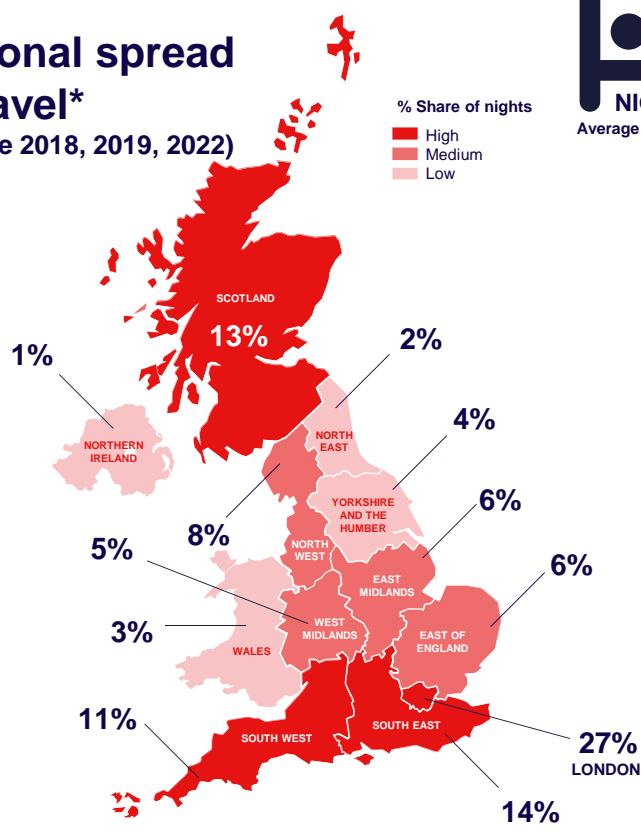




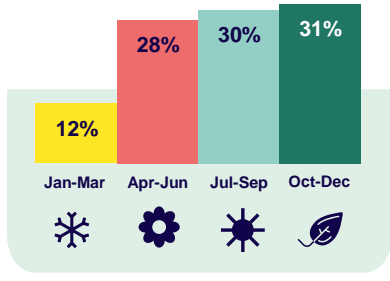
## Regional spread of travel\* (average 2018, 2019, 2022)



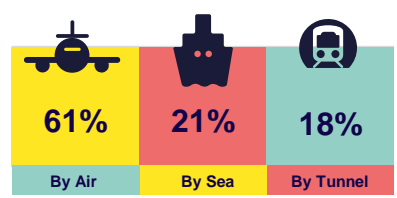
Visitors from the Netherlands contributed a **record** £894m to the UK visitor economy in 2022, of which a **record** £459m came from holidaymakers.



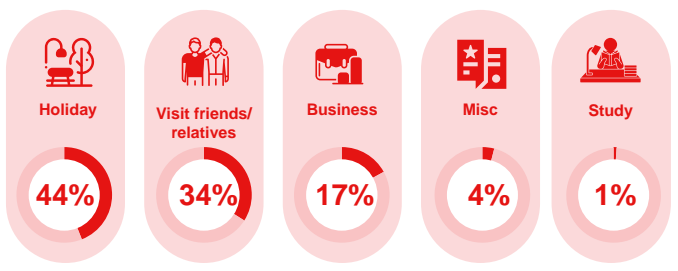
## Seasonal spread of travel\* (2022)



## Market Access\* (2022)



## Purpose of travel\* (2022)



Sources: \*International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms.

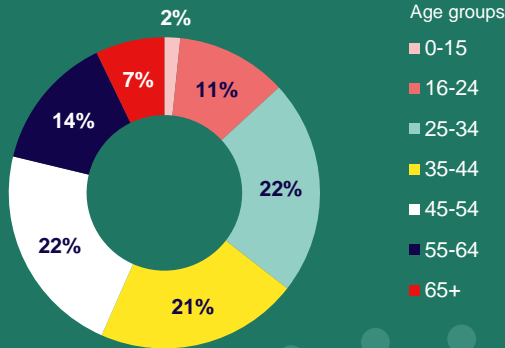
Consumer website: [visitbritain.com](https://visitbritain.com)  
 Corporate website: [visitbritain.org](https://visitbritain.org)  
 Image Library: [assets.visitbritain.org](https://assets.visitbritain.org)  
 Trade website: [trade.visitbritain.com](https://trade.visitbritain.com)  
 Media centre: [media.visitbritain.com](https://media.visitbritain.com)

