

Inbound Tourism Trends Quarterly Quarter 3 2017

Issue 24

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About this data

This quarterly update presents the latest quarterly International Passenger Survey (IPS) released by the Office for National Statistics (ONS).

The next Quarterly Release (October – December 2017) is scheduled for May 2018. This will provide data on visits by markets and UK region visited up to Q4 2017.

The Annual Release for 2017, which will contain some revisions to the quarterly data, will be in the Spring of 2018.

The [Inbound research & insights](#) section of the VisitBritain website has much more detail on long term trends, visits from individual markets and to UK regions.

All figures are provisional and subject to revision by the ONS. All figures quoted are not seasonally adjusted. Numbers in some tables / charts may not sum due to rounding.

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.



Global context

These slides put the UK's performance in the context of global tourism trends, the economic outlook and the exchange rate.

Global view

According to UNWTO, international overnight tourism arrivals were up by an estimated 6.7% in 2017, faster than the 3.9% growth rate seen in 2016. (This estimate is based on incomplete data and is subject to revision.)

Europe is seeing stronger growth than the global average – up 8.4%. Within this, Western Europe was up 6.6%, Southern Europe 12.6%, Northern Europe 5.1% and Eastern Europe 5.1%.

Visits to the Americas were up by the weakest rate, 2.9%, with North America slightly lower at an estimated 1.6%.



Continents	International tourist arrivals to region 2016 (millions)	% growth in 2016	% growth in 2017 (estimated)
World	1,237	3.9%	6.7%
Europe	619	2.5%	8.4%
Asia Pacific	306	7.7%	5.8%
Americas	200	3.7%	2.9%
Africa	57	6.6%	7.9%
Middle East	56	-2.4%	4.9%

Economic outlook

- **Eurozone:** the economy grew by 2.4% in 2017, the best since the financial crisis, with consumer spending growth a little lower at 1.9%. A similar outturn is expected this year. Unemployment is falling and confidence is high. Growth is forecast to soften somewhat in 2019.
- The outlook for **France** and **Germany** is stable, with growth forecasts for 2018 similar to rates seen in 2017.
- **US:** the economy should remain healthy this year, aided by the stock market, strong confidence and fiscal stimulus. Growth forecast to ease in 2019.
- **China's** economy remains solid, with GDP growing at over 6% and consumer spending growing at over 7%.
- **India:** after a setback in 2017, GDP growth is forecast at over 7% in 2018 and 2019.
- The **Brazilian** and **Russian** economies have returned to growth after suffering severe recessions; growth in Brazil is set to strengthen in 2018 and 2019.
- Prospects for the **UAE** and **Saudi Arabia** are forecast to improve from a weaker 2017.
- The oil price has risen from a low of \$44 in June to around \$69 at time of writing*.

GDP growth	2017	2018	2019
Australia	2.2%	2.4%	2.4%
Canada	2.9%	2.0%	1.9%
France	1.8%	1.9%	1.7%
Germany	2.5%	2.4%	1.8%
Ireland	5.7%	2.3%	2.4%
Italy	1.6%	1.4%	1.1%
Netherlands	3.3%	2.2%	1.7%
Poland	4.4%	3.8%	3.3%
Spain	3.1%	2.9%	2.4%
Sweden	2.7%	2.6%	2.0%
Switzerland	1.0%	2.4%	1.7%
UK	1.5%	1.5%	1.6%
USA	2.3%	2.8%	2.0%

