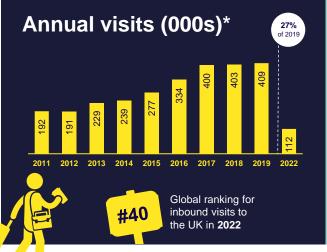


Market snapshot Visitor Profile



inbound spend in the UK in 2022



Annual visitor spend (£m)* £235 2022 2019 £560 £486 £513 2017 2022 2016 erage spend per visit 2015 £353 £2,095 2014 £391 2013 £340 2012 £257 Global ranking for 2011 £232

Regional spread of travel* **NIGHTS** % Share of nights Average length of stay High (average 2018, 2019, 2022) Medium Low 0.3% NORTH COUNTRY ll spend is stated in nominal terms. Apex as of August 2023. All values are in nominal terms. 14% CENTRAL ENGLAND 9% 2% *Oxford Economics 48% LONDON SOUTHERN ENGLAND 17% (ii) (ii) (iii)

Seasonal spread of

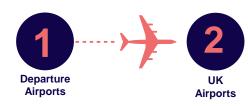
The UK ranks first among

European destinations visited by outbound overnight travellers

from Hong Kong. (2022)***



Departure & Destination Airports** (2022)



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*International Passenger Survey (IPS) by ONS;

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Purpose of travel* (2022)



