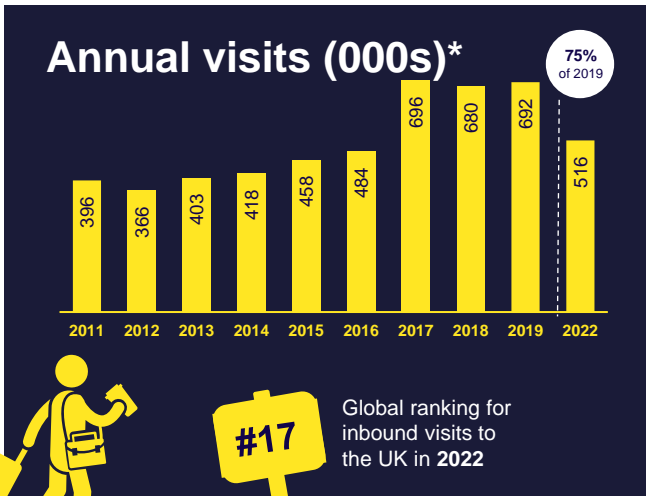


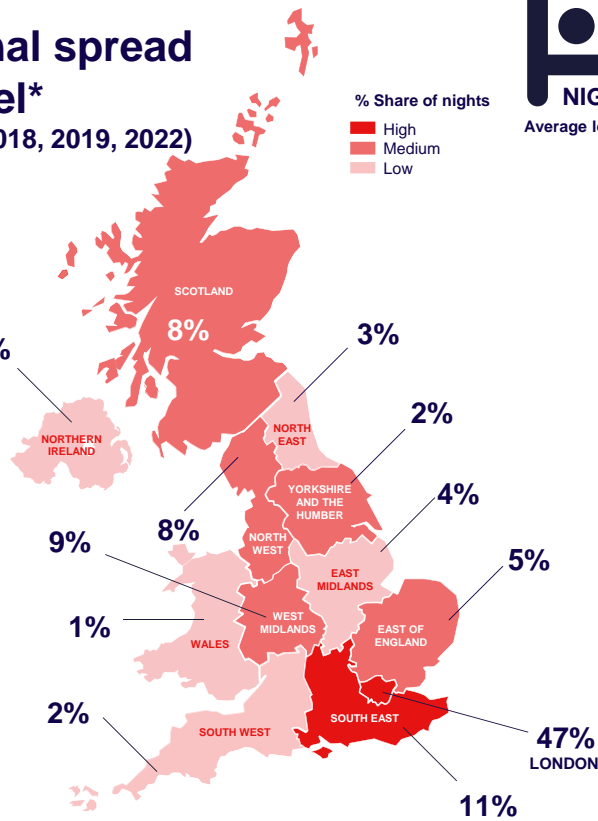


India

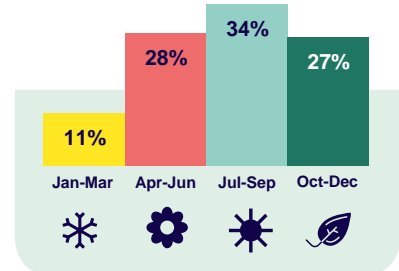
Market snapshot Visitor Profile



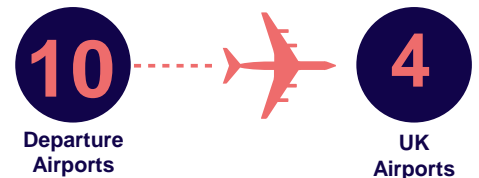
Regional spread of travel* (average 2018, 2019, 2022)



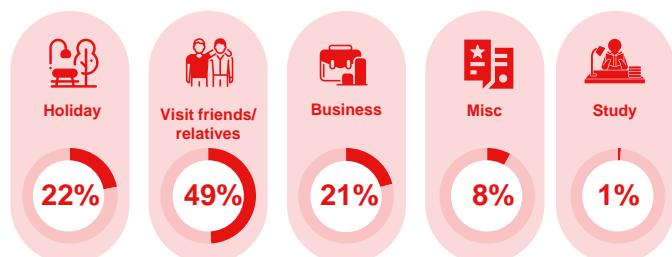
Seasonal spread of travel* (2022)



Departure & Destination Airports** (2022)



Purpose of travel* (2022)



Sources: *International Passenger Survey (IPS) by ONS.
 All spend is stated in nominal terms.
 **Apex as of August 2023.



