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# Know your markets



## What are the key markets for England?

VisitBritain/VisitEngland is active in 16 markets and has 4 major regional hubs worldwide:

- Europe
- The Americas
- Asia Pacific, Middle East and Africa
- China and North East Asia

As the tourism partner for The GREAT Britain Campaign, VisitBritain works closely with government department and agencies, including Department for International Trade, Department for Digital, Culture, Media & Sport, Foreign & Commonwealth Office and British Council. Our marketing activity is primarily focused on those markets in which GREAT is active. These key markets are as follows:

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<ul style="list-style-type: none"> <li>UK</li> <li>USA</li> <li>Australia</li> <li>India</li> </ul>	<ul style="list-style-type: none"> <li>China</li> <li>GCC (Gulf Cooperation Council)</li> <li>France</li> <li>Germany</li> </ul>
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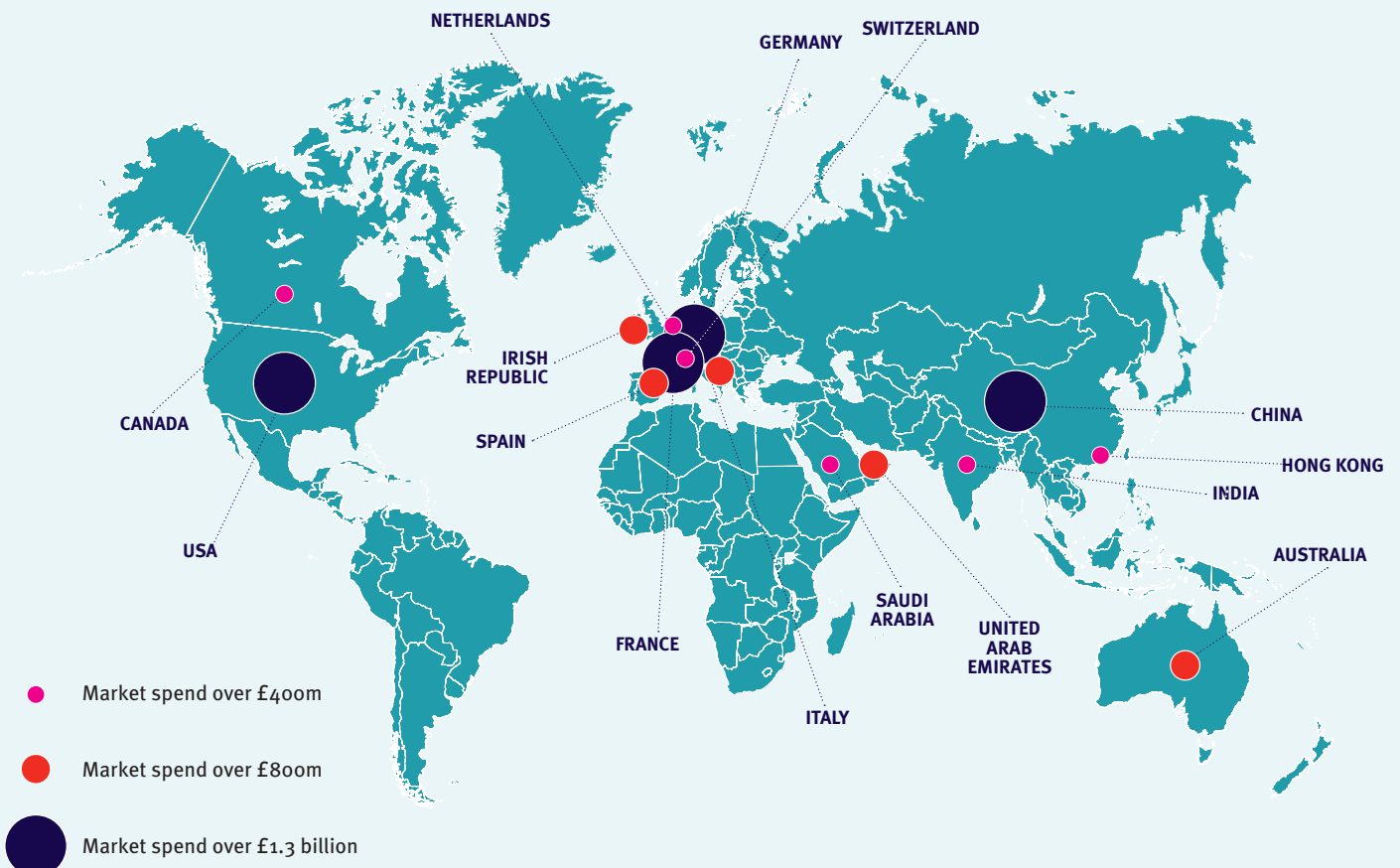
We undertake activity in other international markets too from our network of 21 offices.

