

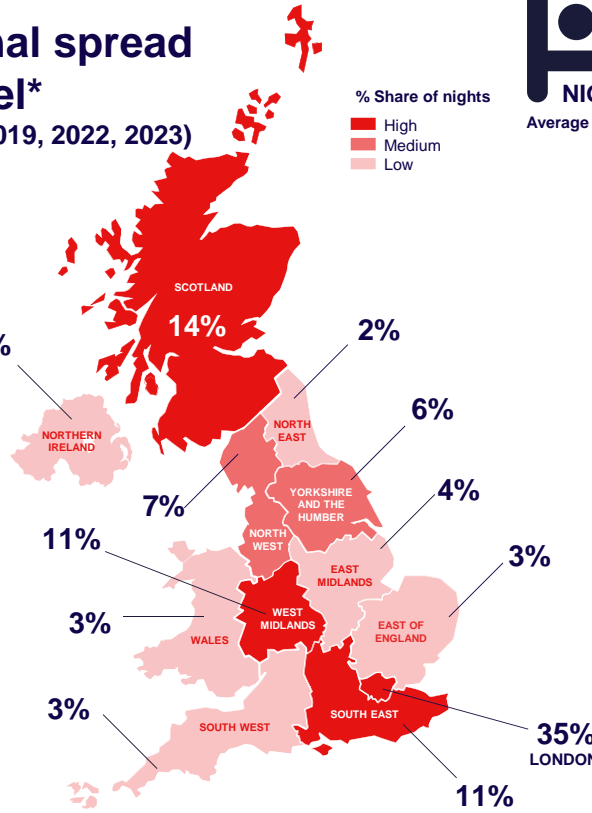


China

Market snapshot Visitor Profile



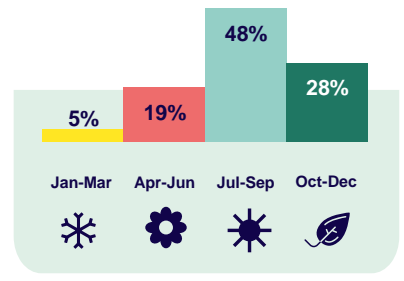
Regional spread of travel* (average 2019, 2022, 2023)



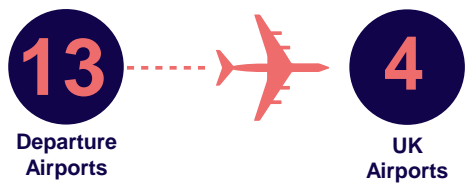
In 2019, the UK had welcomed a record number of visits from China: 883,000 visits (more than 4x the volume of 2010) worth a total of £1.7bn to the UK visitor economy.*



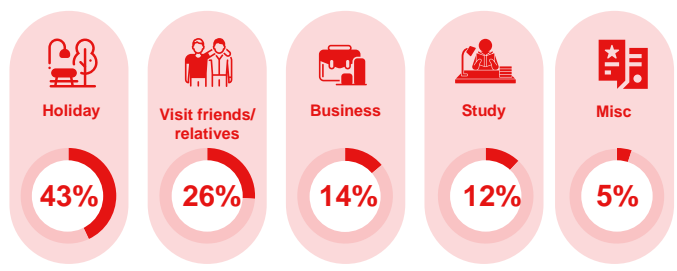
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



NB. Chinese travellers were still subject to pandemic travel restrictions until the reopening of the market in 2023 which impacted the pace of recovery.
Sources: * International Passenger Survey (IPS) by ONS, all spend is stated in nominal terms.
** Apex as of May 2024.



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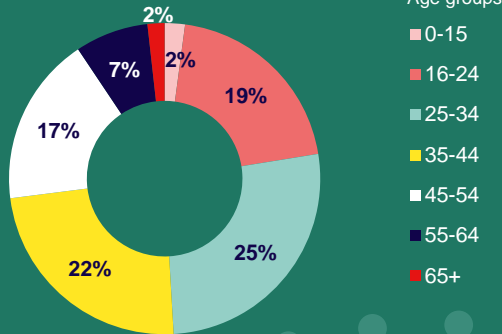


China

Market snapshot Visitor Profile



Key demographics* (average of 2019, 2022, 2023)



Visitors' origin* (2017)



Visits in 000s | % Share of visits



Data on Taiwan and Hong Kong (SAR of China) not included.



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**** (2023)

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



Culture



Contemporary culture



Historic buildings



Sport



Cultural heritage



Tourism

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



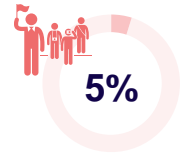
With adult friends



With children under 18



With other adult family members



Part of a tour group

Sources:

*International Passenger Survey (IPS) by ONS; 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 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)

81%
state holidays benefit their wellbeing

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



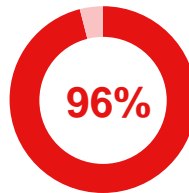
Combine a trip to Britain and other places in Europe



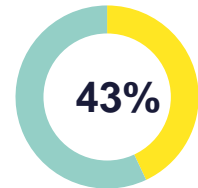
Undecided



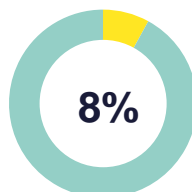
Share of Chinese interested in visiting UK film/TV locations in future**



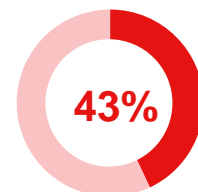
Share of China visits which were repeat visits*



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

**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