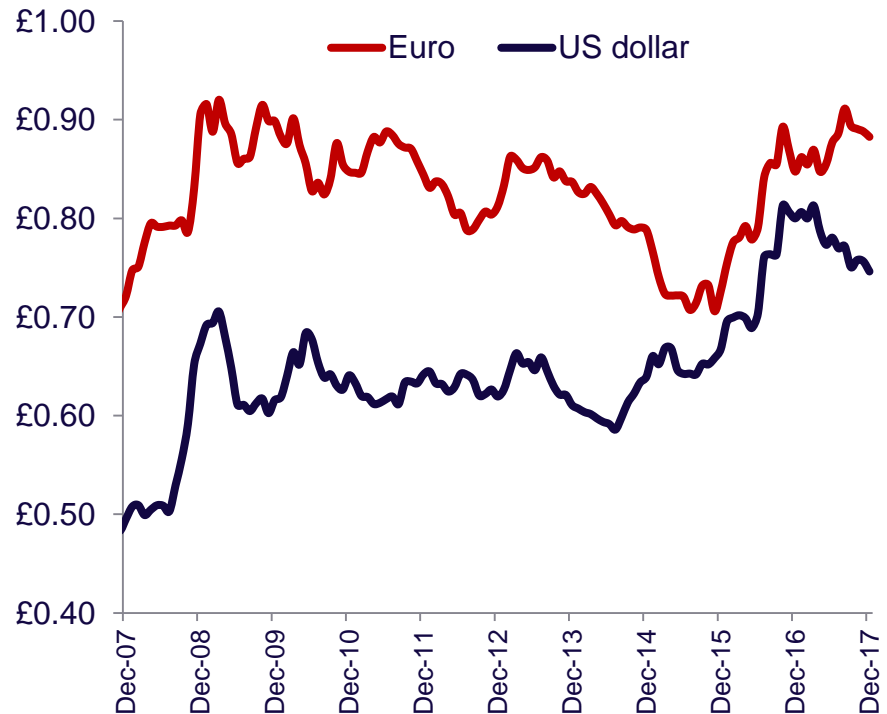
Brazil	1.1%	2.5%	3.3%
China	6.9%	6.4%	6.0%
India	6.2%	7.4%	7.1%
Russia	1.7%	1.8%	1.4%
Saudi Arabia	-0.7%	2.0%	2.8%
UAE	1.7%	3.3%	3.6%

World	2.8%	2.9%	2.6%
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Exchange rate

- Post the EU referendum, the pound fell sharply but as of end of December was 7% up year-on-year against the US dollar at \$1.34, a recovery from the record low in October 2016. The pound was down 4% against the euro in December, at €1.13.
- In December 2017, the pound was 3% up against the Australian dollar, 3% up against the Canadian dollar - purchasing power in the UK from visitors in these markets has therefore decreased. The pound was up 4% against the Japanese yen compared to December 2016.
- Spending in Q3 2017 continued to show growth, up 8% on Q3 2016 to a record £8.2 billion. During the first nine months of 2017, visitors have spent a record of £19.0 billion – 11% more than they did between January and September 2016.

Value of US dollar and euro against pound.
Monthly averages to December 2017





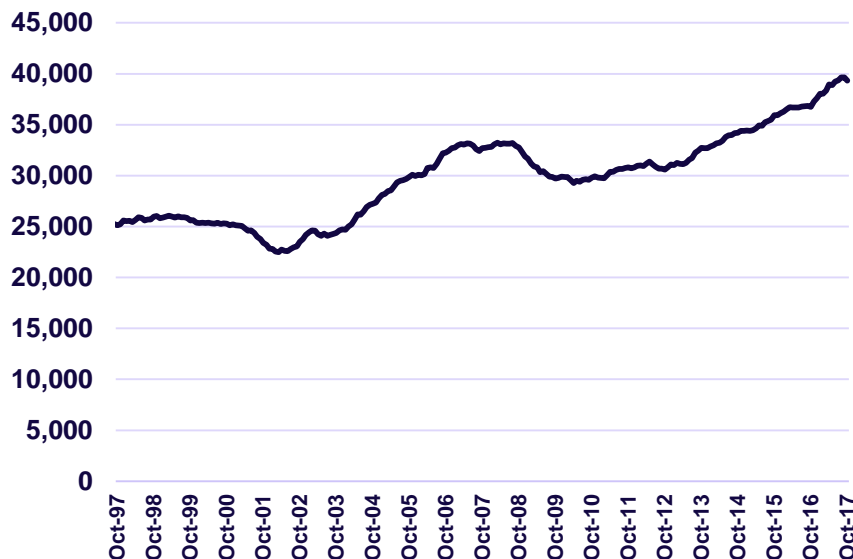
Visits and value trends by journey purpose, transport mode and area visited

The next series of charts track progress in visits to the UK for different journey purposes, to different regions of the UK and using different modes of transport to get to the UK.

Inbound volume

- In Q3 2017, arrivals were up 3% compared to the same period in 2016, the strongest Q3 on record.
- The figures for the year to date (January to September) are 7% up on the same period in 2016.
- In the rolling 12 months to September 2017, there were 39.5 million inbound visits, up 7% on the previous 12 month period.
- The latest provisional data for October, our latest monthly results, show visits down 1% in the latest three months (August-October) while 2017 so far is up 5% (January to October 2017).

