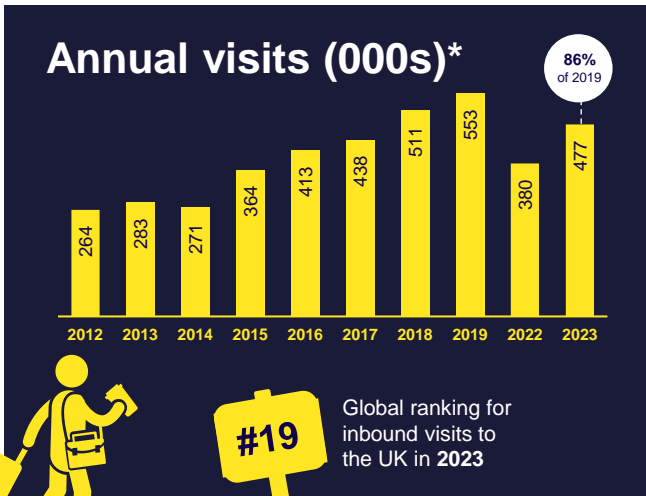


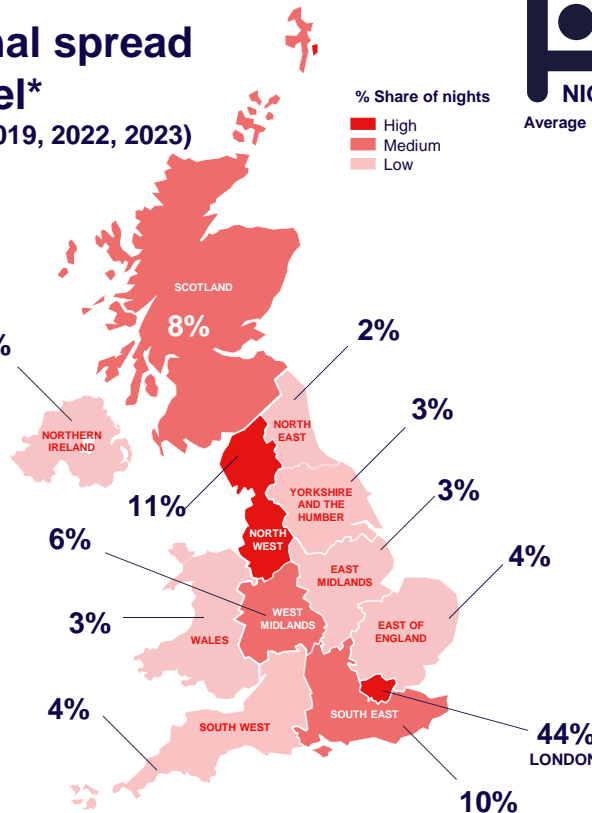


UAE

Market snapshot Visitor Profile

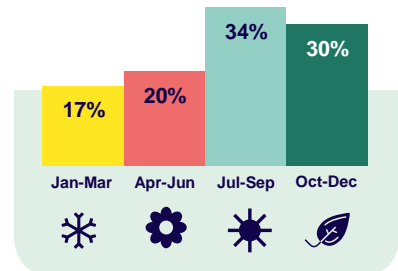


Regional spread of travel* (average 2019, 2022, 2023)

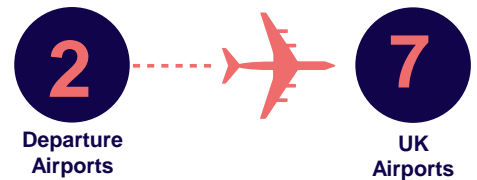


76% of UAE holiday visits are repeat visits. They visit the UK on average **7-8 times** in a 10-year period, with their spending worth a total of **£18,593** over this time.*

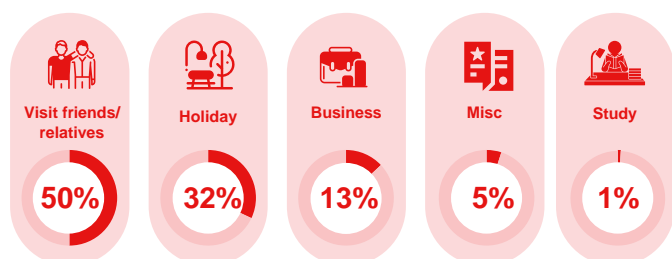
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



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 May 2024.



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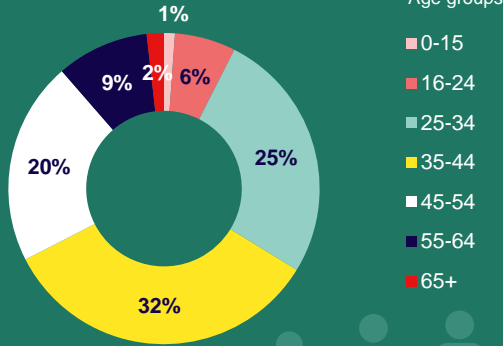
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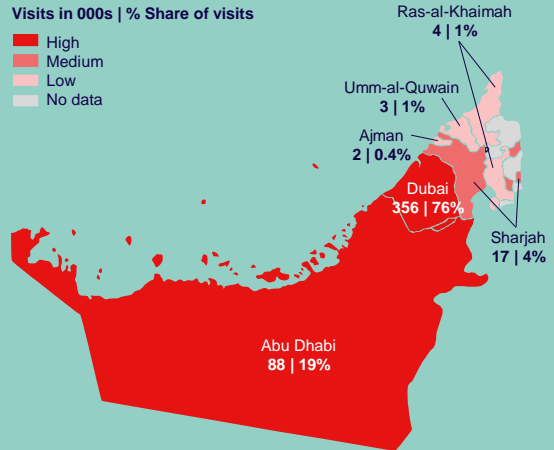




Key demographics* (average of 2019, 2022, 2023)



Visitors' origin* (2023)



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)

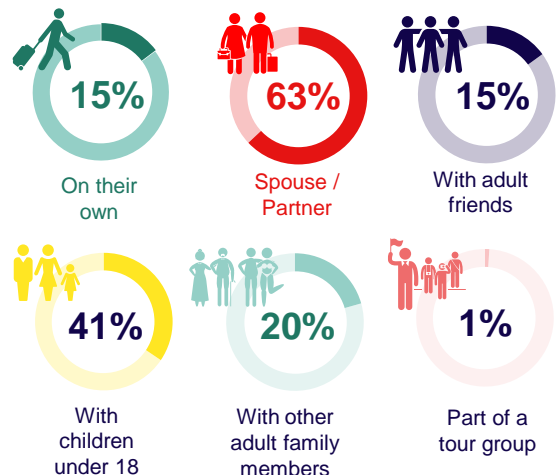
Top associations with Britain:



Top sources of inspiration*** (2022)



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



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

81%
state holidays 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 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



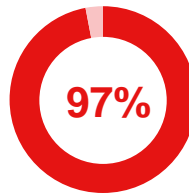
Combine a trip to Britain and other places in Europe



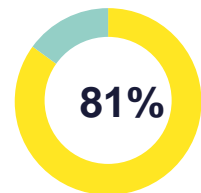
Undecided



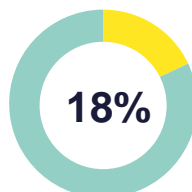
Share of UAE visitors "likely" or "extremely likely" to recommend Britain*



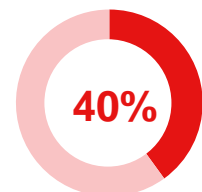
Share of UAE visits which were repeat visits*



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 ¹ based on previous visitors to Britain