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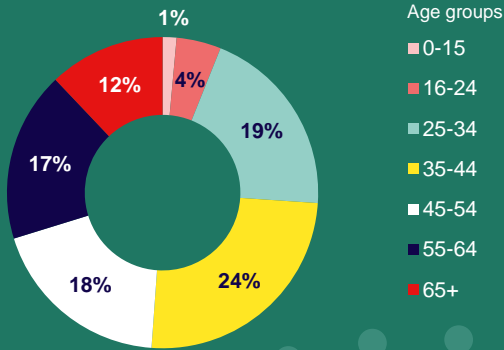
Vishal Bhatia
 Country Manager - India

Vishal.bhatia@visitbritain.org

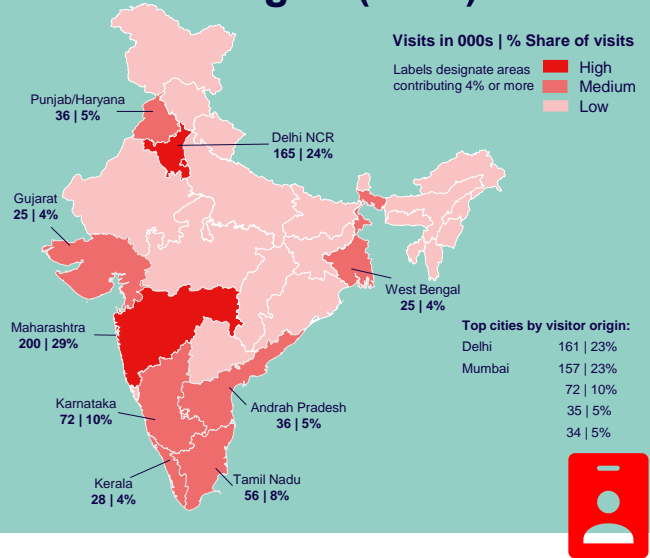




Key demographics* (2022)



Visitors' origin* (2019)



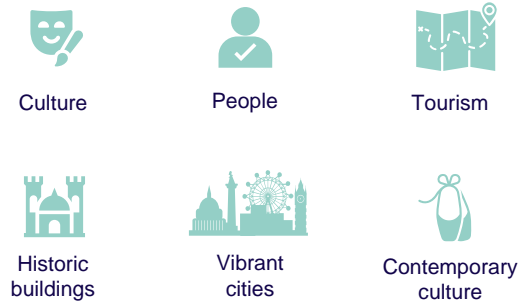
Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 There is beautiful coast and countryside to explore
- 4 Is good for relaxing, resting, recharging
- 5 I can roam around visiting many types of places



Perceptions of Britain*** (2022)

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



Top sources of inspiration*** (2022)

#1



Social media - travel bloggers, influencers

#2



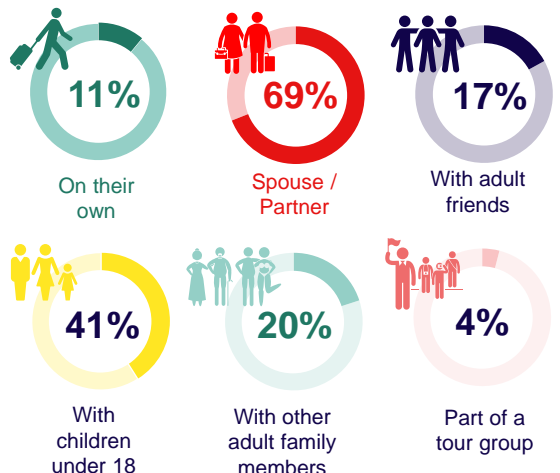
Social media - recommendations from friends and family

#3



Travel websites via search engines

Travel companions*** (2022)



Sources:

*International Passenger Survey (IPS) by ONS

*** VisitBritain/Kubi Kalloo MIDAS research project 2022



Top 5 activities desired on a holiday/short break abroad

- 1 Visit famous/iconic tourist attractions and places
- 2 Experience coastal places and scenery
- 3 Explore local food and beverage specialties
- 4 Explore history and heritage
- 5 Enjoy fine dining experiences

Share who state holidays benefit their wellbeing

81%

Top 5 sustainable actions by visitors to Britain¹

- 1 Staying in eco/environmentally-accredited accommodation.
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Research transparent information about the operations, sourcing and ethical practices
- 4 Supporting tourism businesses that invest in sustainable technologies, energy and resources
- 5 Using public/greener transport

Likelihood to combine Britain with other destinations



Travel only to Britain



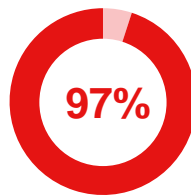
Combine a trip to Britain and other places in Europe



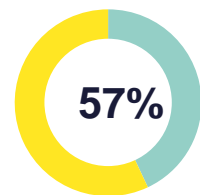
Undecided



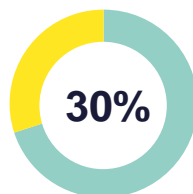
Share of Indian visitors "likely" or "extremely likely" to recommend Britain*



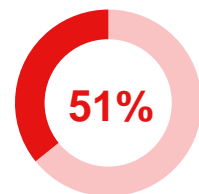
Share of Indian visits which were repeat visits*



Share of Indian travellers with accessibility requirements



Share of Indian travellers who book all trip elements as a package.



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