

# 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
<b>ALL VISITS (million)</b>	39.2	4%
<b>Spend (£ billion)</b>	£24.5	9%
<b>Nights (million)</b>	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
<b>Holiday</b>	15.4	11%	£10.6	22%
<b>VFR</b>	12.0	4%	£5.8	15%
<b>Business</b>	8.8	-4%	£5.3	-3%
<b>Miscellaneous</b>	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%	
<b>UK TOTAL</b>	<b>37,609</b>	<b>39,214</b>	<b>4%</b>	yes	<b>22,416</b>	<b>24,507</b>	<b>9%</b>	yes



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