

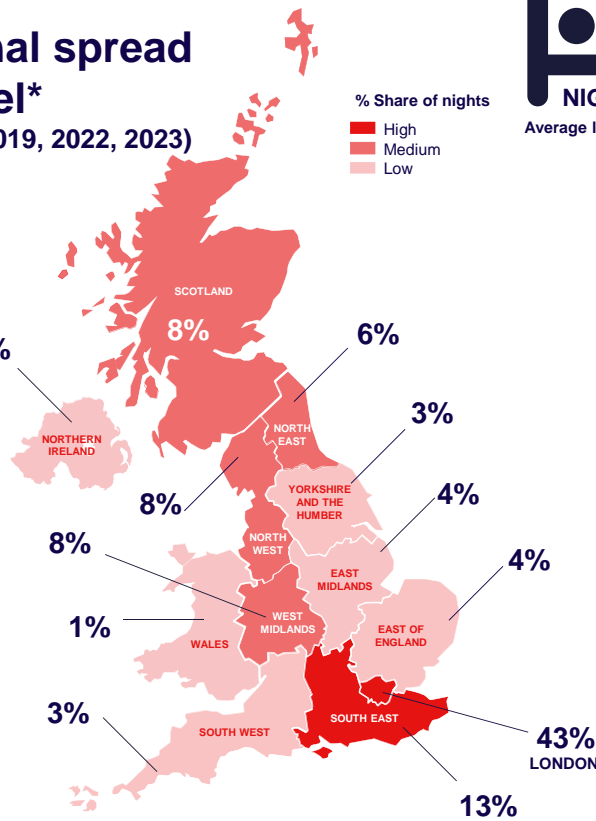


# India

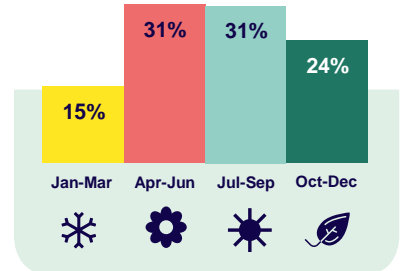
## Market snapshot Visitor Profile



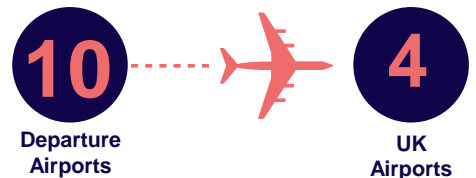
## Regional spread of travel\* (average 2019, 2022, 2023)



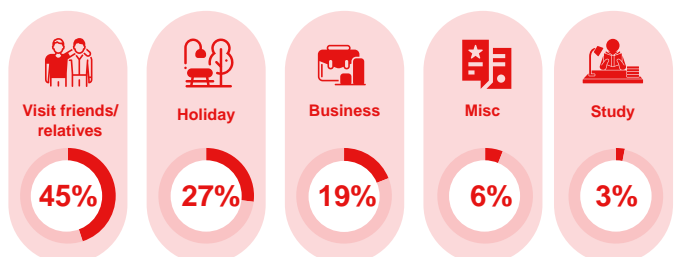
## Seasonal spread of travel\* (2023)



## 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.



Consumer website: [visitbritain.com](http://visitbritain.com)  
 Corporate website: [visitbritain.org](http://visitbritain.org)  
 Image Library: [assets.visitbritain.org](http://assets.visitbritain.org)  
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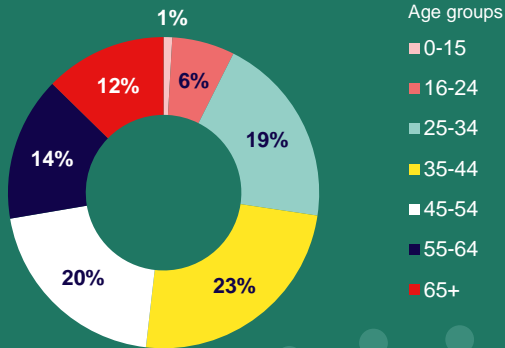
**Vishal Bhatia**  
Country Manager - India

[Vishal.bhatia@visitbritain.org](mailto:Vishal.bhatia@visitbritain.org)

