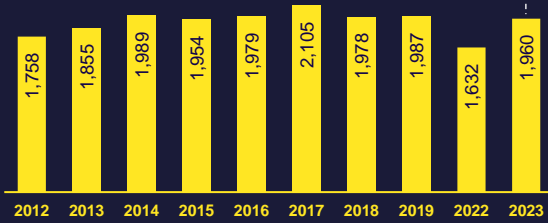


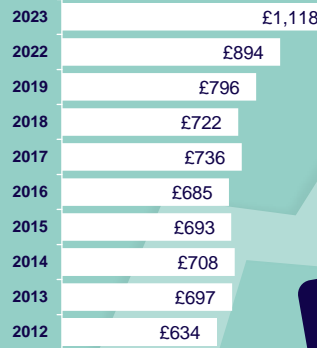
Annual visits (000s)*



99% of 2019

#6
Global ranking for inbound visits to the UK in 2023

Annual visitor spend (£m)*

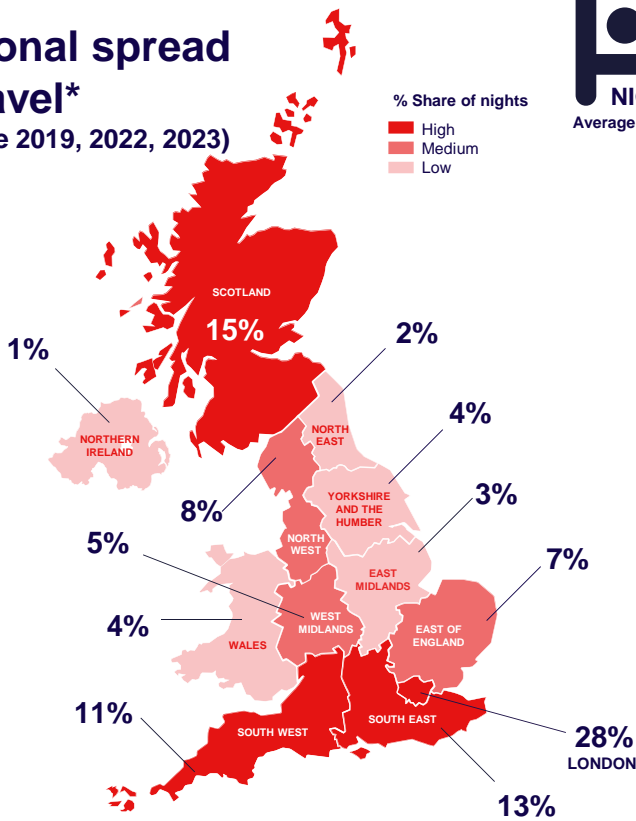


141% of 2019

2023
average spend per visit
£571

#6
Global ranking for inbound spend in the UK in 2023

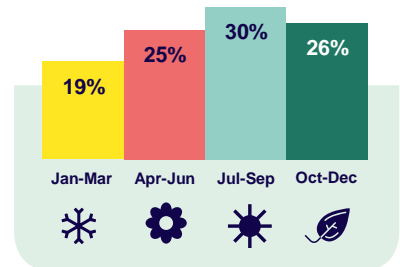
Regional spread of travel* (average 2019, 2022, 2023)



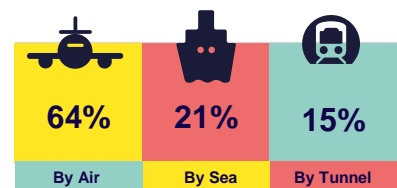
Visitors from the Netherlands contributed a **record** £1.1bn to the UK visitor economy in 2023, of which a **record** £664m came from holidaymakers.*



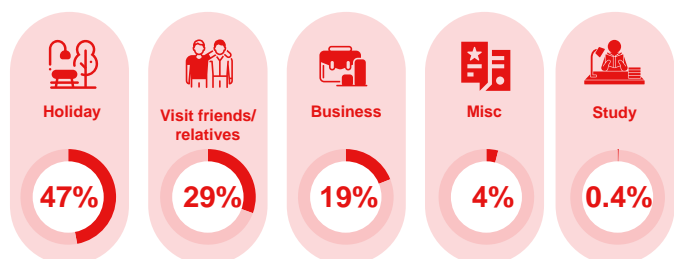
Seasonal spread of travel* (2023)



Market Access* (2023)



Purpose of travel* (2023)



Sources: *International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms.



