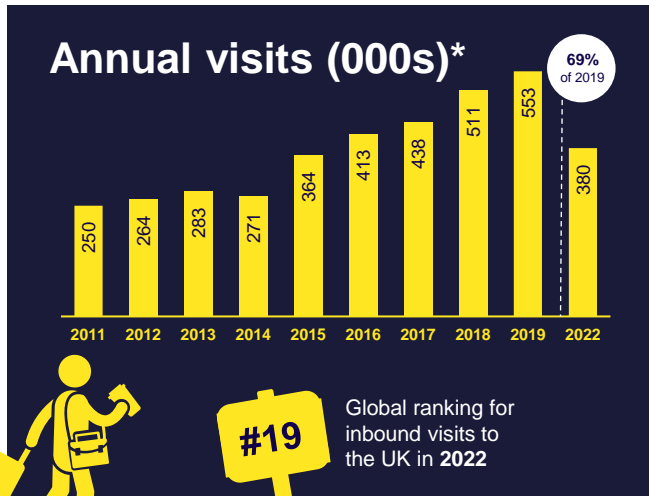


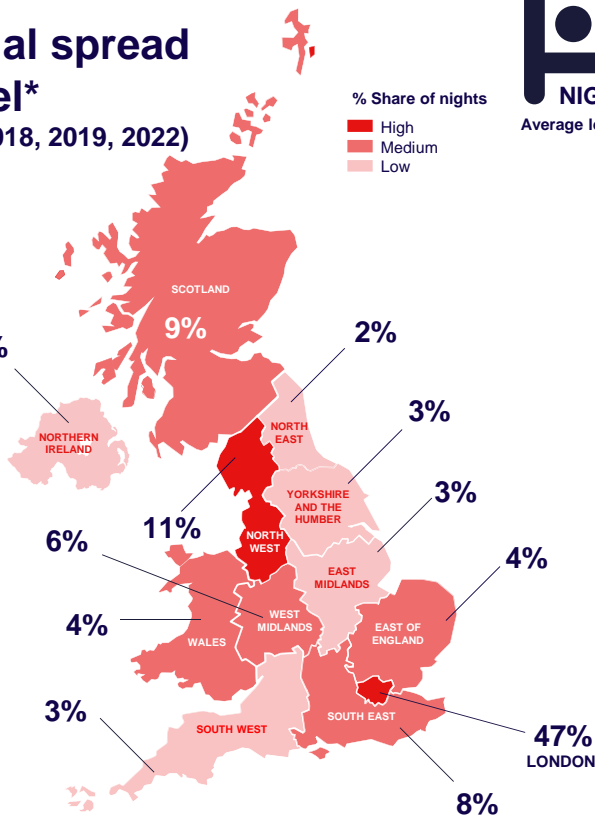


# UAE

## Market snapshot Visitor Profile



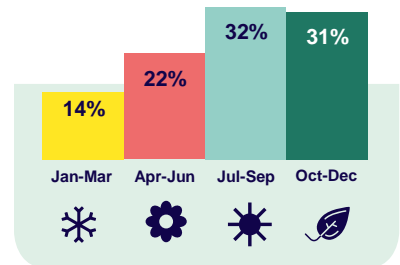
## Regional spread of travel\* (average 2018, 2019, 2022)



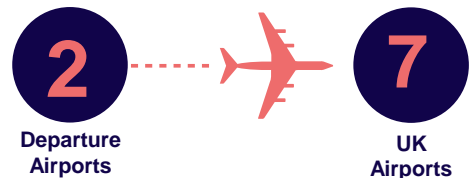
76% of UAE holiday visits are repeat visits. They visit the UK on average **7-8 times** in a 10-year period, with their spending worth a total of **£18,593** over this time.



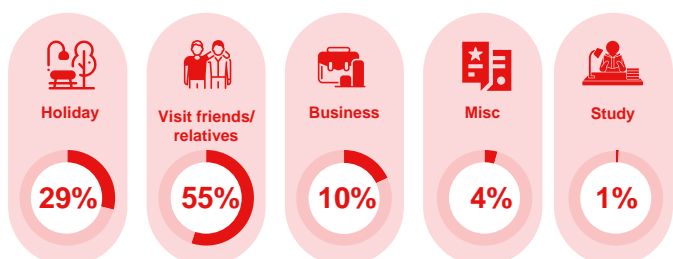
## Seasonal spread of travel\* (2022)



## Departure & Destination Airports\*\* (2022)



## Purpose of travel\* (2022)



Sources: \* International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms.  
repeat visits stated exclude UK nationals, 2015, small base size.  
\*\* Apex as of August 2023.



