

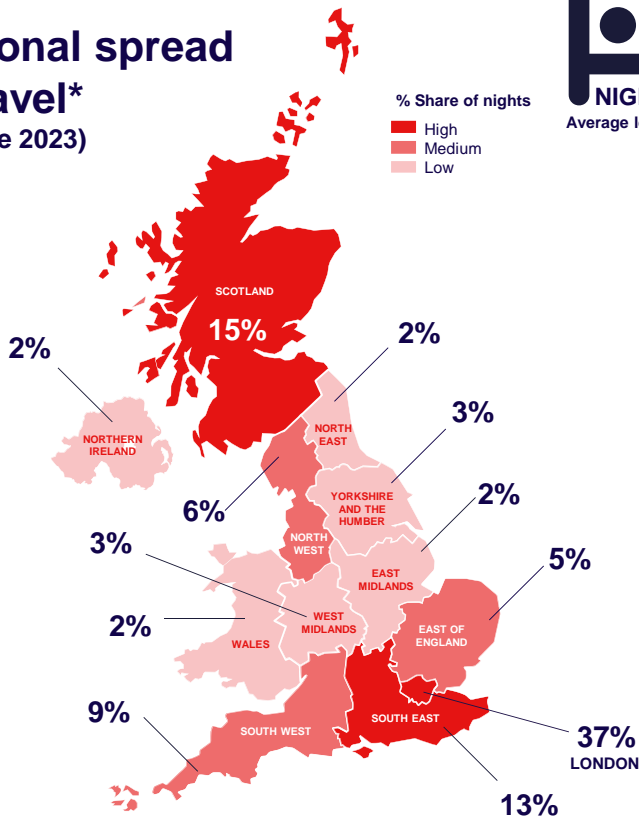
#2

Global ranking for inbound visits to the UK in 2023

#3

Global ranking for inbound spend in the UK in 2023

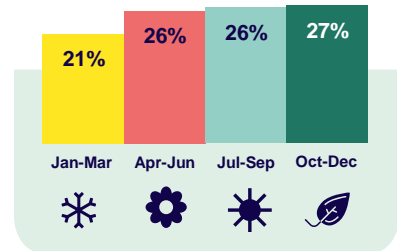
Regional spread of travel* (average 2023)



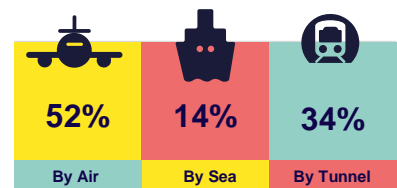
Record spending by the French visiting the UK in 2023: £1.6bn overall, of which a **record** £819m came from holidaymakers and a **record** £445m from visits to friends and/or relatives.*



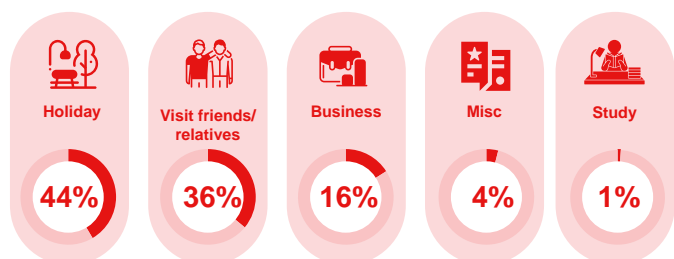
Seasonal spread of travel* (2023)



Market Access* (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS. Data for 2020 and 2021 not displayed due to the disruption caused by the pandemic. All spend is stated in nominal terms.



