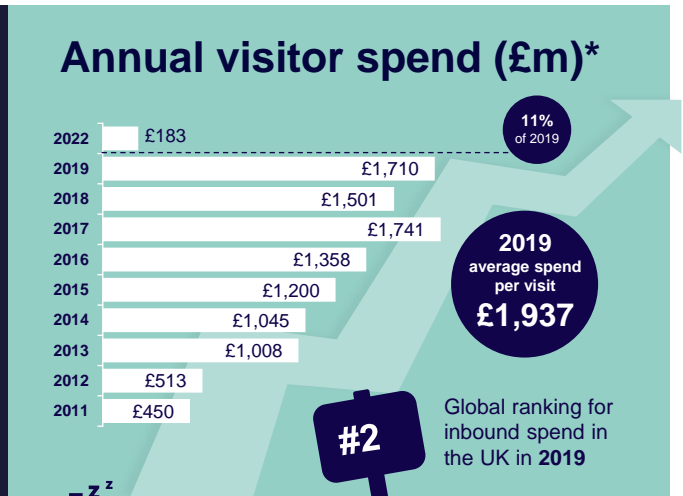


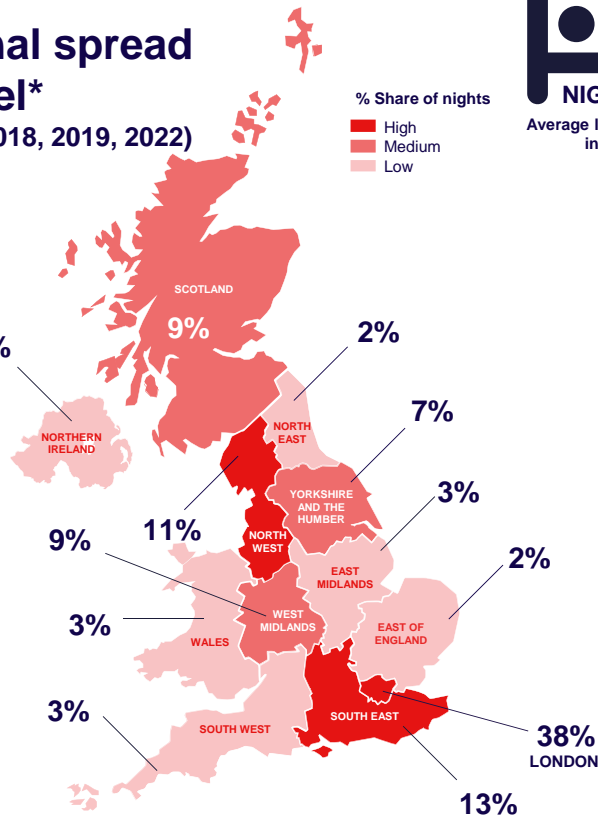


China

Market snapshot Visitor Profile



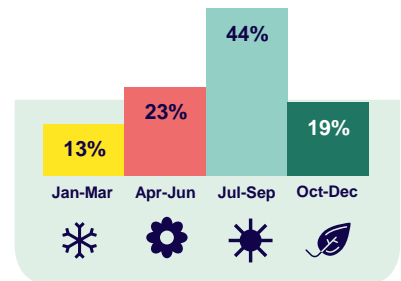
Regional spread of travel* (average 2018, 2019, 2022)



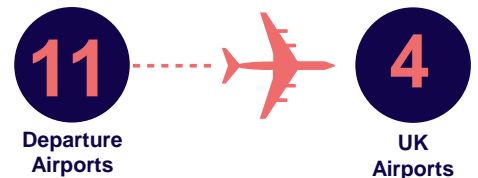
The UK had welcomed a record number of visits from China in 2019: 883,000 visits (more than 4x the volume of 2010) worth a total of £1.7bn to the UK visitor economy.



