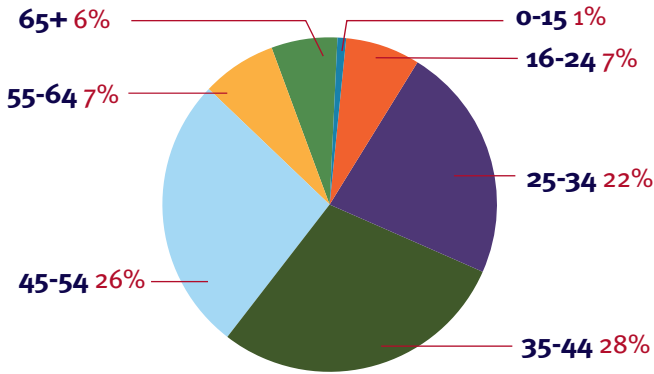




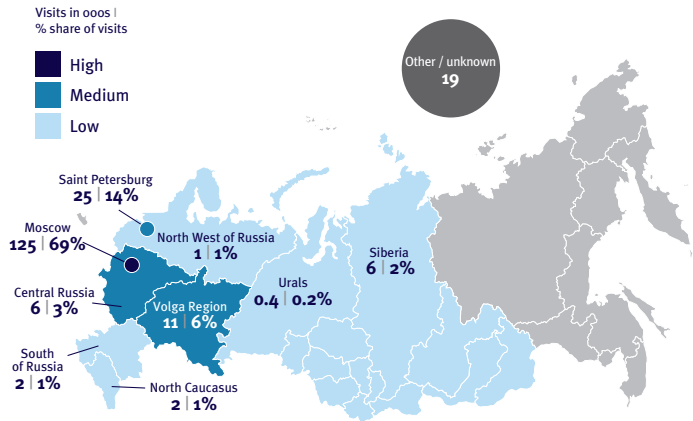
Russia

Visitor profile

Key demographics* (2018)



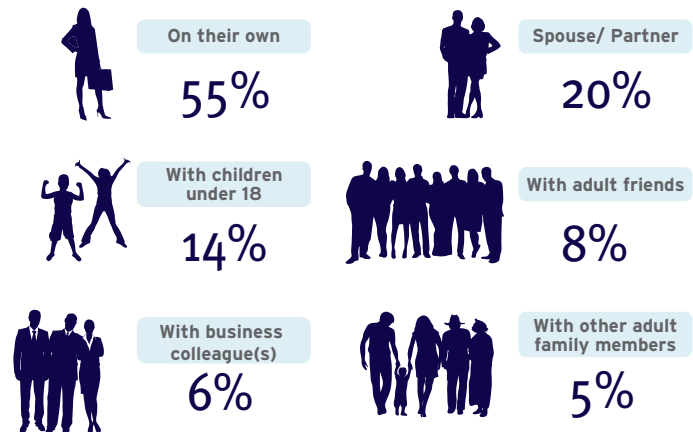
Visitors' origin* (2019)



Top reasons to return to the UK*** (2019)

- #1 The local food/drink
- #2 Go back to see the sights/attractions I didn't see on previous visit
- #3 The UK caters well to tourists
- #4 The UK is easy to get around
- #5 Experience a new activity I did not do last time

Travel companions* (2017)



Top influences in visiting Britain** (2016)



Top motivations for choosing Britain for a holiday** (2016)

- ✓ Somewhere new
- ✓ Cultural attractions
- ✓ Wide variety of places to visit
- ✓ Mix of old and new
- ✓ Visit a TV or film location

Top three activities in the UK* (2007-2019)



Perceptions of Britain*** (2019)

Britain is ranked highly (within the top 10 out of 50 countries) by the Russian for:



98% of Russian visitors were "likely" or "extremely likely" to recommend Britain in 2017*

84% of Russian visitors were repeat visitors in 2015*

Sources: *International Passenger Survey (IPS) by ONS (repeat visits stated exclude UK nationals), ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), ***Apholt-Ipsos Nation Brands Index 2019.