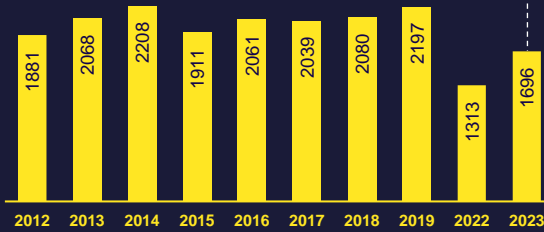


Annual visits (000s)*



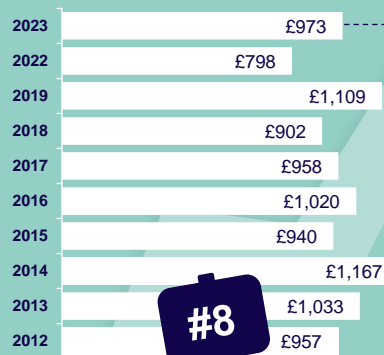
77%
of 2019



#7

Global ranking for
inbound visits to
the UK in 2023

Annual visitor spend (£m)*



88%
of 2019

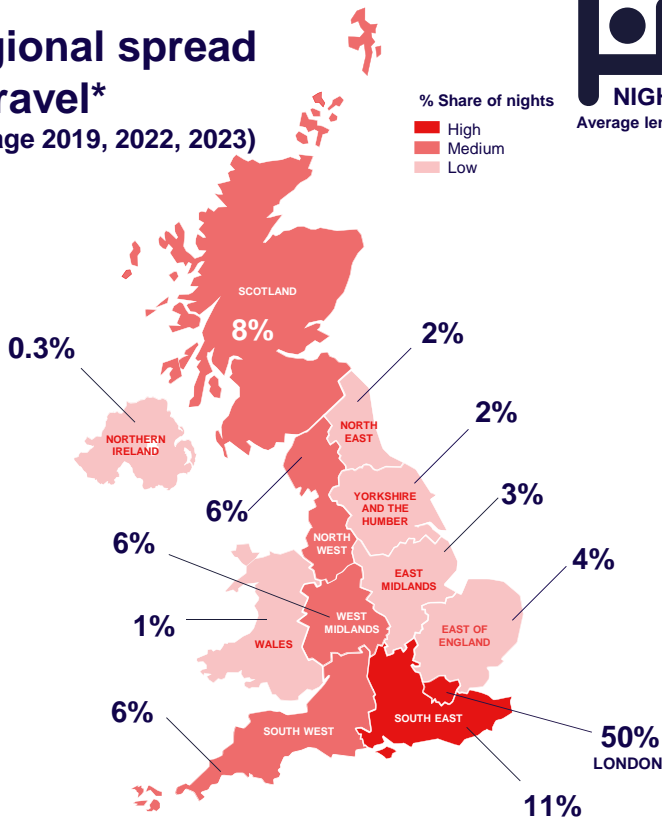
2023
average spend
per visit
£573

#8

Global ranking for
inbound spend in
the UK in 2023

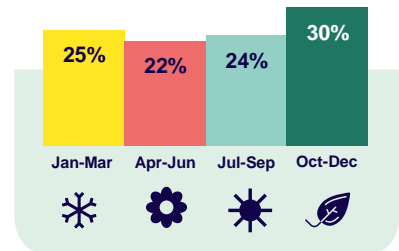
Regional spread of travel*

(average 2019, 2022, 2023)

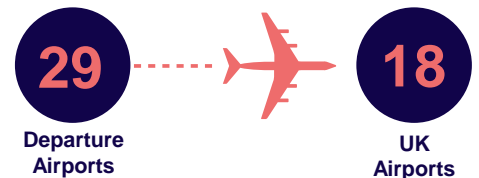


Visits from Italy to friends and/or relatives in the UK set a **record** for visitor spending in the UK at £242 million in 2023.

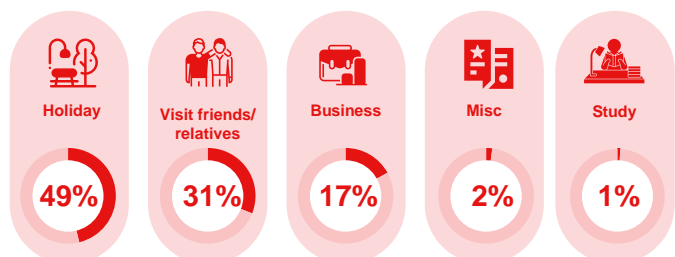
Seasonal spread of travel* (2023)



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.