Inbound visits (000s), rolling year ending



	Visits (000s)	Growth
Q3 2017	10,950	↑ 3%
Year to date* (January – September)	30,105	↑ 7%
Rolling 12 months* (Oct 2016 – Sept 2017)	39,537	↑ 7%
Latest monthly* (October 2017)	3,150	↓ -6%

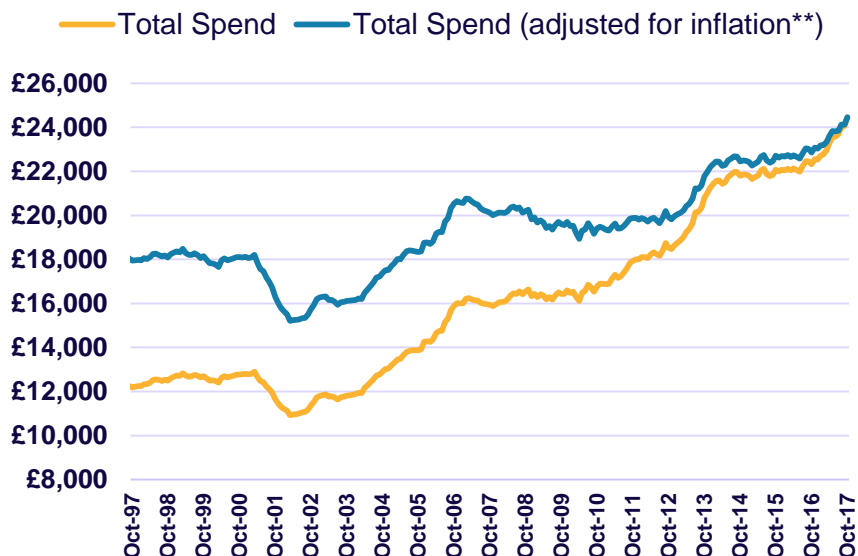
Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

Inbound value

- In Q3 2017, spending increased 8% in nominal terms, to a new Q3 record of £8.2 billion.
- So far in 2017 spend is tracking 11% higher, compared to the first three quarters of 2016, at a record setting £19.0 billion.
- Inbound visitor spending in the 12 months to September 2017 has reached £24.4 billion, 9% more than the previous 12 month period.
- Since the EU referendum the value of GBP fall significantly, but has been rising more recently.

Inbound spend (£m), rolling year ending



	Spend (£m) Nominal terms	Growth
Q3 2017	£8,189	↑ 8%
Year to date* (January – September)	£19,022	↑ 11%
Rolling 12 months* (Oct 2016 – Sept 2017)	£24,431	↑ 9%
Latest monthly* (October 2017)	£1,920	↑ 1%

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases; **Adjusted for inflation based on October 2017 price level

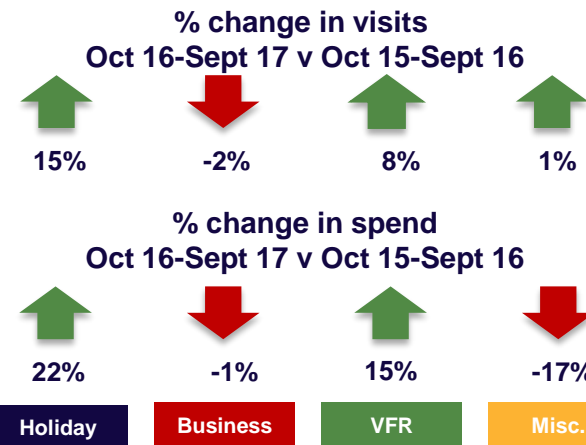
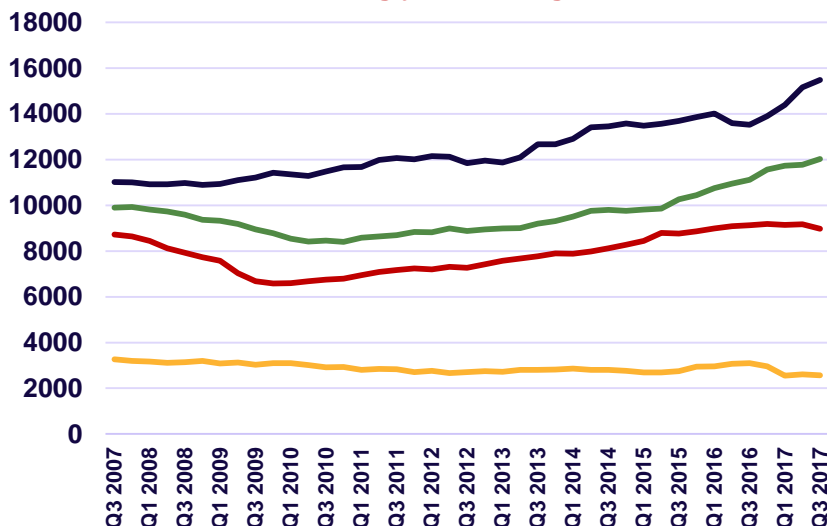
Journey Purpose trends

