

Quarterly Inbound Update Full Year 2017

20 July 2018

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About this data

This report is based on the latest International Passenger Survey (IPS) data released by the Office for National Statistics (ONS) on the morning of 20 July 2018. This is by no means the complete 2017 data, which will follow at a later date, but provides an update on the provisional 2017 data released in March 2018.

When available the Inbound research & insights section of the VisitBritain website will contain much more detail on long term trends, visits from individual markets and to UK regions.

The data is based on interviews with a sample of departing visitors. The number interviewed varies but is typically 3,000-4,000 per month.

- All percentage changes in spend are nominal. All data is sourced from the International Passenger Survey by the Office for National Statistics.
- All figures quoted are not “seasonally adjusted”.
- Numbers in some tables / charts may not sum due to rounding.

Refer to the ONS website for more on IPS methodology and UK outbound travel

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Full Year 2017
(January – December)
**Inbound market
statistics**



UK Highlights

Full Year 2017

Visits, spend and nights

| | 2017 | % change vs. 2016 |
|----------------------|-------|----------------------|
| ALL VISITS (million) | 39.2 | 4% |
| Spend (£ billion) | £24.5 | 9% |
| Nights (million) | 284.8 | 3% |

- There were **39.2 million visits** to the UK in 2017 (up 4% compared to 2016) and setting a new UK inbound record.
- Visitors **spent £24.5 billion** in the UK during 2017. As with visits this is a record year for inbound visitor spend to the UK and 9% more than in 2016.
- In total **284.8 million nights** were spent in the UK by inbound visitors during 2017, up 3% to set a new nights record.

UK Highlights

Full Year 2017

Journey purpose

| | 2017 Visits (million) | % change vs. 2016 | 2017 Spend (£bn) | % change vs. 2016 |
|----------------------|--------------------------|----------------------|---------------------|----------------------|
| Holiday | 15.4 | 11% | £10.6 | 22% |
| VFR | 12.0 | 4% | £5.8 | 15% |
| Business | 8.8 | -4% | £5.3 | -3% |
| Miscellaneous | 3.1 | 3% | £2.7 | -18% |

- **Holiday** visits rose 11% to a record 15.4 million in 2017 compared to 2016. Holiday spending rocketed 22% in 2017 to set a calendar year record at £10.6 billion and double the holiday spending in 2007.
- Journeys to visit friends and relatives (**VFR**) increased by 4% in 2017, to a record 12.0 million. Spending also rose but by a stronger 15% to a record £5.8 billion.
- **Business** visits fell 4% in 2017 to 8.8 million, off the back of very strong 2016 results. Again, compared to a record setting 2016, business visits spending fell 3%, to £5.3 billion. Prior to the decline seen in 2017, business visits had generally been in steady recovery since 2009 with records being set in 2016.
- Visits for **miscellaneous purposes** (including study) grew by 3% to 3.1 million. However, spending fell 18% to £2.7 billion (compared to 2016).

UK Selected Market Highlights (1)

Full Year 2017

| Country of residence | Visits (000) | | | | Spend (£m) | | | |
|----------------------|--------------|-------|--------|-----------------|------------|-------|--------|-----------------|
| | 2016 | 2017 | Growth | New 2017 record | 2016 | 2017 | Growth | New 2017 record |
| Argentina | 144 | 147 | 1% | yes | 90 | 176 | 95% | yes |
| Australia | 982 | 1,092 | 11% | | 1,060 | 1,194 | 13% | |
| Austria | 302 | 307 | 2% | yes | 176 | 186 | 5% | yes |
| Bahrain | 31 | 37 | 20% | | 72 | 93 | 29% | yes |
| Belgium | 1,048 | 1,148 | 10% | | 305 | 393 | 29% | |
| Brazil | 187 | 244 | 31% | | 196 | 263 | 34% | |
| Bulgaria | 248 | 262 | 5% | yes | 80 | 105 | 32% | yes |
| Canada | 828 | 835 | 1% | | 634 | 604 | -5% | |
| Chile | 49 | 49 | 0% | yes | 70 | 29 | -58% | |
| China | 260 | 337 | 29% | yes | 513 | 694 | 35% | yes |
| Croatia | 53 | 45 | -15% | | 19 | 30 | 57% | yes |
| Czech Republic | 414 | 375 | -10% | | 152 | 132 | -13% | |
| Denmark | 730 | 730 | 0% | | 368 | 359 | -3% | |
| Egypt | 42 | 43 | 4% | | 89 | 77 | -13% | |
| Estonia | 37 | 28 | -26% | | 19 | 15 | -19% | |
| Finland | 261 | 258 | -1% | | 140 | 125 | -11% | |
| France | 4,064 | 3,956 | -3% | | 1,372 | 1,425 | 4% | |
| Germany | 3,341 | 3,380 | 1% | | 1,490 | 1,581 | 6% | yes |
| Greece | 227 | 213 | -6% | | 136 | 141 | 3% | |
| Hong Kong | 218 | 230 | 5% | yes | 255 | 299 | 17% | yes |
| Hungary | 397 | 415 | 5% | yes | 86 | 137 | 59% | yes |
| Iceland | 92 | 122 | 33% | | 60 | 90 | 49% | yes |

UK Selected Market Highlights (2)

