Russia

Inbound tourism overview

**Annual visits***

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitors</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>195,000</td>
</tr>
<tr>
<td>2012</td>
<td>236,000</td>
</tr>
<tr>
<td>2013</td>
<td>245,000</td>
</tr>
<tr>
<td>2014</td>
<td>264,000</td>
</tr>
<tr>
<td>2015</td>
<td>233,000</td>
</tr>
<tr>
<td>2016</td>
<td>200,000</td>
</tr>
<tr>
<td>2017</td>
<td>247,000</td>
</tr>
<tr>
<td>2018</td>
<td>229,000</td>
</tr>
<tr>
<td>2019</td>
<td>299,000</td>
</tr>
</tbody>
</table>

*Global ranking for inbound visits to the UK in 2019: #39*

**Annual visitor spend***

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Spend per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£197 m</td>
</tr>
<tr>
<td>2012</td>
<td>£197 m</td>
</tr>
<tr>
<td>2013</td>
<td>£283 m</td>
</tr>
<tr>
<td>2014</td>
<td>£283 m</td>
</tr>
<tr>
<td>2015</td>
<td>£257 m</td>
</tr>
<tr>
<td>2016</td>
<td>£290 m</td>
</tr>
<tr>
<td>2017</td>
<td>£284 m</td>
</tr>
<tr>
<td>2018</td>
<td>£174 m</td>
</tr>
<tr>
<td>2019</td>
<td>£132 m</td>
</tr>
</tbody>
</table>

**Global ranking for inbound spend in the UK in 2019: #36**

**Seasonal spread of travel*** (2019)

- Jan–Mar: 14%
- Apr–Jun: 29%
- Jul–Sep: 33%
- Oct–Dec: 24%

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

- High: 6%
- Medium: 0.3%
- Low: 15%

**Purpose of travel*** (2019)

- Business: 25%
- Holiday: 40%
- VFR**: 25%
- Study: 6%
- Misc: 3%

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

- London Heathrow
- London Gatwick
- London Luton
- Moscow Sheremetyevo
- Moscow Domodedovo
- Saint Petersburg
- Moscow Vnukovo

Please note that a route between Pobeda and Stansted is not displayed as it was discontinued early in 2019.

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

- 12,238

**Average length of stay*** (2019)

- 9 nights

Sources: *International Passenger Survey (IPS) by ONS, **VFR (non-stop routes only).
Key demographics* (2018)

- 65+ 6%
- 55-64 7%
- 25-34 22%
- 35-44 28%
- 45-54 26%
- 16-24 7%
- 0-15 1%

Visitors' origin* (2019)

- High
- Medium
- Low

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

#1 The local food/drink
#2 Go back to see the sights/attractions I didn’t see on previous visit
#3 The UK caters well to tourists
#4 The UK is easy to get around
#5 Experience a new activity I did not do last time

Travel companions* (2017)

- On their own 55%
- With adult friends 8%
- With children under 18 14%
- With business colleague(s) 6%
- Spouse/Partner 20%
- With other adult family members 5%

Top motivations for choosing Britain for a holiday** (2016)

- Somewhere new
- Cultural attractions
- Wide variety of places to visit
- Mix of old and new
- Visit a TV or film location

Perceptions of Britain*** (2019)

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

98% of Russian visitors were “likely” or “extremely likely” to recommend Britain in 2017*

84% of Russian visitors were repeat visitors in 2015*