

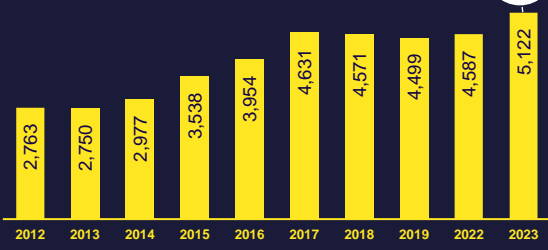


USA

Market snapshot Visitor Profile

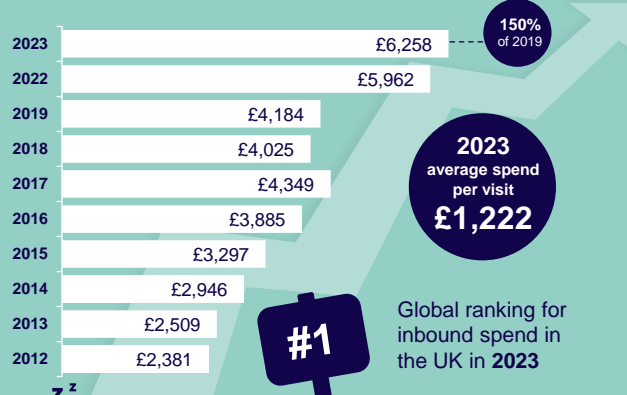


Annual visits (000s)*



#1
Global ranking for inbound visits to the UK in 2023

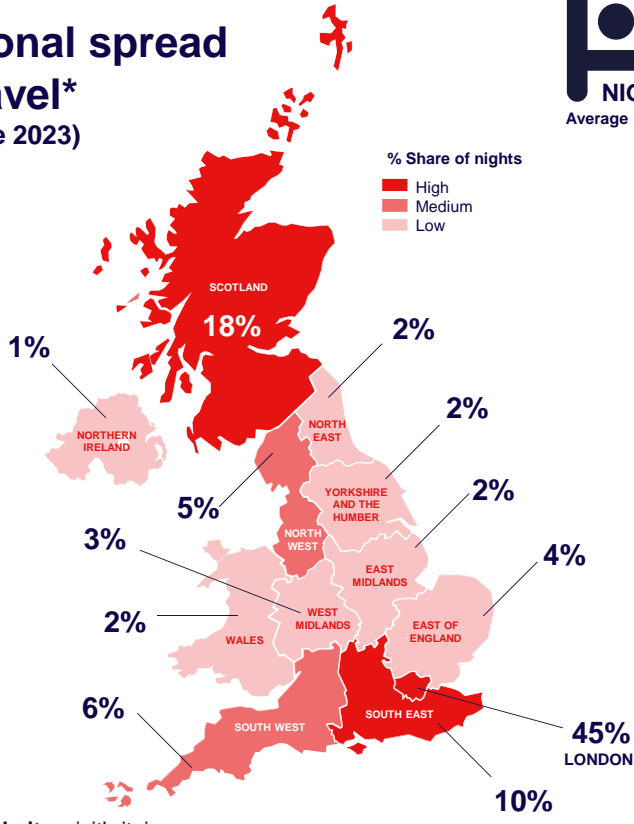
Annual visitor spend (£m)*



2023
average spend per visit
£1,222

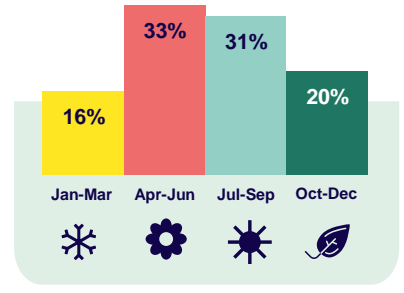
#1
Global ranking for inbound spend in the UK in 2023

Regional spread of travel* (average 2023)

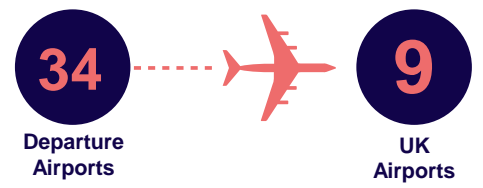


A **record** 2.6m visits from the US were for holidays in the UK in 2023, contributing 59% of all visitor spend from the market – a record £3.7bn.*

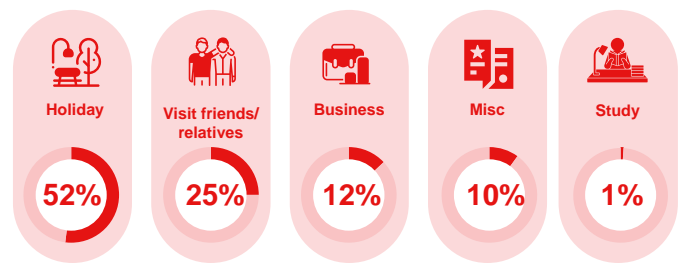
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. **Apex as of May 2024, non-stop flights.

