. The UK is easy to get around
4. Visit a different part of the UK
5. The UK caters well to tourists

Top influences in visiting Britain** (2016)

1. Word of mouth
2. Travel guidebook
3. Information on search engines

Top three activities in the UK* (2007-2019)

- Dining in restaurants
- Shopping
- Sightseeing

Perceptions of Britain*** (2019)

- Contemporary culture
- Sports
- Vibrant cities
- Cultural heritage
- Historic buildings

98% of French visitors were “likely” or “extremely likely” to recommend Britain in 2017*
74% of French visitors were repeat visitors in 2015*