Inbound tourism overview

Annual visits

<table>
<thead>
<tr>
<th>Year</th>
<th>Visits</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012</td>
<td>2,763,000</td>
</tr>
<tr>
<td>2013</td>
<td>2,759,000</td>
</tr>
<tr>
<td>2014</td>
<td>2,977,000</td>
</tr>
<tr>
<td>2015</td>
<td>3,158,000</td>
</tr>
<tr>
<td>2016</td>
<td>3,954,000</td>
</tr>
<tr>
<td>2017</td>
<td>4,631,000</td>
</tr>
<tr>
<td>2018</td>
<td>4,771,000</td>
</tr>
<tr>
<td>2019</td>
<td>4,499,000</td>
</tr>
</tbody>
</table>

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

Seasonal spread of travel (2019)

- Winter (Jan–Mar): 17%
- Spring (Apr–Jun): 29%
- Summer (Jul–Sep): 32%
- Fall (Oct–Dec): 22%

Regional spread of travel (2019)

- London (69%)
- Rest of England (31%)
- Scotland (14%)
- Wales (2%)


<table>
<thead>
<tr>
<th>Year</th>
<th>£/$</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>1.65</td>
</tr>
<tr>
<td>2015</td>
<td>1.53</td>
</tr>
<tr>
<td>2016</td>
<td>1.35</td>
</tr>
<tr>
<td>2017</td>
<td>1.29</td>
</tr>
<tr>
<td>2018</td>
<td>1.36</td>
</tr>
<tr>
<td>2019</td>
<td>1.28</td>
</tr>
</tbody>
</table>

Annual visitor spend

- 2019 average spend per visit: £930
- 2019 average spend per holiday visit: £996
- 2019 average spend per business visit: £1,312

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

Purpose of travel (2019)

- Holiday: 49%
- VFR(^): 23%
- Business: 18%
- Misc: 9%
- Study: 1%

Destination airports** (2019)

- Glasgow
- Edinburgh
- Manchester
- London Heathrow
- London City
- London Gatwick

Average flight seats per week** (2019)

- 250,247

Average length of stay (2019)

- 6 nights

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** Excludes charter carriers Jet2, TUI and Thomas Cook as well as Virgin’s route to Belfast.

(^) Visit friends and/or relatives.

Sources: International Passenger Survey, Bank of England, APEX, non-stop routes only.
VisitBritain  

USA  

Visitor profile  

Key demographics (2019)  

- 0-15: 1%  
- 16-24: 9%  
- 25-34: 18%  
- 35-44: 20%  
- 45-54: 23%  
- 55-64: 16%  
- 65+: 10%  

Visitor profile  

States of residence (2019)  

- CA: 15%  
- NY: 14%  
- TX: 7%  
- FL: 7%  
- NJ: 5%  
- IL: 5%  
- MA: 5%  
- WA: 4%  
- PA: 3%  
- GA: 3%  

Priority market segments & attributes*  

- Buzzseekers: Trendsetters seeking out new experiences and always looking for action and excitement  
- Explorers: Enjoy spending time outdoors and want to see the world’s most famous sites. Prefers vacations where they can enjoy the destination at a more relaxed pace.  

Visits and Spend from those who have a disability or impairment (2018)  

117,000 visits  
£112m spend  

Top activities when visiting the UK (2007-2019)  

1. Dining in: 76%  
2. Sighting famous monuments/buildings: 58%  
3. Going shopping: 57%  
4. Going to the pub: 54%  
5. Socialising with the locals: 42%  

Most used internal transport modes (2018)  

- Bus, tube, tram or metro: 55%  
- Taxi: 39%  
- Train (outside town/city): 27%  

Travel companions (2017)  

- On their own: 43%  
- Spouse/Partner: 32%  
- With other adult family members: 12%  
- With children under 18: 11%  
- With friends: 9%  
- With a tour group: 2%  

Top reasons to return to Britain** (2019)  

1. Visit a different part of the country  
2. Experience a new activity  
   I did not do last time  
3. Go back to see the sights/attractions  
   I didn't see the previous time  

Sources: International Passenger Survey, *VisitBritain/Kubi Kallo, **Anholt Nation Brands Index

89% of visiting Americans in 2017 were 'extremely likely' to recommend a leisure visit to the UK to friends and family.