Holiday visits reached a record 12.2 million during the first nine months of 2017. Holiday spending also peaked at a new record of £8.6 billion. In the rolling 12 months to September 2017 there were 15.5 million holiday visits to the UK, spending a total of £10.5 billion.

Visits to friends and family (VFR) is the second biggest journey purpose. Visit numbers were up 8% in the rolling 12 months to September 2017 (compared to the previous period), while spending grew 15%.

Business visits in the first nine months of 2017 fell 3% to 6.6 million. Business visitor spending also declined 3% in the first nine months of 2017, compared to the same period the year before, to £3.8 billion.

Inbound visits by journey purpose (000s), rolling year ending



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Holiday	12,249	£8,626	15,480	£10,465
Business	6,559	£3,839	8,972	£5,338
VFR	8,979	£4,444	12,022	£5,676
Misc.	2,317	£2,112	3,063	£2,951

Source: International Passenger Survey

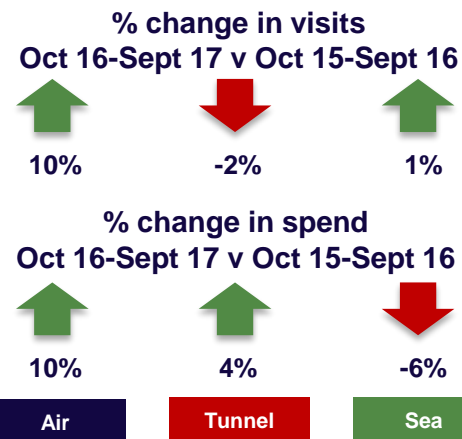
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Transport mode

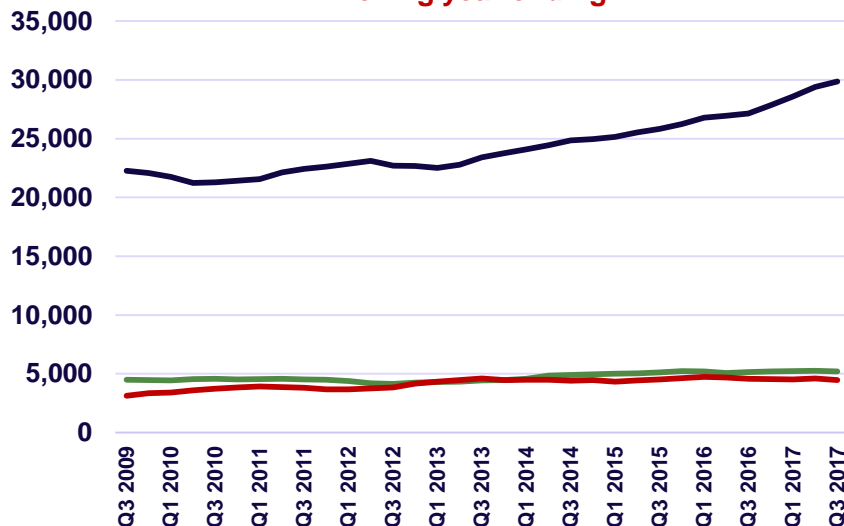
Travel via **air** accounts for the majority of inbound visits to the UK. Visits by this main mode rose 10% in the first nine months of 2017, compared to the first nine months of 2016. Spending by those travelling by air was up 12% for the start of 2017 to a record £16.5 billion.

Visits to the UK via the **tunnel** dipped 2% during January to September 2017 to 3.3 million. While visits declined, spending rose – up 9% to £1.3 billion. This is the same pattern that can be seen over the longer term rolling twelve month period – a fall in visit numbers, but a rise in spend.

Visits to the UK departing via the **sea** were on par with the first nine months of 2016. Spending was down, by 3%. Over the longer term rolling 12 months, sea visits are in positive territory – but only just.