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Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com

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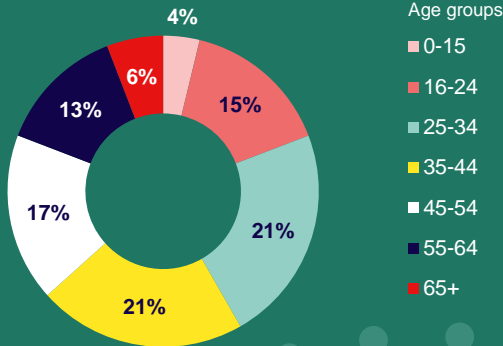
Cristina Bernabé
Country Manager Southern Europe
Cristina.Bernabe@visitbritain.org

Simona Blandi
Travel Trade Manager Italy
Simona.Blandi@visitbritain.org

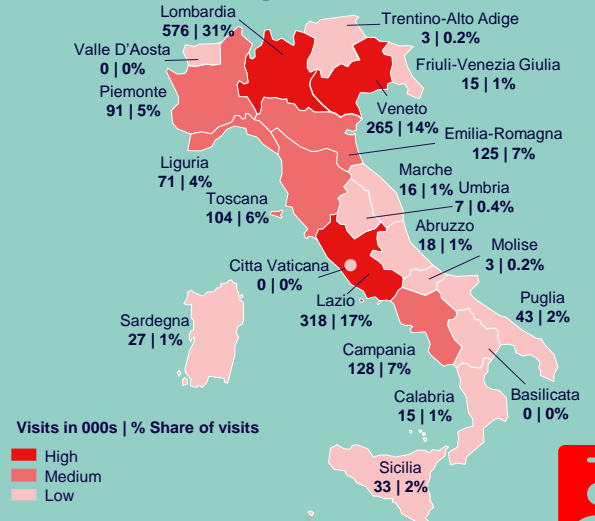
Silvia Bocciarelli
Communications Manager Italy
Silvia.Bocciarelli@visitbritain.org



Key demographics* (2023)



Visitors' origin* (2019)



Top drivers for destination choice*** (2022)

- 1 Offers good value for money
- 2 I can roam around visiting many types of place
- 3 Is a place where I can explore history and heritage
- 4 It's easy to get around once there
- 5 Is a welcoming place to visit



Perceptions of the UK**** (2023)

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



Vibrant cities



Culture



Contemporary culture



Sports



Cultural heritage



Tourism

Top sources of inspiration*** (2022)

#1



Friends or family (in person)

#2



Travel websites via search engines

#3



Information on National Tourist Board Website

Travel companions*** (2022)



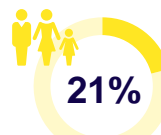
On their own



Spouse / Partner



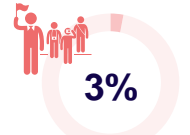
With adult friends



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

****Anholt-Ipsos Nation Brands Index 2023

Top 5 activities desired on a holiday/short break abroad

- 1 Explore history and heritage
- 2 Visit famous/iconic tourist attractions and places
- 3 Experience coastal places and scenery
- 4 Explore local food and beverage specialities
- 5 Visit parks and gardens

75%
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 Buying sustainable/responsible food and beverage offers
- 5 Visiting places outside of peak season

Likelihood to combine Britain with other destinations



Travel only to Britain



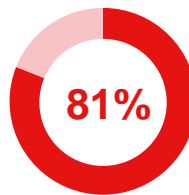
Combine a trip to Britain and other places in Europe



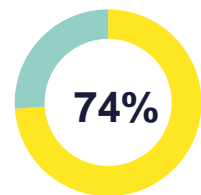
Undecided



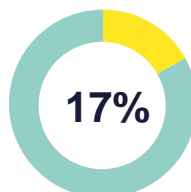
Share of Italians interested in visiting UK film/TV locations in future**



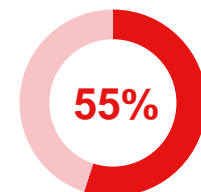
Share of Italian visits which were repeat visits*



Share of Italian travellers with accessibility requirements



Share of Italians who would return to the UK to visit a different part**



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