United Arab Emirates

Inbound tourism overview

**Annual visits***

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>247,000</td>
</tr>
<tr>
<td>2012</td>
<td>256,000</td>
</tr>
<tr>
<td>2013</td>
<td>347,000</td>
</tr>
<tr>
<td>2014</td>
<td>367,000</td>
</tr>
<tr>
<td>2015</td>
<td>374,000</td>
</tr>
<tr>
<td>2016</td>
<td>392,000</td>
</tr>
</tbody>
</table>

**Annual visitor spend***

<table>
<thead>
<tr>
<th>Year</th>
<th>Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>£22.5m</td>
</tr>
<tr>
<td>2012</td>
<td>£32.1m</td>
</tr>
<tr>
<td>2013</td>
<td>£38.8m</td>
</tr>
<tr>
<td>2014</td>
<td>£48.7m</td>
</tr>
<tr>
<td>2015</td>
<td>£56.8m</td>
</tr>
<tr>
<td>2016</td>
<td>£61.8m</td>
</tr>
<tr>
<td>2017</td>
<td>£56.6m</td>
</tr>
<tr>
<td>2018</td>
<td>£54.6m</td>
</tr>
</tbody>
</table>

**21** Global ranking for inbound visits to the UK in 2018

**11** Global ranking for inbound spend in the UK in 2018

**Seasonal spread of travel*** (2018)

- **Jan–Mar**: 19%
- **Apr–Jun**: 20%
- **Jul–Sep**: 34%
- **Oct–Dec**: 27%

**Regional spread of travel*** (2018)

- **Scotland**: 18%
- **Rest of England**: 34%
- **Wales**: 3%
- **London**: 53%

**Purpose of travel*** (2018)

- **VFR****: 44%
- **Holiday**: 34%
- **Business**: 16%
- **Misc**: 5%
- **Study**: 1%

**Departure cities and destination airports*** (2018)

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

**Average flight seats per week*** (2018)

- **88,047**

**Average length of stay*** (2018)

- **9 nights**

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

Sources: *International Passenger Survey (IPS), ***Apex.
Travel companions* (2017)

- On their own: 55%
- With children under 18: 21%
- With other adult family members: 12%
- With friends: 4%
- Spouse/Partner: 23%

Applicable to people who visited Britain.

Visitors' origin* (2017)

- UAE: 22%
- UK: 46%
- Others: 32%

Visitors' nationalities* (2016-2018)

- 61% Male
- 39% Female

Key demographics: age groups & gender* (2016-2018)

- 0-15: 4%
- 16-24: 5%
- 25-34: 27%
- 35-44: 31%
- 45-54: 22%
- 55-64: 10%
- 65+: 1%

Top activities in the UK (2007-2017)

- Dining in restaurants: 61%
- Going shopping: 25%
- Socialising with the locals: 14%

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

Holiday booking habits** (2016)

- Online: 52%
- Face-to-face: 34%
- By phone: 15%

Applicable to people who visited Britain and booked their transport to Britain and accommodation together.

Top influences in choosing a holiday destination** (2016)

1. Word of mouth
2. Price comparison websites, offers advertised offline
3. Images or videos on social media

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

87% of staying holidaymakers from the United Arab Emirates were “extremely likely” to recommend Britain in 2017*