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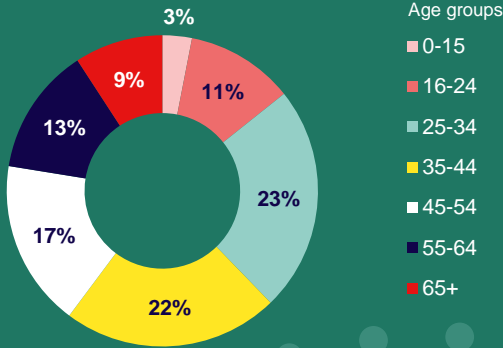
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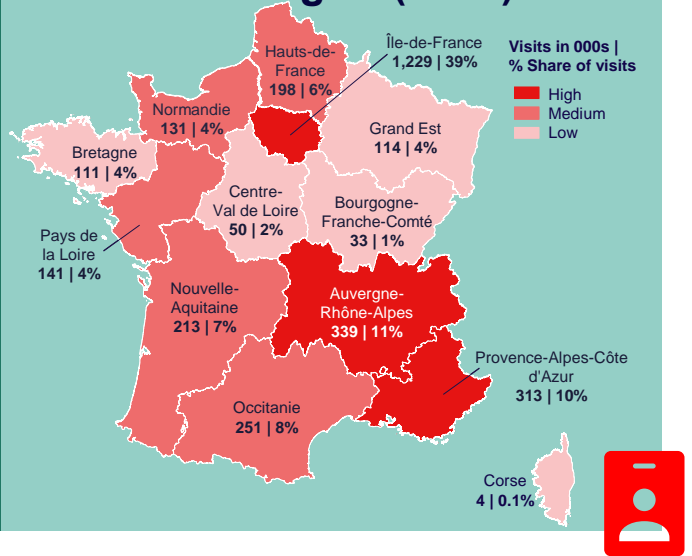
Juliette Suan
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Key demographics* (2023)



Visitors' origin* (2023)



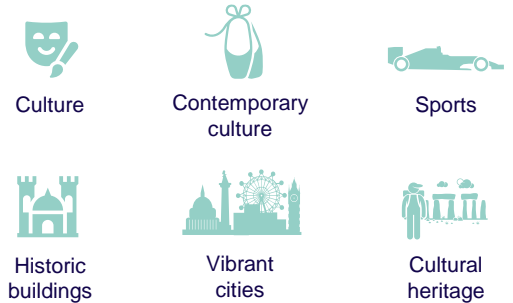
Top drivers for holiday destination choices*** (2022)

- 1 There is beautiful coast and countryside to explore
- 2 Offers good value for money
- 3 Is a welcoming place to visit
- 4 It's easy to get around once there
- 5 I can roam around visiting many types of places

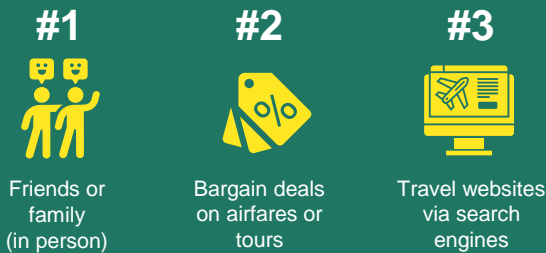


Perceptions of the UK**** (2023)

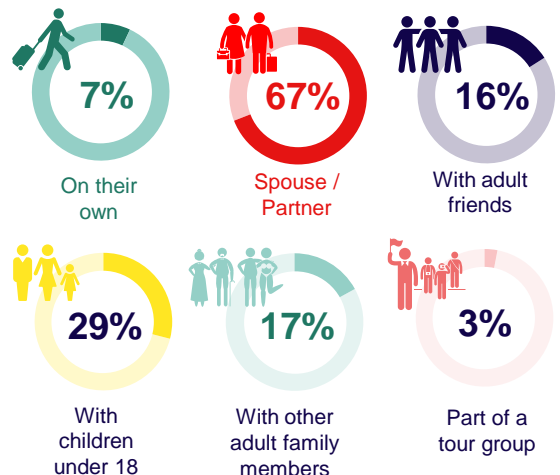
The UK ranks within the top 10 out of 60 nations for:



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
 ****Anholt-Ipsos Nation Brands Index 2023

Top 5 activities desired on a holiday/short break abroad

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

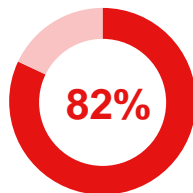
71%
state holidays benefit their wellbeing

Top 5 sustainable actions by visitors to Britain¹

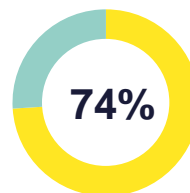
- 1 Buying local when I can
- 2 Visiting places outside of peak season
- 3 Using public/greener transport
- 4 Enjoying unpolluted nature
- 5 Choosing options that allow me to 'live like a local'



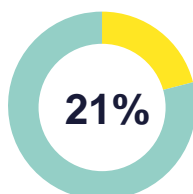
Share of French travellers interested in visiting UK film/TV locations in future**



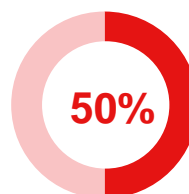
Share of French visits which were repeat visits*



Share of French travellers with accessibility requirements



Share of French who would visit again as the UK is easy to get to**



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; film/TV locations: base UK considerers, 2023
 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