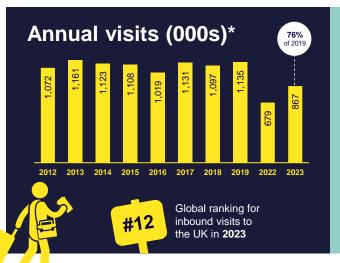


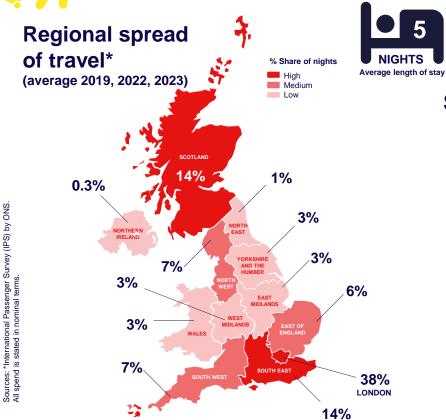
## **Market snapshot**

Visitor Profile





#### Annual visitor spend (£m)\* 2023 £481 2022 £402 2019 £359 2023 2018 £389 erage spend 2017 £382 £555 2016 £295 2015 £358 2014 £346 Global ranking for 2013 £375 inbound spend in 2012 £303 the UK in 2023



# Seasonal spread of travel\* (2023)

or visiting friends/family.

Visitors from Belgium contributed a record £481m to the UK visitor

economy in 2023, with spending records from those on holidays



## Market Access\* (2023)



### Consumer website: visitbritain.com Corporate website: visitbritain.org Image Library: assets.visitbritain.org Trade website: trade.visitbritain.com Media centre: media.visitbritain.com

### **VisitBritain**

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## Purpose of travel\* (2023)