**VisitBritain**  
 Alexanderplatz 1  
 10178 Berlin - Germany

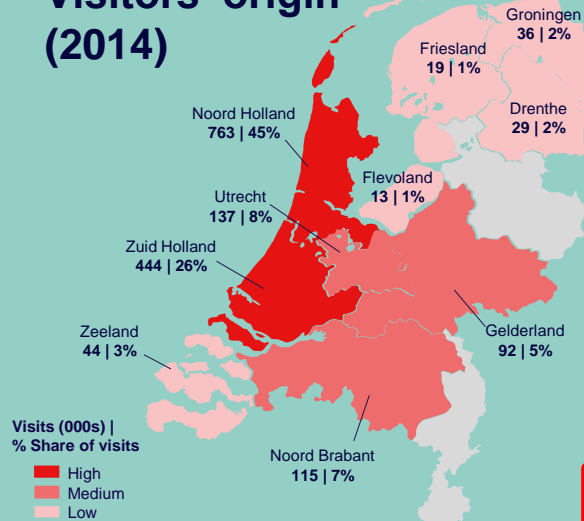
**Holger Lenz**  
 Manager Central Europe  
[Holger.Lenz@visitbritain.org](mailto:Holger.Lenz@visitbritain.org)



## Key demographics\* (2022)



## Visitors' origin\* (2014)



## Top drivers for destination choice\*\*\* (2022)

- 1 Offers good value for money
- 2 Is good for relaxing, resting, recharging
- 3 There is beautiful coast and countryside to explore
- 4 I can roam around visiting many types of places
- 5 It has experiences I can't have anywhere else



## Perceptions of the UK\*\*\*\* (2022)

The UK ranks within the top 5 out of 60 nations for:



Vibrant cities



Culture



Contemporary culture



Sports



Culture heritage

## Top sources of inspiration\*\*\* (2022)

#1



Friends or family (in person)

#2



Travel websites via search engines

#3



Information on National Tourist Board Website

## Travel companions\*\*\* (2022)



On their own



Spouse / Partner



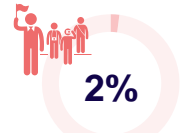
With adult friends



With children under 18



With other adult family members



Part of a tour group

Sources:

\*International Passenger Survey (IPS) by ONS

\*\*\* VisitBritain/Kubi Kalloo MIDAS research project 2022

\*\*\*\*Anholt-Ipsos Nation Brands Index 2022

### Top 5 activities desired on a holiday/short break abroad

- 1 Explore local food and beverage specialties
- 2 Experience coastal places and scenery
- 3 Experience rural life and scenery
- 4 Enjoy outdoor walks, hiking or cycling
- 5 Visit famous/iconic tourist attractions and places

Share who state holidays benefit their wellbeing  
**68%**

### Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 1 Buying local when I can
- 2 Enjoying unpolluted nature
- 3 Using public / greener transport
- 4 Visiting less well-known places/ attractions
- 5 Visiting places outside of peak season

### Likelihood to combine Britain with other destinations



Travel only to Britain



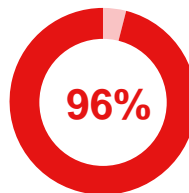
Combine a trip to Britain and other places in Europe



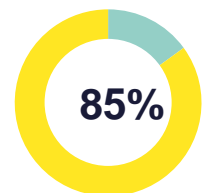
Undecided



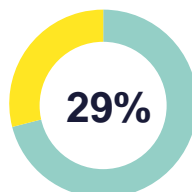
Share of Dutch visitors “likely” or “extremely likely” to recommend Britain\*



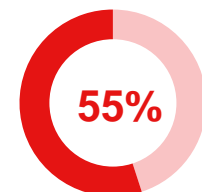
Share of Dutch visits which were repeat visits\*



Share of Dutch travellers with accessibility requirements



Share of Dutch who would return to the UK to visit a different part\*\*



**Sources:**

\*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals, 2015

\*\*Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

All other information on this page is resourced from VisitBritain/Kubi Kallou MIDAS research project 2022 based on international leisure travellers

<sup>1</sup> based on previous visitors to Britain