Full Year 2017

| Country of residence | Visits (000) | | | | Spend (£m) | | | |
|----------------------|--------------|-------|--------|-----------------|------------|------|--------|-----------------|
| | 2016 | 2017 | Growth | New 2017 record | 2016 | 2017 | Growth | New 2017 record |
| India | 415 | 562 | 35% | yes | 433 | 454 | 5% | yes |
| Indonesia | 52 | 46 | -12% | | 79 | 58 | -26% | |
| Irish Republic | 2,897 | 3,029 | 5% | | 1,059 | 941 | -11% | |
| Israel | 209 | 265 | 27% | yes | 137 | 253 | 85% | |
| Italy | 1,990 | 1,779 | -11% | | 980 | 841 | -14% | |
| Japan | 246 | 247 | 0% | | 215 | 250 | 16% | |
| Kenya | 36 | 42 | 16% | | 32 | 59 | 81% | |
| Kuwait | 112 | 124 | 11% | | 222 | 395 | 78% | |
| Latvia | 127 | 171 | 35% | yes | 44 | 44 | 0% | |
| Lithuania | 242 | 327 | 35% | yes | 72 | 81 | 13% | |
| Luxembourg | 104 | 83 | -20% | | 40 | 42 | 3% | |
| Malaysia | 183 | 179 | -2% | | 198 | 260 | 31% | yes |
| Malta | 87 | 104 | 19% | yes | 67 | 75 | 12% | |
| Mexico | 106 | 155 | 46% | yes | 64 | 101 | 57% | |
| Netherlands | 2,062 | 2,136 | 4% | yes | 714 | 747 | 5% | yes |
| New Zealand | 213 | 220 | 4% | | 196 | 214 | 9% | |
| Nigeria | 101 | 119 | 18% | | 197 | 190 | -3% | |
| Norway | 700 | 712 | 2% | | 411 | 378 | -8% | |
| Oman | 36 | 36 | 2% | yes | 48 | 62 | 28% | |
| Pakistan | 66 | 69 | 5% | | 89 | 118 | 33% | |
| Philippines | 30 | 46 | 51% | yes | 33 | 35 | 7% | |

UK Selected Market Highlights (3)

Full Year 2017

| Country of residence | Visits (000) | | | | Spend (£m) | | | |
|----------------------|--------------|-------|--------|-----------------|------------|-------|--------|-----------------|
| | 2016 | 2017 | Growth | New 2017 record | 2016 | 2017 | Growth | New 2017 record |
| Poland | 1,921 | 1,807 | -6% | | 389 | 394 | 1% | |
| Portugal | 492 | 482 | -2% | | 210 | 207 | -2% | |
| Qatar | 82 | 79 | -3% | | 163 | 191 | 18% | |
| Romania | 891 | 944 | 6% | yes | 302 | 299 | -1% | |
| Russia | 147 | 227 | 55% | | 110 | 188 | 70% | |
| Saudi Arabia | 152 | 161 | 6% | yes | 360 | 862 | 139% | yes |
| Serbia | 24 | 45 | 86% | yes | 11 | 27 | 159% | |
| Singapore | 188 | 229 | 21% | yes | 277 | 266 | -4% | |
| Slovakia | 156 | 179 | 14% | | 37 | 65 | 75% | |
| Slovenia | 51 | 60 | 17% | | 18 | 21 | 15% | |
| South Africa | 188 | 230 | 22% | | 187 | 261 | 39% | |
| South Cyprus | 125 | 144 | 15% | yes | 127 | 105 | -18% | |
| South Korea | 198 | 195 | -2% | | 151 | 184 | 22% | |
| Spain | 2,397 | 2,413 | 1% | yes | 992 | 1,061 | 7% | |
| Sweden | 821 | 831 | 1% | | 458 | 451 | -1% | |
| Switzerland | 940 | 989 | 5% | yes | 792 | 585 | -26% | |
| Taiwan | 46 | 69 | 49% | yes | 51 | 65 | 29% | |
| Thailand | 77 | 94 | 22% | | 88 | 109 | 25% | |
| Turkey | 196 | 230 | 18% | yes | 203 | 155 | -24% | |
| Ukraine | 52 | 65 | 26% | yes | 43 | 44 | 2% | |
| United Arab Emirates | 365 | 374 | 3% | yes | 566 | 618 | 9% | yes |
| USA | 3,455 | 3,910 | 13% | | 3,354 | 3,643 | 9% | yes |

Full Year 2017
(January – December)
**Inbound UK regional
statistics**



UK Regional Highlights

Full Year 2017

Visits and spend

| Region | Visits (000) | | | | Spend (£m) | | | |
|-----------------|--------------|--------|--------|-----------------|------------|--------|--------|-----------------|
| | 2016 | 2017 | Growth | New 2017 record | 2016 | 2017 | Growth | New 2017 record |
| London | 19,060 | 19,828 | 4% | yes | 11,869 | 13,546 | 14% | yes |
| Rest of England | 15,979 | 16,496 | 3% | yes | 7,818 | 7,814 | 0% | |
| Total England | 32,970 | 34,304 | 4% | yes | 19,686 | 21,360 | 9% | yes |
| Scotland | 2,747 | 3,210 | 17% | yes | 1,850 | 2,276 | 23% | yes |
| Wales | 1,074 | 1,079 | 0% | | 444 | 369 | -17% | |
| UK TOTAL | 37,609 | 39,214 | 4% | yes | 22,416 | 24,507 | 9% | yes |



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