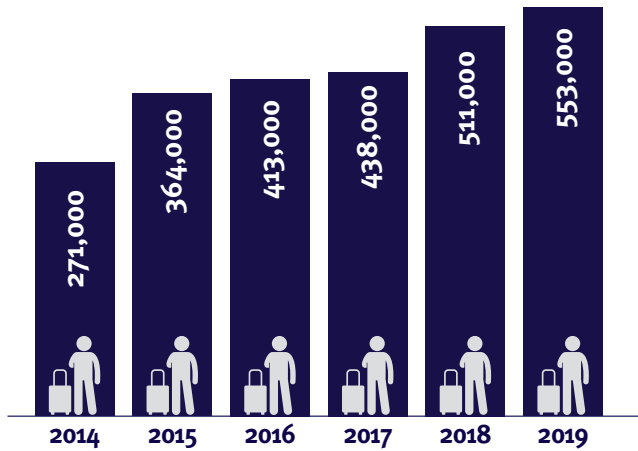




# United Arab Emirates

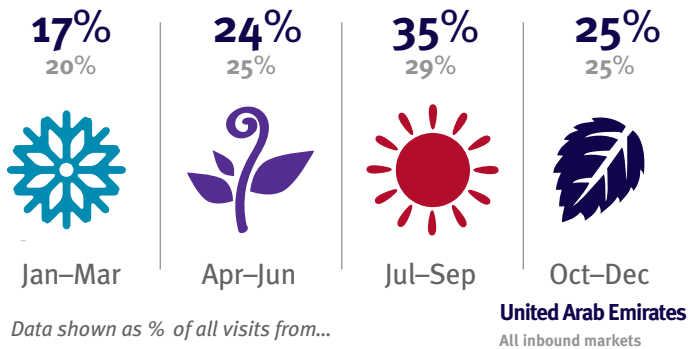
## Inbound tourism overview

### Annual visits



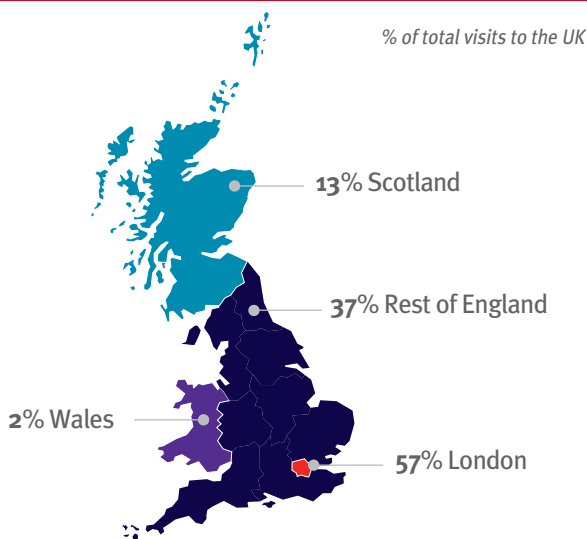
#20 Global ranking for inbound visits to the UK in 2019

### Seasonal spread of travel (2019)



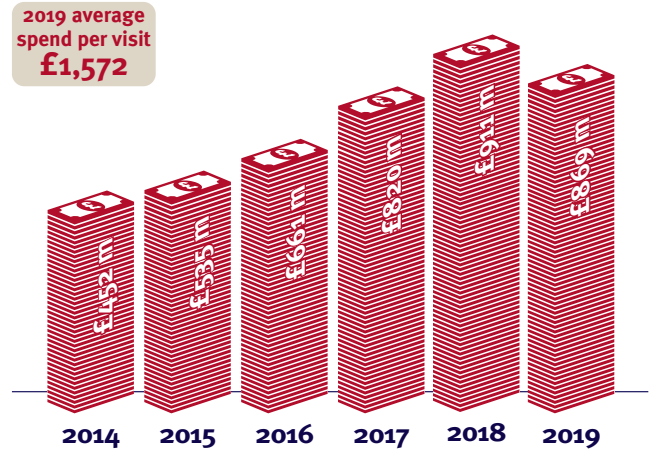
Data shown as % of all visits from...

