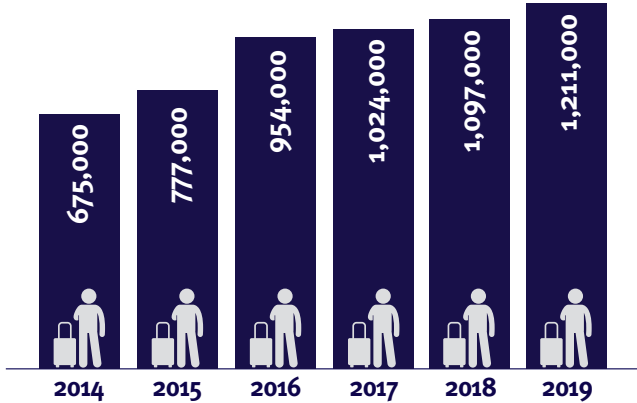


Gulf States

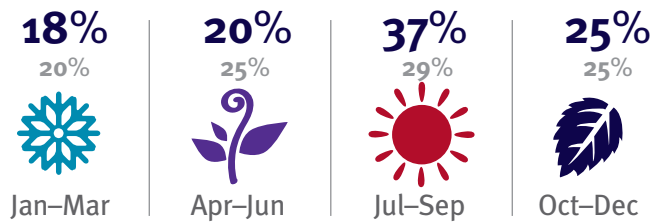
Inbound tourism overview

Annual visits



#9 Global ranking for inbound visits to the UK in 2019

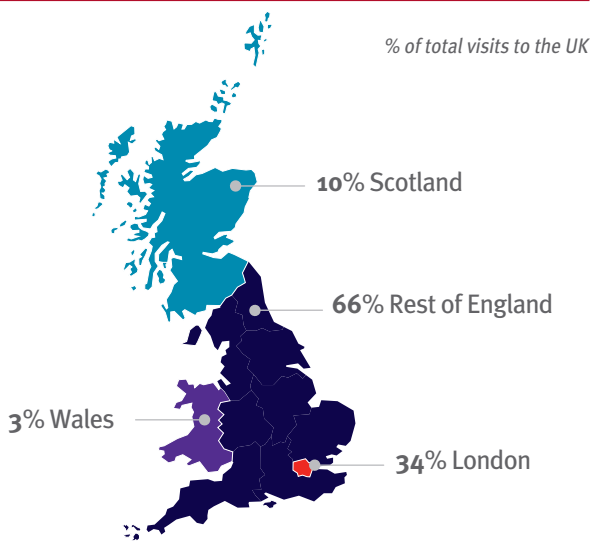
Seasonal spread of travel (2019)



Average length of stay (2019)

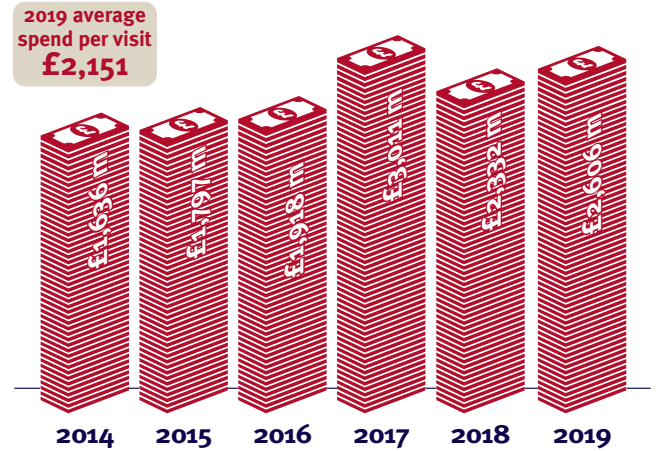
12 nights

Regional spread of travel (2019)



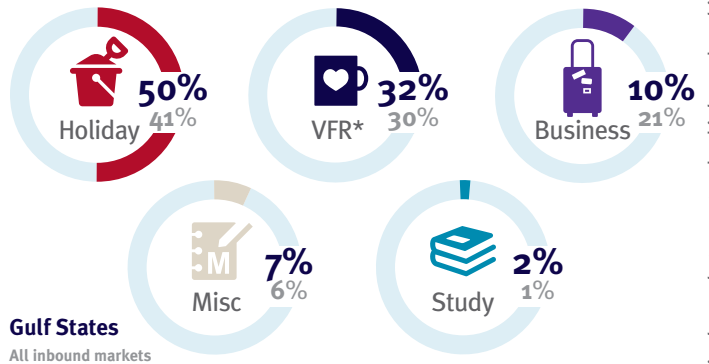
Percentages may not total 100% as single visit may include multiple regions.

Annual visitor spend

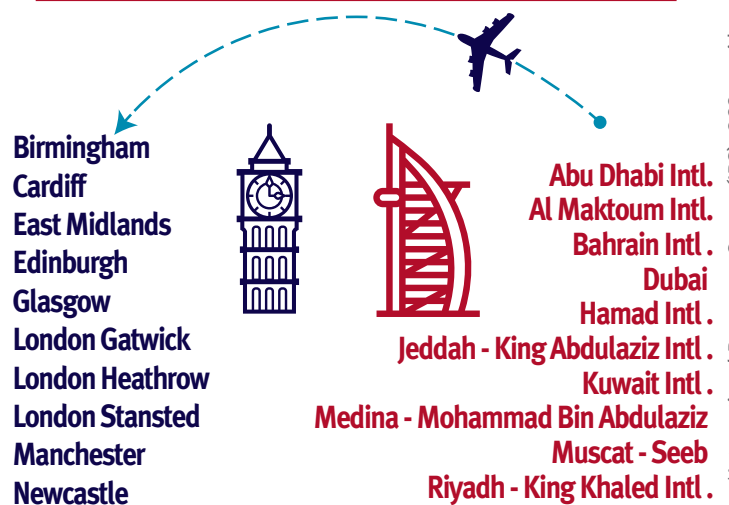


#2 Global ranking for inbound spend in the UK in 2019

Purpose of travel (2019)



Departures and destination airports** (2019)



*Visiting friends and/or relatives, **direct, non-stopping flights only

VisitBritain
1205 Aspect Tower
Business Bay, PO Box 33342
Dubai, UAE

+971 (0) 4431 8000
Sofia.Santos@visitbritain.org

@VisitBritainGCC
LoveGreatBritain.ar
VisitbritainGCC
@VisitBritainBiz

Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

Sources: *International Passenger Survey (IPS), GCC considered as a single market - as standard inbound rankings do not consider it as such, ***Apex.



VisitBritain[®]