

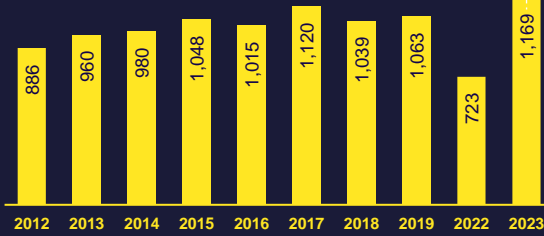


Australia Market snapshot

Visitor Profile



Annual visits (000s)*

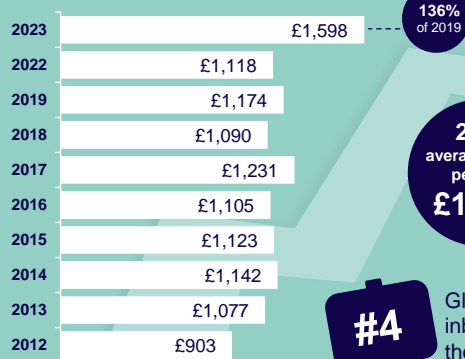


110% of 2019

#9

Global ranking for inbound visits to the UK in 2023

Annual visitor spend (£m)*



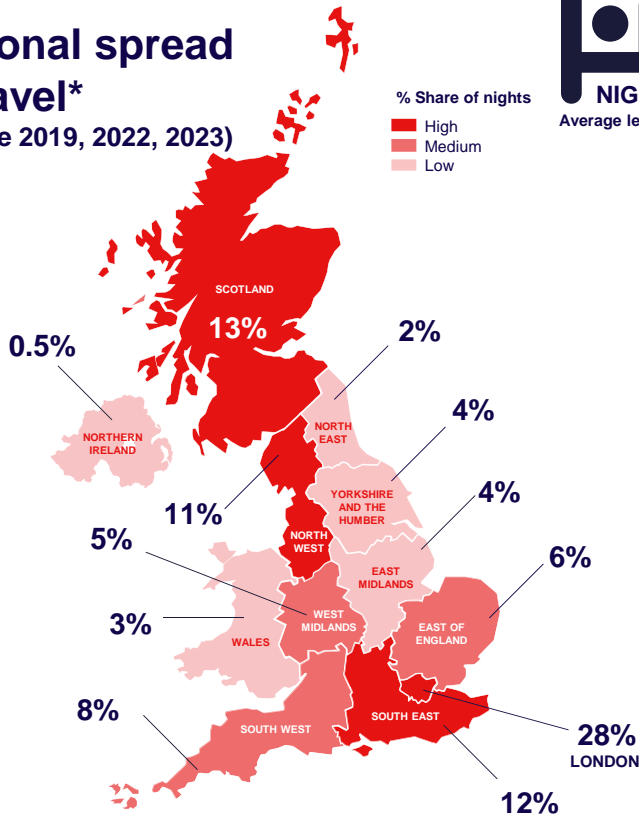
136% of 2019

2023 average spend per visit **£1,367**

#4

Global ranking for inbound spend in the UK in 2023

Regional spread of travel* (average 2019, 2022, 2023)

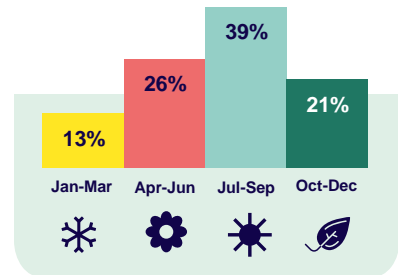


% Share of nights
High
Medium
Low

14 NIGHTS
Average length of stay

Visits to the UK from Australia have fully recovered and set records for volume and value in 2023. On average, Australians visiting the UK stay almost twice as long as an international visitor and spend 33% more per visit.

Seasonal spread of travel* (2023)



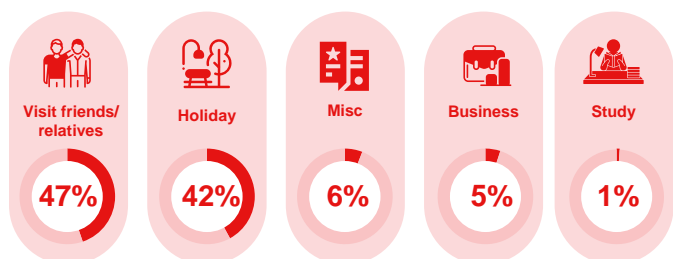
AU to UK Connectivity (2023)



International airports with connecting flights to the UK from Australia

Average weekly departing seats from Australia to gateway cities which have direct routes to the UK

Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. **Apex as of June 2024, based on non-stop and one stop options departing Australia. Only non-stop route at time of writing: Perth-London Heathrow



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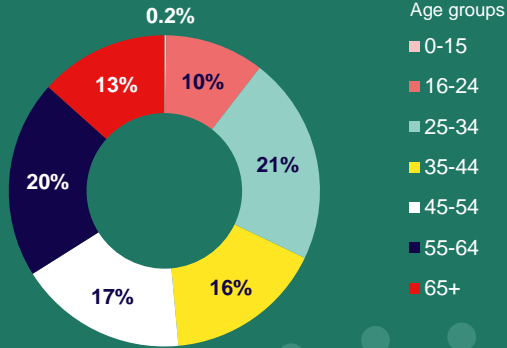
Bradley Nardi

Commercial Manager Australia & New Zealand
Bradley.Nardi@visitbritain.org

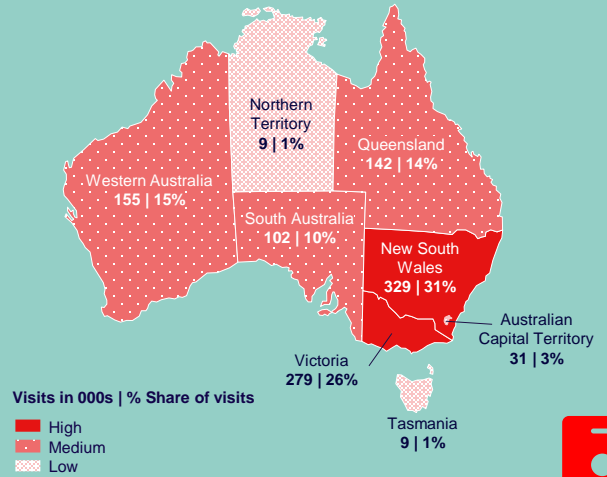




Key demographics* (2023)



Visitors' origin* (2019)



Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 It's easy to get around once there
- 4 There is beautiful coast and countryside to explore
- 5 I can roam around visiting many types of places



Perceptions of the UK**** (2023)

The UK ranks within the top 4 out of 60 nations for:



Historic buildings



Contemporary culture



Vibrant cities



Tourism



Visit if money was no object



Sports

Top sources of inspiration*** (2022)

#1



Friends or family (in person)

#2



Travel websites via search engines

#3



Social media of friends/ family

Travel companions*** (2022)



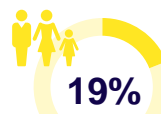
On their own



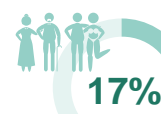
Spouse / Partner



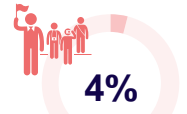
With adult friends



With children under 18



With other adult family members



Part of a tour group

Sources:

*International Passenger Survey (IPS) by ONS; age: share of 'don't know' not shown

*** VisitBritain/Kubi Kalloo MIDAS research project 2022

****Anholt-Ipsos Nation Brands Index 2023



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 specialities
- 4 Visit famous/iconic tourist attractions and places
- 5 Visit museums or galleries.

83%
state holidays benefit their wellbeing

Top 5 sustainable actions by visitors to Britain¹

- 1 Buying local when I can
- 2 Using public / greener transport
- 3 Visiting places outside of peak season
- 4 Enjoying unpolluted nature
- 5 Visiting less well-known places/ attractions

Likelihood to combine Britain with other destinations



Travel only to Britain



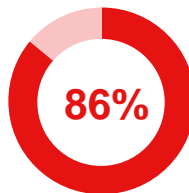
Combine a trip to Britain and other places in Europe



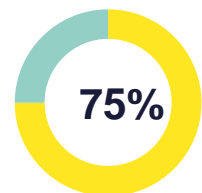
Undecided



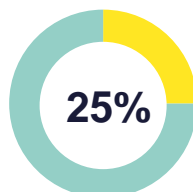
Share of Australians interested in visiting UK film/TV locations in future**



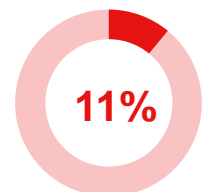
Share of Australian visits which were repeat visits*



Share of Australian travellers with accessibility requirements



Share of Australian travellers who identify as LGBTQIA+



Sources:

*International Passenger Survey: recommendation: 2017, repeat visits stated exclude UK nationals: 2015

**Anholt-Ipsos Nation Brands Index: TV/film locations, 2023, base: UK considerers

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