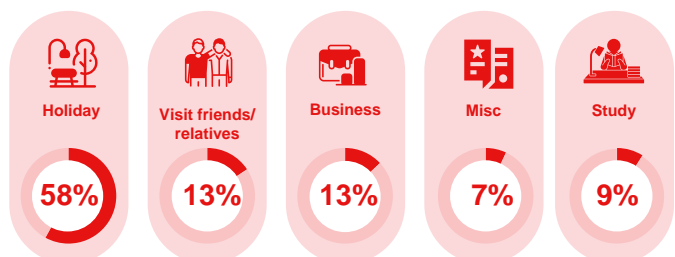
Seasonal spread of travel* (2019)



Departure & Destination Airports** (2022)



Purpose of travel* (2019)



NB. Some datapoints are provided for 2019 to show the pre-pandemic picture as Chinese travellers were still subject to pandemic travel restrictions in 2022 and therefore base sizes are low in that year.
Sources: *International Passenger Survey (IPS) by ONS
**Apex as of August 2023. All spends are in nominal values.



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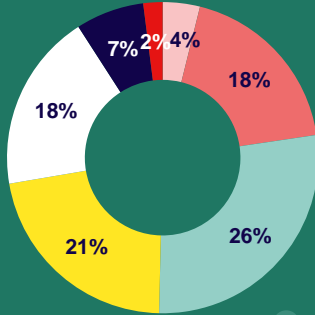
Travis Qian
Country Manager China

Travis.qian@visitbritain.org





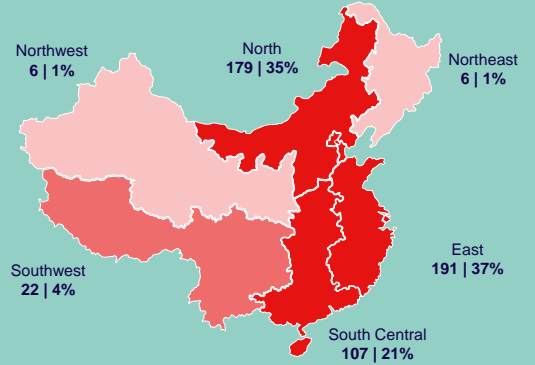
Key demographics* (average of 2018, 2019, 2022)



Age groups

- 0-15
- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

Visitors' origin* (2017)



Visits in 000s | % Share of visits

- High
- Medium
- Low



Top drivers for destination choice*** (2022)

- 1 Is good for relaxing, resting, recharging
- 2 There is a good variety of food and drink to try
- 3 There is beautiful coast and countryside to explore
- 4 Offers good value for money
- 5 Is good for seeing famous sites, places,



Perceptions of Britain**** (2022)

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



Vibrant cities



Tourism



Visit if money was no problem



Contemporary culture



Historic buildings



Culture

Top sources of inspiration*** (2022)

#1



Social media – travel bloggers, influencers

#2



Social media - recommendations from family/friends

#3



Photography, GIFS or videos on social media

Travel companions*** (2022)



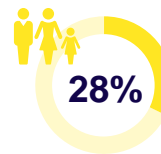
On their own



Spouse / Partner



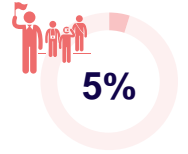
With adult friends



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 local food and beverage specialities
- 3 Visit famous/iconic tourist attractions and places
- 4 Experience rural life and scenery
- 5 Explore history and heritage (historical sites, architecture)

Share who state holidays benefit their wellbeing

81%

Top 5 sustainable actions by visitors to Britain¹

- 1 Staying in eco/environmentally-accredited accommodation
- 2 Buying sustainable/responsible food and beverage offers
- 3 Using public/greener transport
- 4 Research transparent information about the operations, sourcing and ethical practices
- 5 Signing up to apps, clubs or services helping make sustainable choices

Likelihood to combine Britain with other destinations



Travel only to Britain



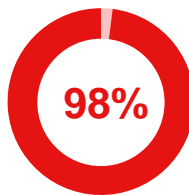
Combine a trip to Britain and other places in Europe



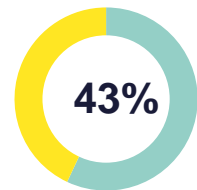
Undecided



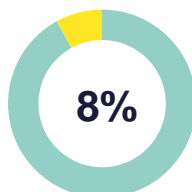
Share of China visitors “likely” or “extremely likely” to recommend Britain*



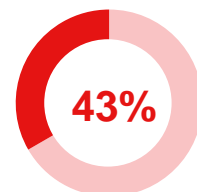
Share of China visits which were repeat visits*



Share of China travellers with accessibility requirements



Share of China 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