

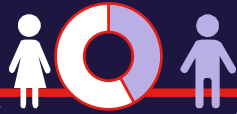
# Valiant Visitors

## UK expats in the UAE

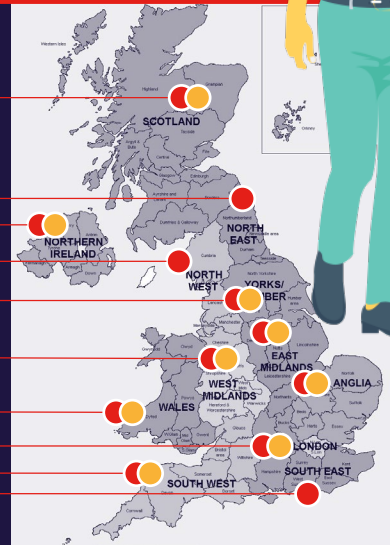
Source: VisitBritain/Kubi Kalloo research March-April 2021.  
See the [full report](#) for more detailed findings.



### WHO THEY ARE



Age	Female	Male
18-24	4%	16%
25-34	53%	30%
35-44	23%	13%
45-54	17%	13%
55+	3%	5%
Household income	Female	Male
AED 11,999 or less	2%	7%
AED 12,000 - 15,999	25%	3%
AED 16,000 - 19,999	34%	3%
AED 20,000 - 39,999	31%	15%
AED 40,000 - 59,999	8%	4%



Valiant Visitors are more conservative and laid back, and are starting to see the UAE as their home, not just as a travel hub. They are setting roots for themselves and their family, growing into not just what travel opportunities the UAE offers them. They are working hard, but playing hard at home.

### WHY THEY LEFT

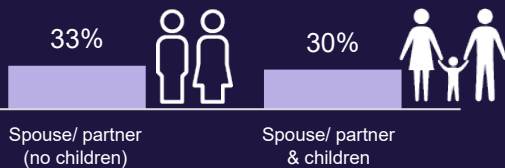
- Struggling to save any money
- Life spent commuting to home, to bed to commuting again
- The weather is bleak
- Money spent on rent & commuting / trapped in a cycle

Love their life but cracks of what that life offers are starting to show. Like Reluctant Returners they can do what they want whenever they want but that may not always be a good thing.

“We’ve actually just got a gardener! Never had a gardener in the UK. And guess what, it’s only £40 a month. I know, I know, it’s not much for the gardener, but the garden has never looked so good.”

And they are missing their friends and comfort the life they know affords (including missing things like supermarkets)

### Moved to UAE with:



They have been in UAE:

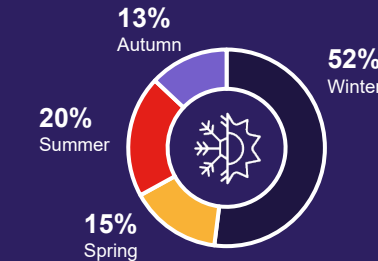
2-4 years (avg)

### THEIR LAST TRIP TO THE UK

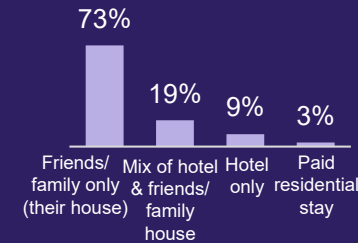


11.4 nights (avg)

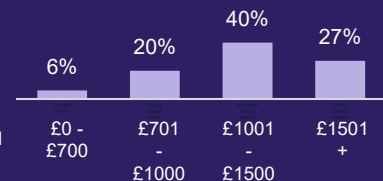
### With:



### Staying in



### Spending



### Purpose:

They come home to visit friends & family (80%). The remaining activities include drinking alcohol (49%), eating local delicacies (42%), experiencing gourmet food (40%), and escaping everyday routine (40%). Again, these are facilitatory trips, that allow them to spend all of their time with their friends and family. Their trip home is compared to couch surfing. It's from one person to another, which is why a large proportion do not come back with their kids. They wish their trip was geared towards them and made it easier to see the people they love.

They are at a pivotal moment when it comes to moving back to the UK. Certain life considerations are approaching, such as having children/bringing their children up in the UAE. For some, this means they will return to the UK imminently, others will stay in the UAE because of the perceived superior schooling. But once the lure of their friends and family grows too strong, they will start the journey home

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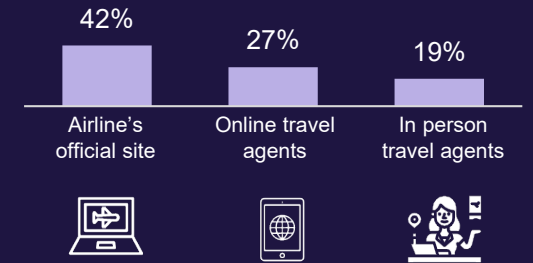
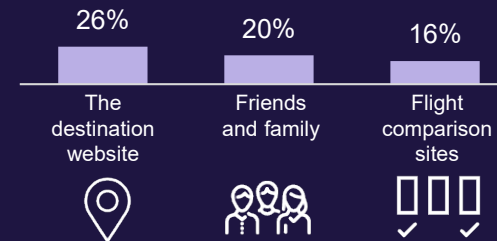
## HOW MUCH ARE THEY WORTH?

**They take** (to plan)  
**3 to 4 weeks**  
(avg.)

**They take** (to book)  
**1 to 2 weeks**  
(avg.)

**And they use** (to plan only – top 3)

**And they use** (to book only – top 3)



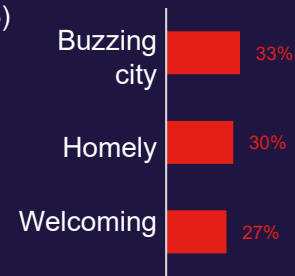
## THEIR RELATIONSHIP WITH THE UK

**The UK will always be their home, and it's the people at home that make it as such. Their feelings towards the UK are strongly entwined in the beautiful relationships that make up their home.**

**Perceptions of the UK** (top 3)



**Images associated with the UK** (top 3)



**They spend on average 11.5 days in the UK and spend roughly £1350 on a trip, meaning they are spending £117.39 a day without a hotel. If we convince just 1% of people like Valiant Visitors to spend just 4 extra days in the UK, this could equate to £631,088 in spend, which is likely to be higher if we turn this stay into a leisure break, with a hotel.**



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