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See for more details see [visitbritain.org/our-network](https://visitbritain.org/our-network)

As a nation, England's key markets, in terms of spend in 2019, are shown on the map below:

### England's key target markets



### Why is it important to understand these markets and to decide which markets to target?

In order to succeed in an international market, it is important to tailor your business and product to your customers' requirements. By understanding how your region and product might appeal to the international market, you can tailor your product, marketing and promotional activities to attract new business.

Understanding your consumer target markets will guide the development of your product, how you price your product in the marketplace, where you offer your product for sale and how you promote your product to consumers.

A key point to remember is don't try to enter every market at once. Select your markets carefully and take the time to plan your approach, allocating your resources to the markets which will generate the greatest return.



### What is the travel seasonality of each market?

It is important to know the key booking and key travel periods for each market to assist you in contracting with the key distribution partners and product planning. Whilst the following will vary by type of traveller, it gives an indication as to the key timings of which it is helpful to be aware.

Country	Key booking periods	Key travel periods			
		J-M	A-J	J-S	O-D
USA	3-6 months before departure	17.07%	28.55%	<b>32.08%</b>	22.29%
Germany	3-6 months before departure	20.87%	24.73%	<b>29.24%</b>	25.16%
France	3-6 months before departure	22.85%	<b>26.08%</b>	25.19%	25.88%
Australia	6 months before departure	13.08%	25.39%	<b>39.58%</b>	21.95%
Spain	1-2 months before departure	22.65%	<b>27.34%</b>	23.51%	26.51%
Irish Republic	Not available	22.87%	25.19%	25.10%	<b>26.84%</b>
Saudi Arabia	Less than 1 month before departure	15.82%	24.72%	<b>35.67%</b>	23.79%
Italy	3-6 months before departure	21.90%	25.31%	<b>28.65%</b>	24.14%
The Netherlands	3-6 months before and 1-2 months before departure	20.01%	23.14%	<b>30.28%</b>	26.58%
China	Less than 1 month before departure	13.47%	23.31%	<b>43.99%</b>	19.23%
United Arab Emirates	Less than 1 month before departure	16.71%	23.16%	<b>35.43%</b>	24.69%
Canada	3-6 months before departure	15.08%	28.94%	<b>34.48%</b>	21.49%
Switzerland	More than 2 months before departure	21.29%	26.25%	22.25%	<b>30.22%</b>
India	1-2 months before departure	17.20%	32.22%	<b>33.66%</b>	16.92%
Hong Kong	Not available	17.20%	25.80%	<b>34.65%</b>	22.36%

Data Source: VisitBritain (2017). VisitBritain (2019).  
 Markets listed here represent the top 15 markets to England in terms of value (2017).  
 Key: J-M (January to March) A-J (April to June) J-S (July to September) O-D (October to December).

### Where can I gain further information on each market?

VisitBritain/VisitEngland produces extensive market profiles on each market.



These can be found at [visitbritain.org/markets-segments](https://www.visitbritain.org/markets-segments)

Also refer to *Section 7 - Tourism industry research* for more detailed information on understanding your potential target markets and *Section 20 - Building an export plan* for tips on how to plan your marketing.



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