### Regional spread of travel (2019)



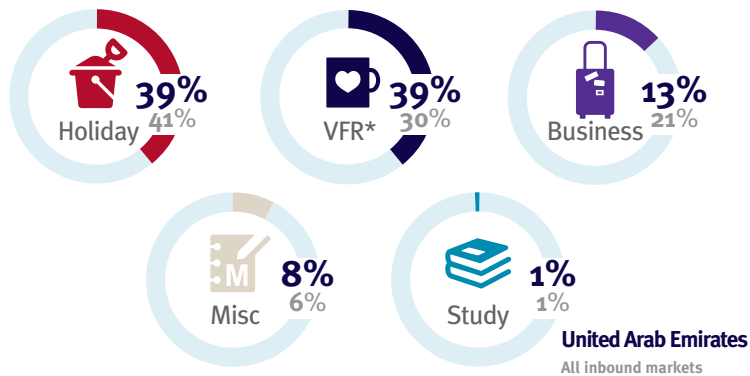
Percentages may not total 100% as single visit may include multiple regions.

### Annual visitor spend

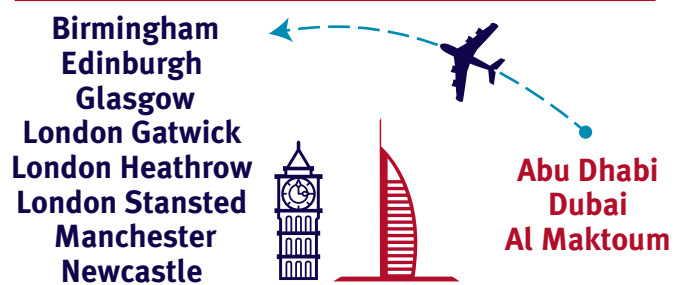


#9 Global ranking for inbound spend in the UK in 2019

### Purpose of travel (2019)



### Departure cities and destination airports\*\* (2019)



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

87,282

### Average length of stay

9 nights

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

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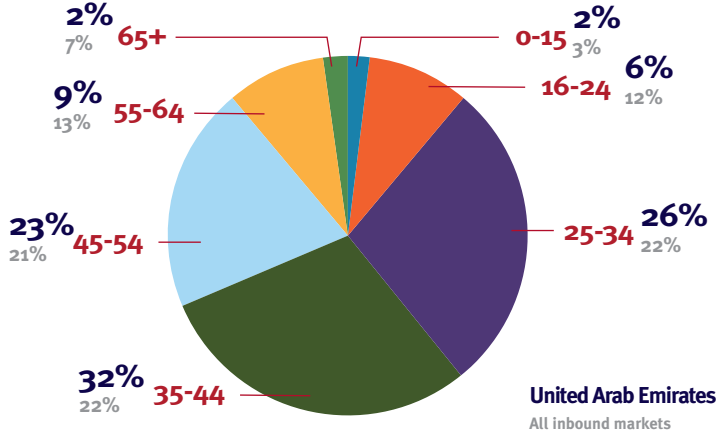


# United Arab Emirates

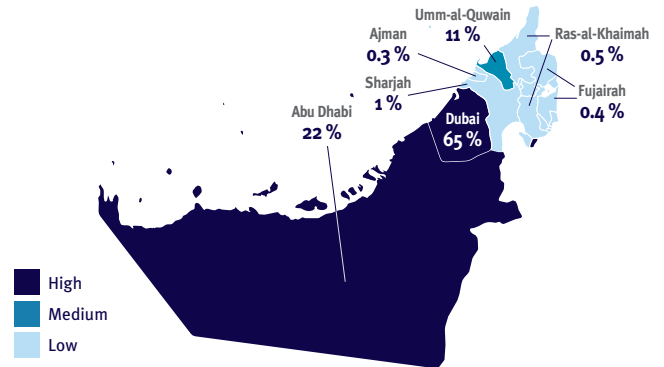
## Visitor profile

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

% of total visits to the UK excluding unknowns.



### Visitors' origin\* (2017)



### 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

### Segment visitation to Britain (2018)



**Culture Buffs**  
1% visited in past 2 years. Britain ranks 5th after Italy, Turkey, Spain and Switzerland



**Buzzseekers**  
2% visited in past 2 years. Britain ranks 8th after Italy, Turkey, France, Switzerland, Spain, USA and Germany

### Most used information sources (2018)

#### Culture Buffs



All in one travel sites



Facebook/  
social media ads



Tourism board site

#### Buzzseekers



All in one travel sites



Celebrity/expert endorsement



Travel blogs

### Visitors' nationalities (2017-2019)

35%



UAE

36%



UK

29%



Others

### Travel companions (2017)



On their own

53% 41%



Spouse/ Partner

25% 29%



With children under 18

22% 14%



With other adult family members

15% 12%



With friends

5% 10%



with a tour group

1% 4%

Applicable to people who visited Britain.

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