Consumer website: visitbritain.com
 Corporate website: visitbritain.org
 Image Library: assets.visitbritain.org
 Trade website: trade.visitbritain.com
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VisitBritain
 NY: One Dag Hammarskjöld Plaza
 885 Second Avenue - 28th Floor
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 LA: 2029 Century Park East, #1350
 Los Angeles, CA 90067, USA

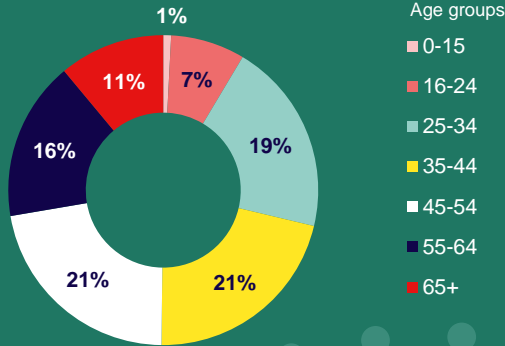
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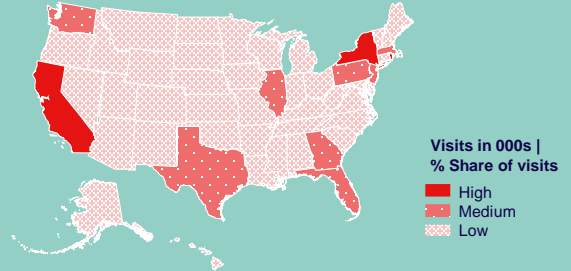




Key demographics* (2023)



Visitors' origin* (2023)



State	Visits in 000s	% Share of visits
New York	971	19%
California	739	15%
New York tri-state area	667	13%
Florida	362	7%
Texas	355	7%
Massachusetts	240	5%
New Jersey	230	5%
Illinois	210	4%
Washington	209	4%
Pennsylvania	174	3%
Georgia	164	3%

Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 It's easy to get around once there
- 3 Is a place where I can explore history and heritage
- 4 There is beautiful coast and countryside to explore
- 5 Offers good value for money



Perceptions of the UK**** (2023)

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



Top sources of inspiration*** (2022)



Travel websites via search engines

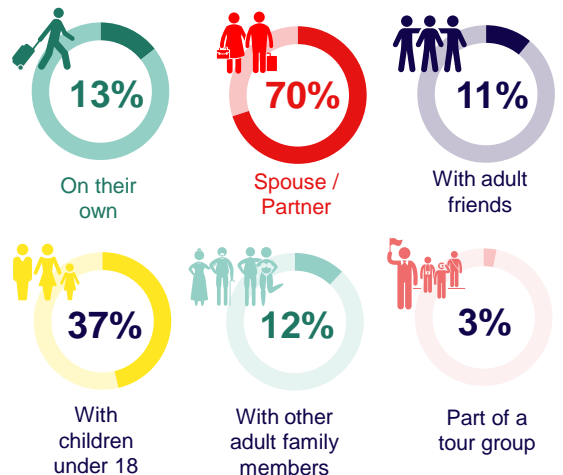


Friends or family (in person)



Social media of friends/ family

Travel companions*** (2022)



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.

84%
state vacations benefit their wellbeing

Top 5 sustainable actions by visitors to Britain¹

- 1 Using public / greener transport
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Supporting tourism businesses investing in local people/economies
- 4 Buying local when I can
- 5 Visiting places outside of peak season

Likelihood to combine Britain with other destinations



Travel only to Britain



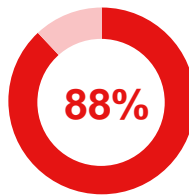
Combine a trip to Britain and other places in Europe



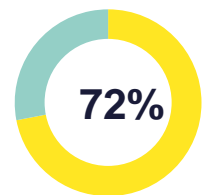
Undecided



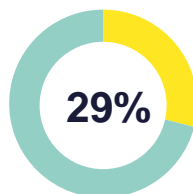
Share of US travellers interested in visiting UK film/TV locations in future**



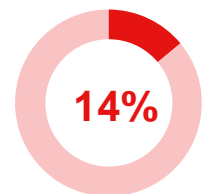
Share of US visits which were repeat visits*



Share of US travellers with accessibility requirements



Share of US 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