Inbound visits by mode of transport (000s), rolling year ending



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Air	22,745	£16,483	29,862	£21,265
Tunnel	3,342	£1,284	4,476	£1,620
Sea	4,018	£1,254	5,199	£1,546

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

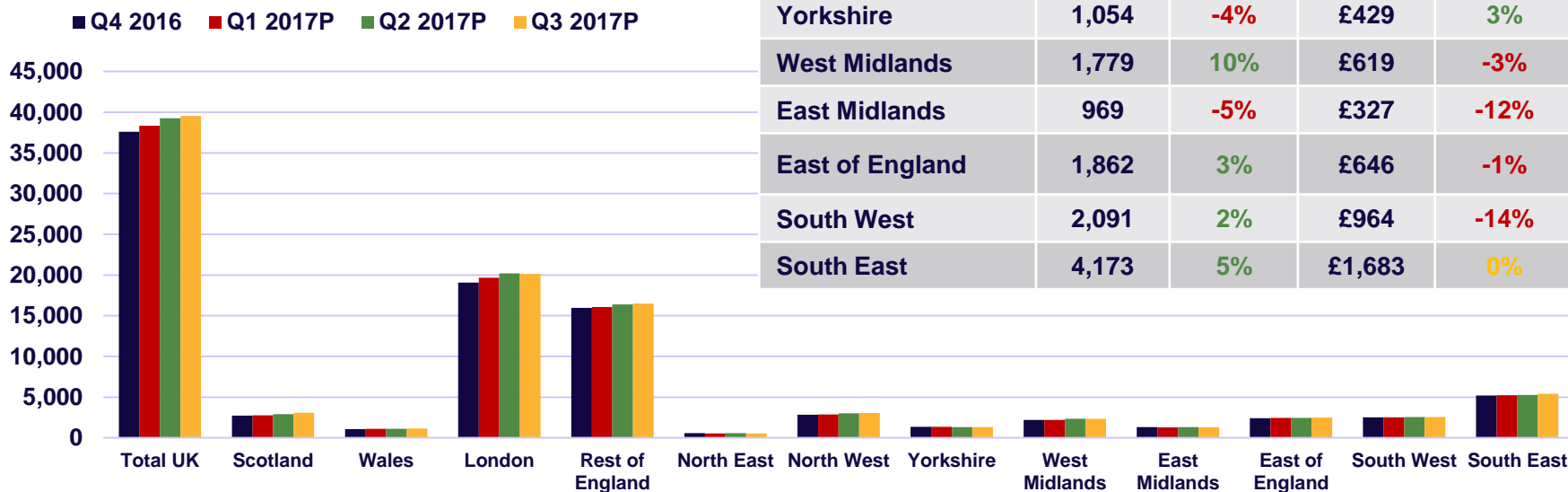
Area visited

Almost all nations and regions of the UK experienced positive growth in visits in the first nine months of 2017, compared to the start of 2016.

There was strong growth to **Scotland**, the **North West**, and **West Midlands**. Just **Yorkshire** and the **East Midlands** reported a decline in visits.

First nine month records have been set for visits to **Wales**, **East / South West / South East of England**. Inbound visitor spend in **London** grew 20%, but this was outpaced by a 38% rise in spending in the **North West**.

Inbound visits by area visited, rolling 12 months (000s)



Year to date (January – Sept 17)	Visits (000s)	Growth	Spend (£ mill)	Growth
Total UK	30,105	7%	£19,022	11%
Scotland	2,551	14%	£1,846	18%
Wales	909	6%	£337	-8%
London	15,108	7%	£10,357	20%
Rest of England	12,728	4%	£6,063	-1%
North East	425	0%	£190	-46%
North West	2,382	10%	£1,205	38%
Yorkshire	1,054	-4%	£429	3%
West Midlands	1,779	10%	£619	-3%
East Midlands	969	-5%	£327	-12%
East of England	1,862	3%	£646	-1%
South West	2,091	2%	£964	-14%
South East	4,173	5%	£1,683	0%



Visits and value trends by source market

The next series of charts track progress in visits to the UK from different countries around the world.

