

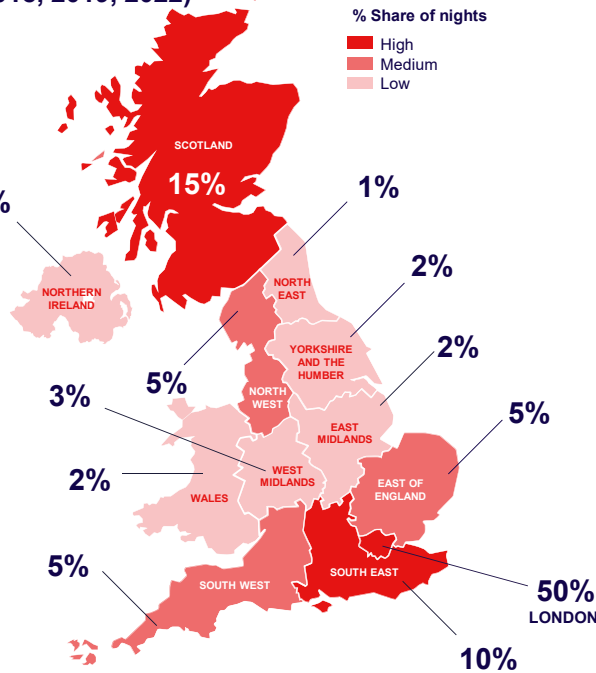
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Regional spread of travel*

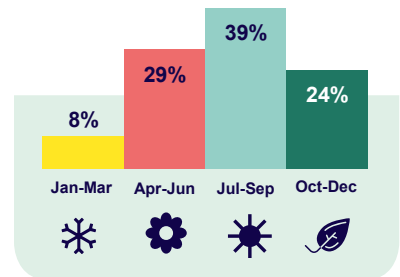
(average 2018, 2019, 2022)



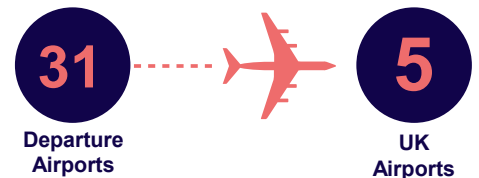
US holiday visitors stay an average of 7 nights but have higher average spend per visit of £1,431



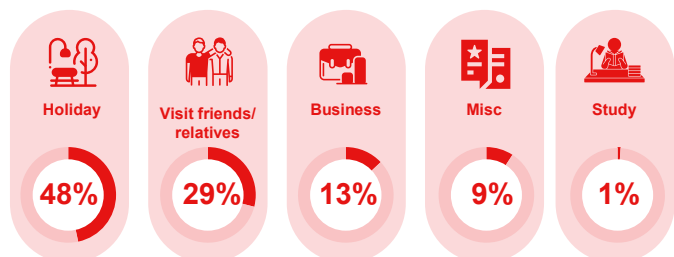
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS. **Apex as of August 2023.

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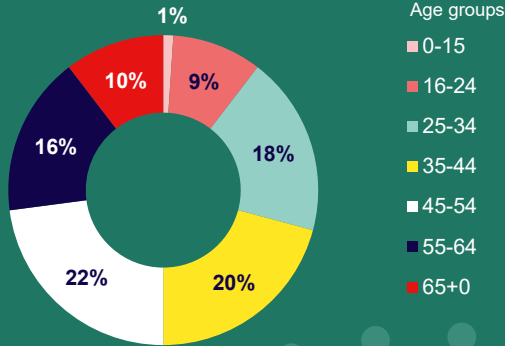
Carl Walsh, Travel Trade Director, North America
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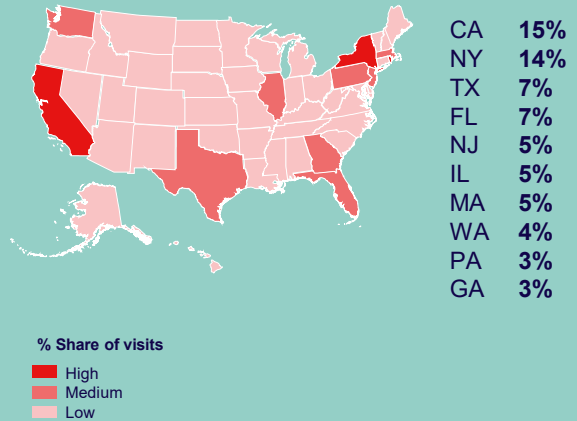




Key demographics* (2022)



Visitors' origin* (2019)



Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 It's easy to get around once there
- 3 Is a place where I can explore history and heritage
- 4 There is beautiful coast and countryside to explore
- 5 Offers good value for money



Perceptions of the UK**** (2022)

The UK ranks within the top 10 out of 60 nations for:



Tourism



Visit if money was no Object



Sports



People



Historic Buildings



Vibrant City

Top sources of inspiration*** (2022)

#1



Travel websites via search engines

#2



Friends or family (in person)

#3



Social media of friends/ family

Travel companions*** (2022)



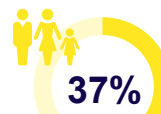
On their own



Spouse / Partner



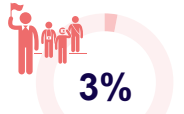
With adult friends



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 Experience coastal places and scenery
- 2 Explore history and heritage (historical sites, architecture)
- 3 Explore local food and beverage specialties
- 4 Visit famous/iconic tourist attractions and places
- 5 Visit museums or galleries.

Share who state holidays benefit their wellbeing

84%

Top 5 sustainable actions by visitors to Britain¹

- 1 Using public / greener transport
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Supporting tourism businesses investing in local people/economies
- 4 Buying local when I can
- 5 Visiting places outside of peak season

Likelihood to combine Britain with other destinations



Travel only to Britain



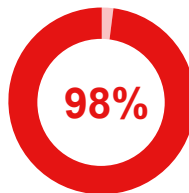
Combine a trip to Britain and other places in Europe



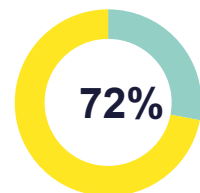
Undecided



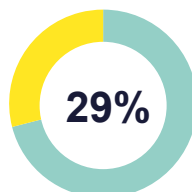
Share of US visitors “likely” or “extremely likely” to recommend Britain*



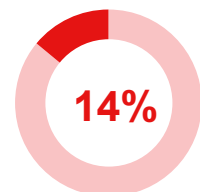
Share of US visits which were repeat visits*



Share of US travellers with accessibility requirements



Share of US travellers who identify as LGBTQIA



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals: 2015
 All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022 based on international leisure travellers

¹ based on previous visitors to Britain