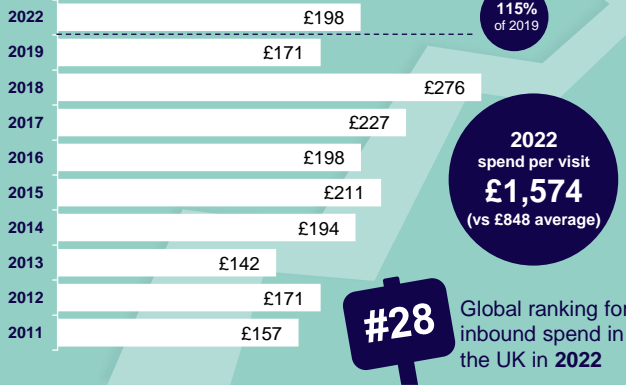




Annual visitor spend (£m)*



Annual visits (000s)*



NB: NZ borders opened mid 2022

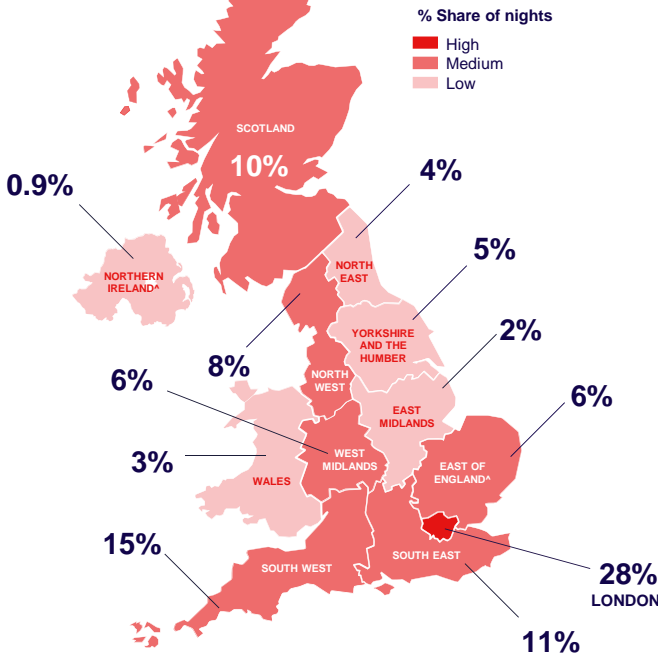
Regional spread of travel* (average 2018, 2019, 2022)



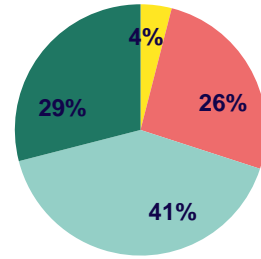
Spend per visit increased by almost 75% in 2022, up from **£913** per trip in 2019 to **£1,574** in 2022 - almost double the global average of **£848** per visit.

18 NIGHTS
(vs 8 nights global average)

Sources: *International Passenger Survey (IPS) by ONS. *caution - low sample size. All spend is stated in nominal terms. **Apex as of November 2023.



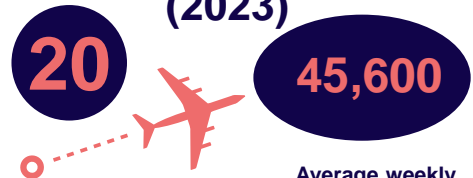
Seasonal spread of travel* (2022)



6 in 10 visit the UK in off-peak seasons

Jan-Mar Apr-Jun Jul-Sept Oct-Dec

NZ to UK Connectivity (2023)



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Purpose of travel* (2022)