Latest quarterly data: selected markets

- **USA:** visits decreased 3% to 1.2 million in Q3 2017 (compared to Q3 2016). The USA is the most valuable inbound market to the UK so despite this fall in visit numbers it is encouraging to see Q3 2017 spending reaching a new record of £1.1 billion, up 1% on Q3 2016.
- **China:** visits to the UK from China grew 24% between July and September 2017 to a Q3 record 153,000. Spending also set a new Q3 record, up 43% to £326 million, more than twice as much as was spent in the UK by Chinese visitors in Q3 2012.
- **France:** In Q3 2017 there were 868,000 from France to the UK, 3% fewer than in Q3 2016. Spending was also down in Q3 2017 (-19%) to £332 million. This is the first quarter of 2017 where year on year quarterly spend has fallen. (Q1 and Q2, spending rose 15% and 2% respectively).
- **Germany:** visits were up 4% to a little over 1 million in Q3, though not quite enough to set any new records. This is the second consecutive quarter of more than a million visits from Germany. Spending grew 4% to £553 million in Q3 (to be on par with the Q3 2014 record).
- **Australia:** visits were up 9% to 423,000 in Q3 2017, not quite enough to claim the record set in 2011. Spending rose 12% to £459m.
- **Canada:** Q3 saw visits from Canada decline 15%, compared to the record holding Q3 2016. There were 274,000 visits. Spending also declined compared to a record Q3 2016 to £198 million (down 19%).
- **Irish Republic:** visits decreased in Q3 2017, down 7% to 787,000, although visits have grown in the all other quarters so far in 2017. Spending from the Irish Republic has grown in Q3 2017, up 4% compared to Q3 2016, at £266 million.
- **India:** visitor levels grew 13% to a record 158,000. Although visitors spent £131 million in the UK during Q3 2017, it was 9% lower than the levels of spend in Q3 2016.

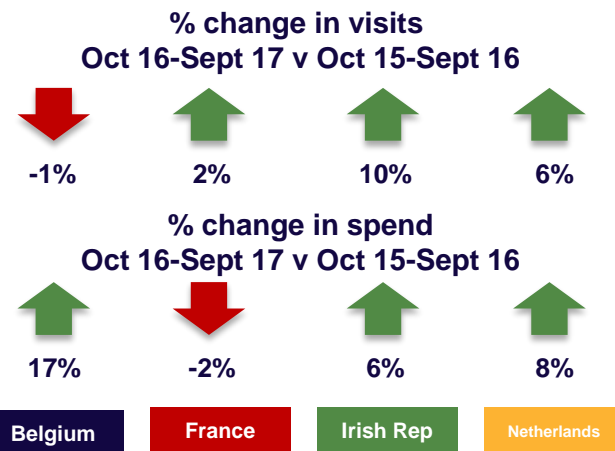
Q3 2017*	Visits (000s)	Growth	Spend (£m)	Growth
Australia	423	9%	£459	12%
Belgium	296	6%	£112	50%
Canada	274	-15%	£198	-19%
China	153	24%	£326	43%
Denmark	178	3%	£96	30%
France	868	-3%	£332	-19%
Germany	1,037	4%	£553	4%
India	158	13%	£131	-9%
Irish Republic	787	-7%	£266	4%
Italy	498	-2%	£256	-23%
Netherlands	585	10%	£242	18%
Norway	171	22%	£87	1%
Poland	485	3%	£113	-3%
Romania	226	18%	£57	11%
Spain	640	10%	£320	8%
Sweden	211	6%	£118	-1%
Switzerland	229	-13%	£171	-58%
UAE	162	19%	£298	20%
USA	1,186	-3%	£1,124	1%

Source: International Passenger Survey

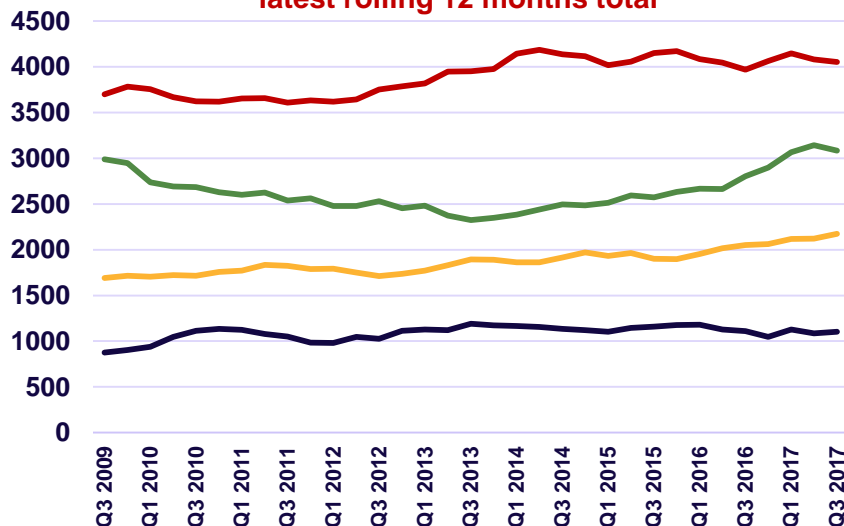
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North West Europe

