United Arab Emirates

Inbound tourism overview

Annual visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>271,000</td>
</tr>
<tr>
<td>2015</td>
<td>364,000</td>
</tr>
<tr>
<td>2016</td>
<td>438,000</td>
</tr>
<tr>
<td>2017</td>
<td>511,000</td>
</tr>
<tr>
<td>2018</td>
<td>553,000</td>
</tr>
</tbody>
</table>

Global ranking for inbound visits to the UK in 2019: #20

Seasonal spread of travel (2019)

<table>
<thead>
<tr>
<th>Season</th>
<th>% of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan–Mar</td>
<td>17%</td>
</tr>
<tr>
<td>Apr–Jun</td>
<td>24%</td>
</tr>
<tr>
<td>Jul–Sep</td>
<td>35%</td>
</tr>
<tr>
<td>Oct–Dec</td>
<td>25%</td>
</tr>
</tbody>
</table>

Annual visitor spend

<table>
<thead>
<tr>
<th>Year</th>
<th>Average Spend per Visit</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>£1,457 m</td>
</tr>
<tr>
<td>2015</td>
<td>£1,935 m</td>
</tr>
<tr>
<td>2016</td>
<td>£1,866 m</td>
</tr>
<tr>
<td>2017</td>
<td>£1,911 m</td>
</tr>
<tr>
<td>2018</td>
<td>£2,669 m</td>
</tr>
<tr>
<td>2019</td>
<td>£2,669 m</td>
</tr>
</tbody>
</table>

Global ranking for inbound spend in the UK in 2019: #9

Purpose of travel (2019)

<table>
<thead>
<tr>
<th>Category</th>
<th>% of Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Holiday</td>
<td>39%</td>
</tr>
<tr>
<td>VFR*</td>
<td>39%</td>
</tr>
<tr>
<td>Business</td>
<td>13%</td>
</tr>
<tr>
<td>Misc</td>
<td>8%</td>
</tr>
<tr>
<td>Study</td>
<td>1%</td>
</tr>
</tbody>
</table>

Regional spread of travel (2019)

- Scotland: 13%
- Rest of England: 37%
- Wales: 2%
- London: 57%

Department cities and destination airports** (2019)

- Birmingham
- Edinburgh
- Glasgow
- London Gatwick
- London Heathrow
- London Stansted
- Manchester
- Newcastle
- Abu Dhabi
- Dubai
- Al Maktoum

Average flight seats per week** (2019): 87,282

Average length of stay (2019): 9 nights

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**United Arab Emirates**

**Visitor profile**

**Key demographics: age (2017-2019)**

- 0-15: 2%
- 16-24: 7%
- 25-34: 23%
- 35-44: 32%
- 45-54: 26%
- 55-64: 21%
- 65+: 6%
- 65+: 3%

**Visitors' origin* (2017)**

- Dubai: 65%
- Sharjah: 1%
- Ajman: 0.3%
- Fujairah: 0.4%
- Abu Dhabi: 22%
- Al Ain: 11%
- Sharjah: 1%
- Ras al-Khaimah: 0.5%
- Umm al Quwain: 0.3%

**Top activities in the UK (2006-2019)**

- Dining in restaurants
- Going shopping
- Sightseeing famous monuments/buildings

**Priority market segments & attributes**

**Culture Buffs**
- Mature, affluent tourists mostly travelling in family

**Buzzseekers**
- Connected travellers looking for action, adventure, and new things to try

**Travel companions (2017)**

- On their own: 53%
- Spouse/Partner: 25%
- With children under 18: 22%
- With friends: 5%
- With other adult family members: 15%
- With a tour group: 1%

**Visitors' nationalities (2017-2019)**

- UAE: 35%
- UK: 36%
- Others: 29%

**Applicable to people who visited Britain.**

81% of visitors from the United Arab Emirates were "extremely likely" to recommend Britain in 2017

Sources: VisitBritain / Kubi Kalloo, International Passenger Survey (IPS), VisitBritain/Ipsos 'Decisions and Influences' research.