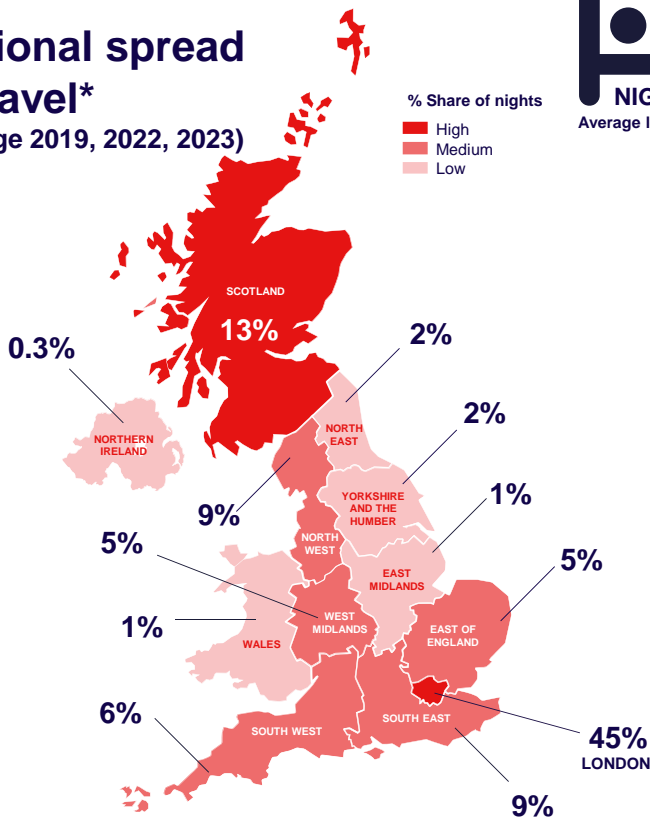
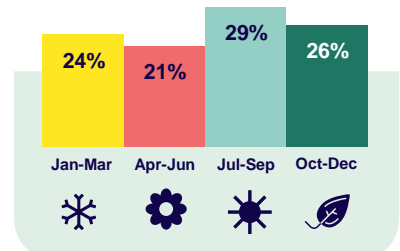




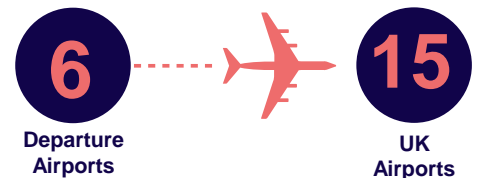
Regional spread of travel* (average 2019, 2022, 2023)



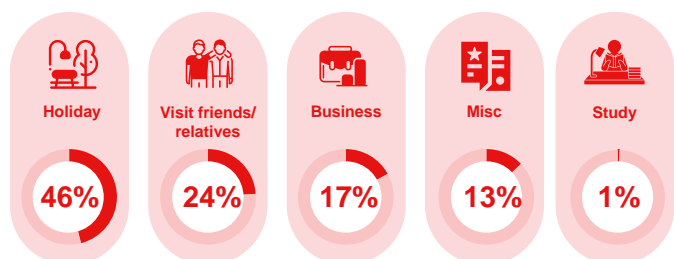
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS; repeat visits stated exclude UK nationals, 2015, small base size. All spend is stated in nominal terms. **Apex as of May 2024.



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Holger Lenz

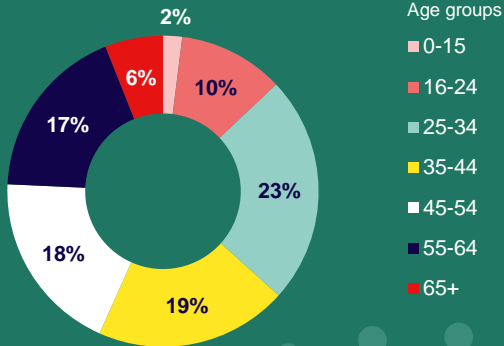
Country Manager Central Europe & Nordics
 Holger.Lenz@visitbritain.org

Jessica Lithén

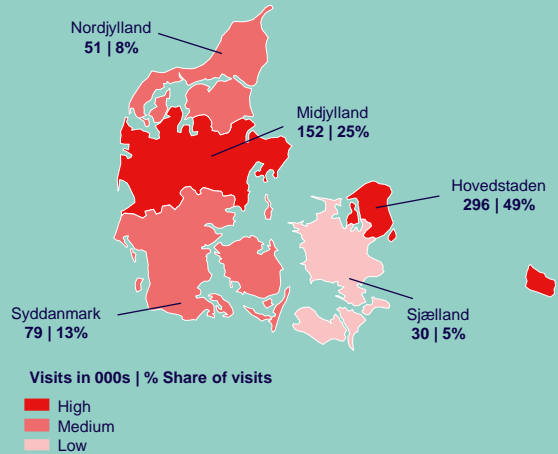
Travel Trade & Communication Manager Nordics
 Jessica.Lithen@visitbritain.org



Key demographics* (2023)



Visitors' origin* (2023)



Top drivers for destination choice*** (2022)

- 1 Is a welcoming place to visit
- 2 Good for relaxing, recharging
- 3 Easy to get around once there
- 4 I can roam around visiting many types of places
- 5 Offers good value for money



Perceptions of Britain*** (2022)

Top associations with Britain:



Vibrant cities



I can roam around visiting many types of places



Is a mixture of old and new



Offers a lot of different experiences



Is inclusive and accessible for visitors



Easy to get around once here

Top sources of inspiration*** (2022)

#1



Friends or family (in person)

#2



Bargain deals on airfares or tours

#3



Travel websites via search engines

Travel companions*** (2022)



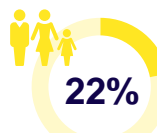
On their own



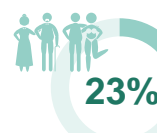
Spouse / Partner



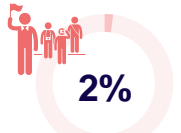
With adult friends



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



Top 5 activities desired on a holiday/short break abroad

- 1 Explore local food and beverage specialties
- 2 Experience coastal places and scenery
- 3 Visit famous/iconic tourist attractions and places
- 4 Experience city life
- 5 Explore history and heritage

65%
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 Enjoying unpolluted nature
- 4 Visiting less well-known places/ attractions
- 5 Choosing options that allow me to 'live like a local'

Likelihood to combine Britain with other destinations



Travel only to Britain



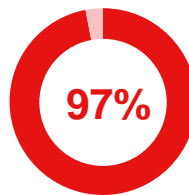
Combine a trip to Britain and other places in Europe



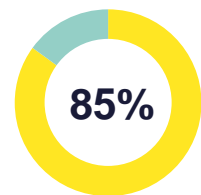
Undecided



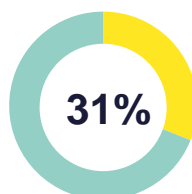
Share of Danish visitors "likely" or "extremely likely" to recommend Britain*



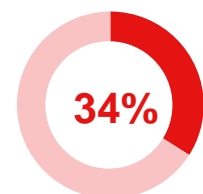
Share of Danish visits which were repeat visits*



Share of Danish travellers with accessibility requirements



Share of Danish travellers who book all trip elements separately



Sources:

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

**Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019

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