While visits to the UK from **Belgium** were down in Q2, visits in the first nine months of 2017 are up 7%, with spend up a stronger 32% on the first nine months of 2016. Visits are down marginally in the most recent 12 months. With weaker Q3 results, visits from **France** are on par in the first nine months of 2017 with the start of 2016; spend is down 3%. Over the longer term rolling 12 months to September, visits are up 2%; spend is down by the same percentage. Visits from **Irish Republic** fell in Q3 (7%), although spending increased 4%. Despite posting double digit visit increases in the rolling twelve months this was not enough to set a new record. Spending increased 6% in the 12 months to September 2017 reaching a record £1.1 billion, in nominal terms. Visits were up 10% and spend was up 18% from the **Netherlands** in Q3 2017. Both visits and spend have set new rolling 12 months records.



Inbound visits from NW Europe markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Belgium	865	£305	1,102	£379
France	3,014	£1,039	4,054	£1,343
Irish Republic	2,346	£732	3,084	£1,066
Netherlands	1,655	£604	2,175	£778

Source: International Passenger Survey

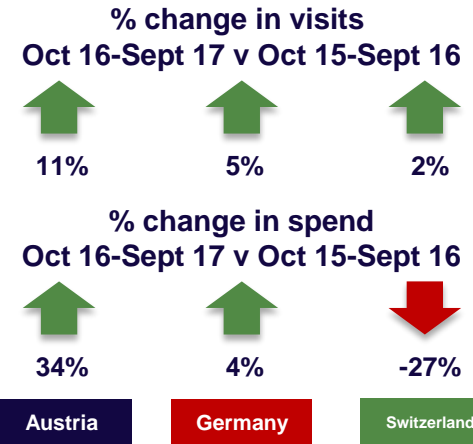
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Central Europe

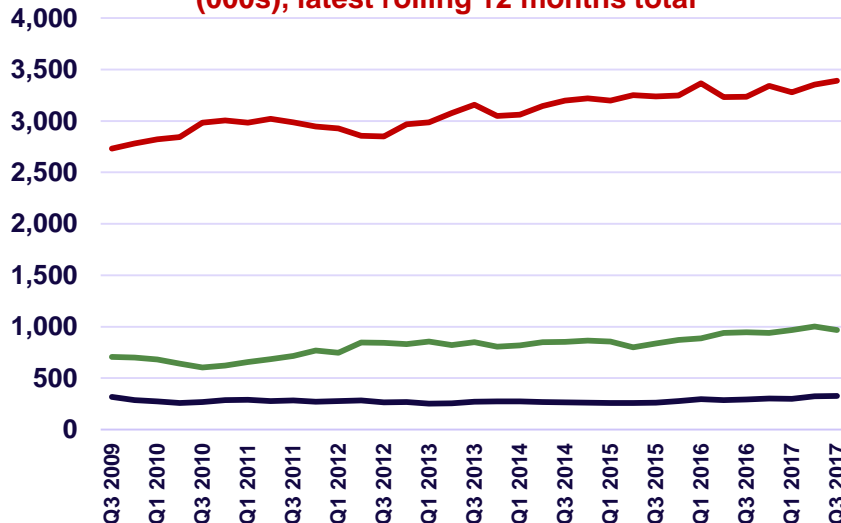
Visits from **Austria** were up 3% in Q3 2017 (compared to Q3 2016). Spend was up by 7% in Q3 2017. There have been a record 327,000 visits from Austria, spending a record £214 in the 12 months to September 2017.

Visits from **Germany** grew 4% in Q3 2017, but not enough to set a new Q2 record. Spending increased 4%. With increases in visits and spend in the 12 months to September 2017, spend has set new longer term records, but visits have not reached record levels.

Visits and spend from **Switzerland** decreased in Q3, down 13% and 58% respectively. Over the longer term period of the rolling 12 months to September 2017 a new record has been set for visits.