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



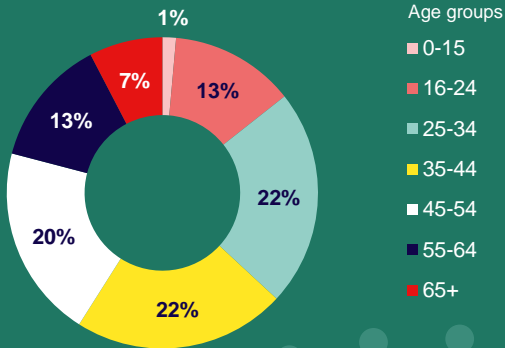
VisitBritain

Séverine Tharreau
Country Manager France & Benelux
Severine.Tharreau@visitbritain.org

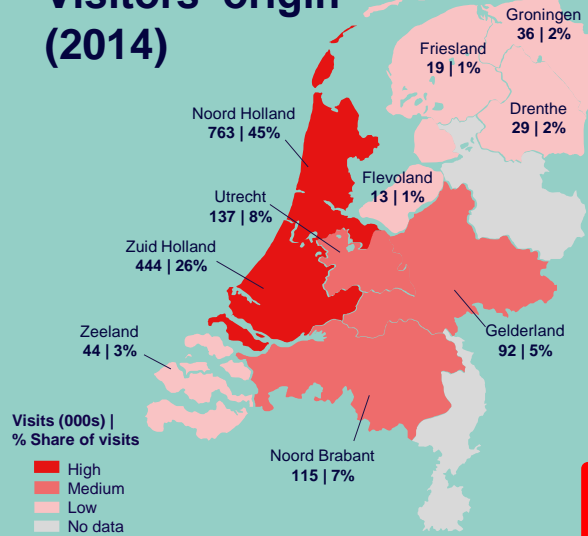
Robin Kagenaar
Travel Trade Manager Benelux
Robin.Kagenaar@visitbritain.org



Key demographics* (2023)



Visitors' origin* (2014)



Top drivers for destination choice*** (2022)

- 1 Offers good value for money
- 2 Is good for relaxing, resting, recharging
- 3 There is beautiful coast and countryside to explore
- 4 I can roam around visiting many types of places
- 5 It has experiences I can't have anywhere else



Perceptions of the UK**** (2022)

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



Vibrant cities



Culture



Contemporary culture



Sports



Culture heritage

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)



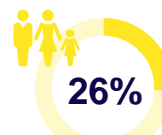
On their own



Spouse / Partner



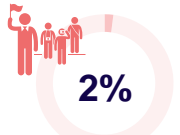
With adult friends



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 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 Experience rural life and scenery
- 4 Enjoy outdoor walks, hiking or cycling
- 5 Visit famous/iconic tourist attractions and places

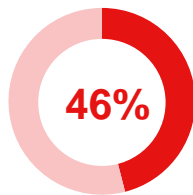
68%
state holidays benefit their wellbeing

Top 5 sustainable actions by visitors to Britain¹

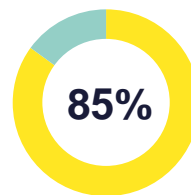
- 1 Buying local when I can
- 2 Enjoying unpolluted nature
- 3 Using public / greener transport
- 4 Visiting less well-known places/ attractions
- 5 Visiting places outside of peak season



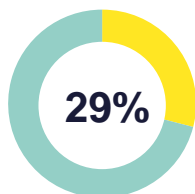
Share of Dutch visitors to the UK influenced by film/TV programmes***



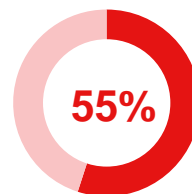
Share of Dutch visits which were repeat visits*



Share of Dutch travellers with accessibility requirements



Share of Dutch 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

***BFI/Yonder 2021 International perceptions of and engagement with UK screen content, base previous visitors

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