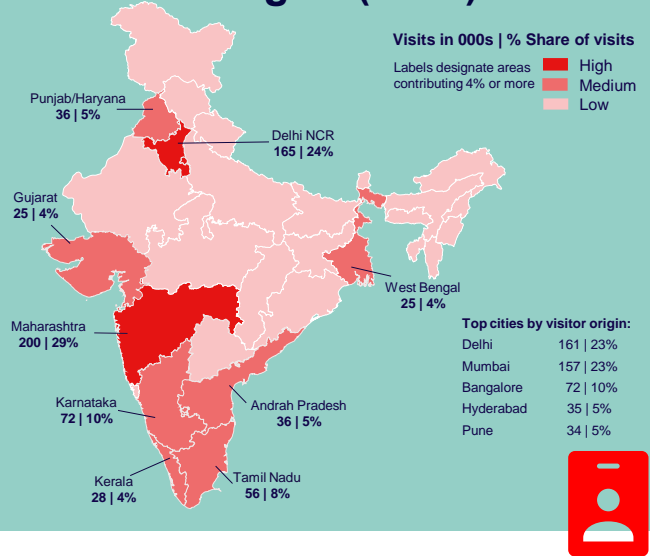




### Key demographics\* (2023)



### Visitors' origin\* (2019)



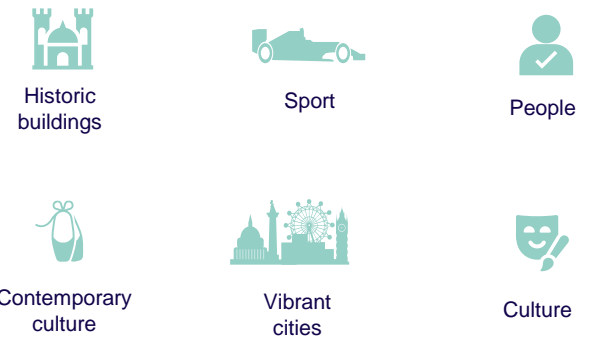
### Top drivers for destination choice\*\*\* (2022)

- 1 Is a welcoming place to visit
- 2 Offers good value for money
- 3 There is beautiful coast and countryside to explore
- 4 Is good for relaxing, resting, recharging
- 5 I can roam around visiting many types of places



### Perceptions of Britain\*\* (2023)

The UK ranks within the top 5 out of 60 nations for:



### Top sources of inspiration\*\*\* (2022)

#1



Social media - travel bloggers, influencers

#2



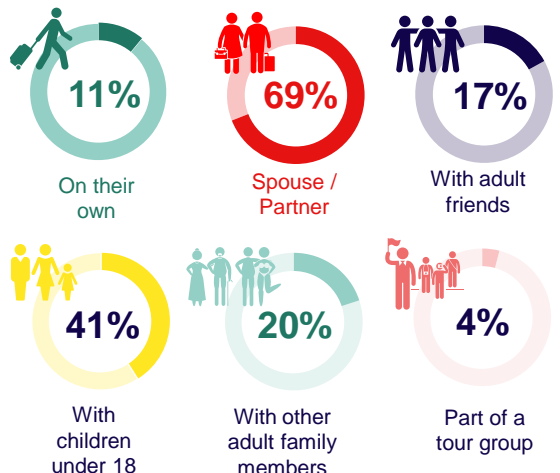
Social media - recommendations from friends and family

#3



Travel websites via search engines

### 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 Visit famous/iconic tourist attractions and places
- 2 Experience coastal places and scenery
- 3 Explore local food and beverage specialties
- 4 Explore history and heritage
- 5 Enjoy fine dining experiences

**81%**  
state holidays benefit their wellbeing

### Top 5 sustainable actions by visitors to Britain<sup>1</sup>

- 1 Staying in eco/environmentally-accredited accommodation.
- 2 Choosing destinations committed to preserving natural/cultural heritage
- 3 Research transparent information about the operations, sourcing and ethical practices
- 4 Supporting tourism businesses that invest in sustainable technologies, energy and resources
- 5 Using public/greener transport

### Likelihood to combine Britain with other destinations



Travel only to Britain



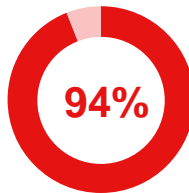
Combine a trip to Britain and other places in Europe



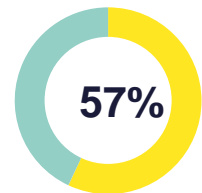
Undecided



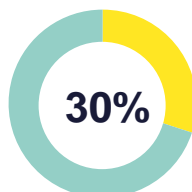
### Share of Indian travellers interested in visiting UK film/TV locations in future\*\*



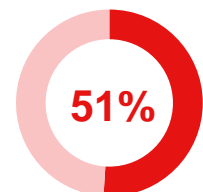
### Share of Indian visits which were repeat visits\*



### Share of Indian travellers with accessibility requirements



### Share of Indian 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 <sup>1</sup> based on previous visitors to Britain