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

### VisitBritain

Suite 1205, Aspect Tower, Business Bay,  
PO Box 33342, Dubai

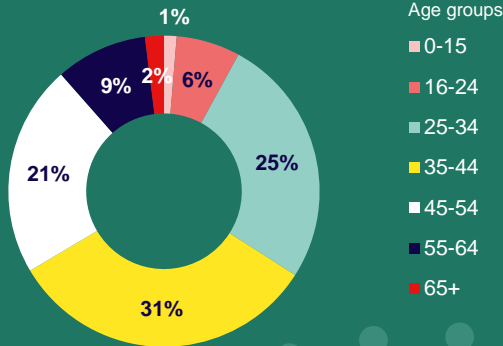
**Tatiana Khoreshok**  
Country Manager – GCC Market

[Tatiana.Khoreshok@visitbritain.org](mailto:Tatiana.Khoreshok@visitbritain.org)

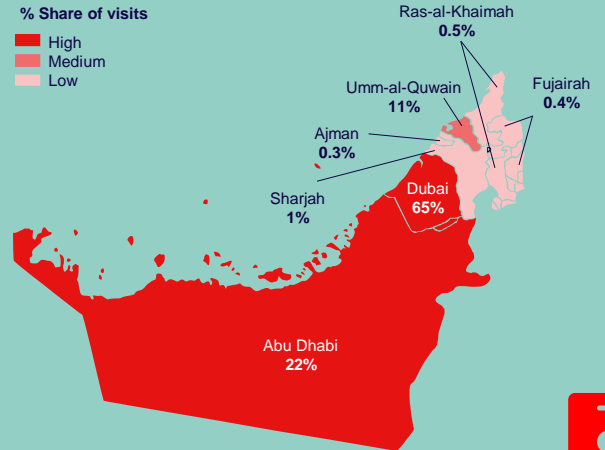




### Key demographics\* (2022)



### Visitors' origin\* (2017)



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

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 Is good for relaxing, resting, recharging
- 4 There is a good variety of food and drink to try
- 5 It's easy to get around once there



### Perceptions of Britain\*\*\* (2022)

Top associations with Britain:



Vibrant Cities



Is a place where I can explore history and heritage



Is a mixture of old and new



Is good for seeing famous sites or places



Has an interesting mix of cultures from around the world



There is beautiful coast and countryside to explore

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

#1



Recommendations by friends and family

#2



Social media - recommendations from friends and family

#3



Social media - Travel bloggers, influencers

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



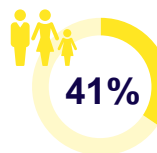
On their own



Spouse / Partner



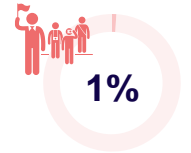
With adult friends



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



### 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 specialities
- 4 Explore history and heritage
- 5 Experience rural life and scenery

Share who state holidays benefit their wellbeing

81%

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

- 1 Using public / greener transport
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Buying sustainable/responsible food and beverage offers
- 4 Enjoying unpolluted nature
- 5 Choosing options that allow me to 'live like a local'

### Likelihood to combine Britain with other destinations



Travel only to Britain



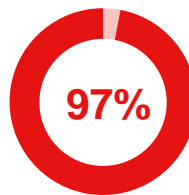
Combine a trip to Britain and other places in Europe



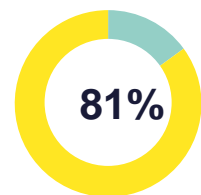
Undecided



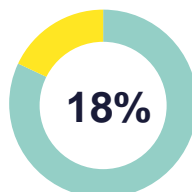
Share of UAE visitors "likely" or "extremely likely" to recommend Britain\*



Share of UAE visits which were repeat visits\*



Share of UAE travellers with accessibility requirements



Share of UAE travellers who book all trip elements together



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