Inbound visits from Central Europe markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Austria	246	£159	327	£214
Germany	2,601	£1,261	3,391	£1,547
Switzerland	751	£452	968	£583

Source: International Passenger Survey

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Southern Europe

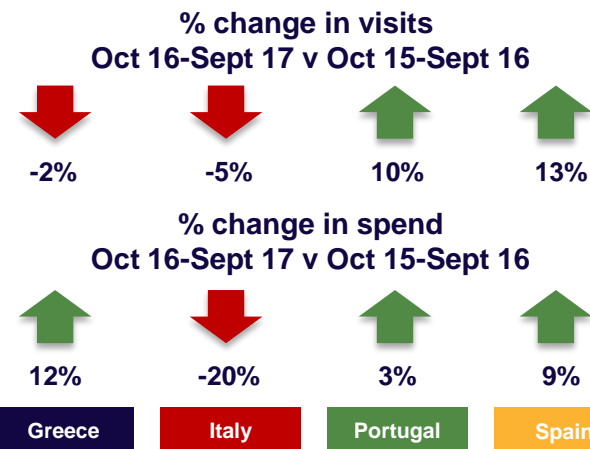
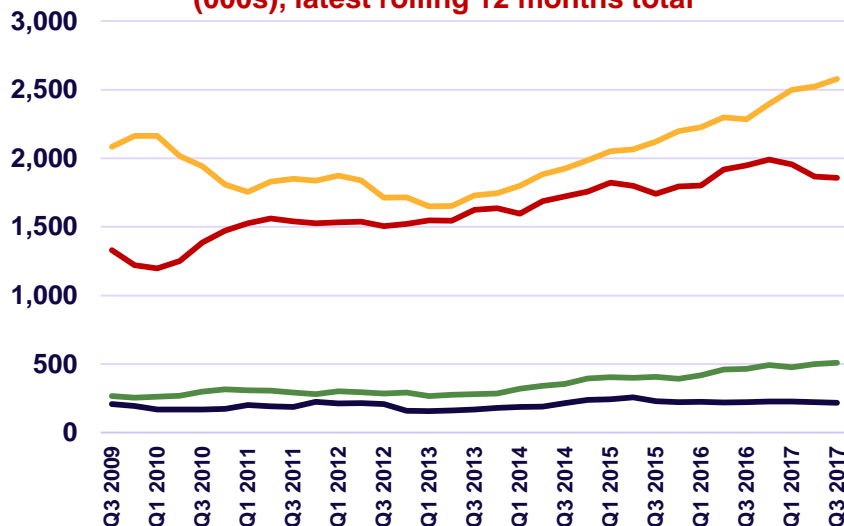
Visits and spend from **Greece** fell in Q3 2017. In the first nine months of 2017 visits are down (7%) on the start of 2016, but spend was up by 3%.

Visits from **Italy** in Q3 2017 were down, as was spend. Over the longer term 12 months to September, both visits and spend are tracking behind the levels measured in the previous 12 month period.

It was a record Q3 for visits and spend to the UK from **Portugal** – up 12% and 46% respectively. The results for the first nine months of 2017 have also sent new records of 371,000 visits spending a total of £150 million.

Visit numbers from **Spain** were at record levels for Q3 at 640,000. Visits were up 11% in the nine months to September at a record level. Spending too set a new record for the nine months to September – up 14% to £861 million.

Inbound visits from Southern Europe markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Greece	141	£92	217	£139
Italy	1,331	£589	1,857	£809
Portugal	371	£150	510	£210
Spain	1,895	£861	2,579	£1,100

Source: International Passenger Survey

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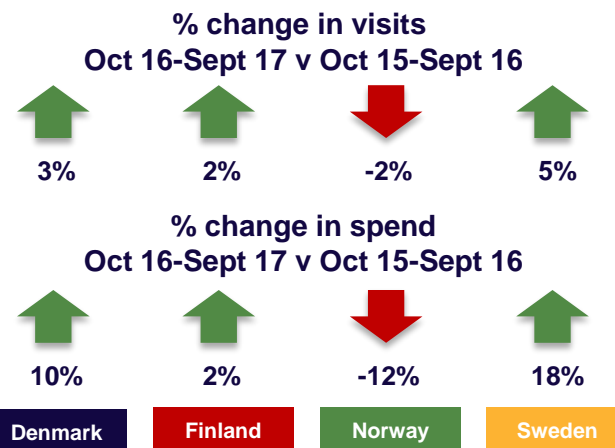
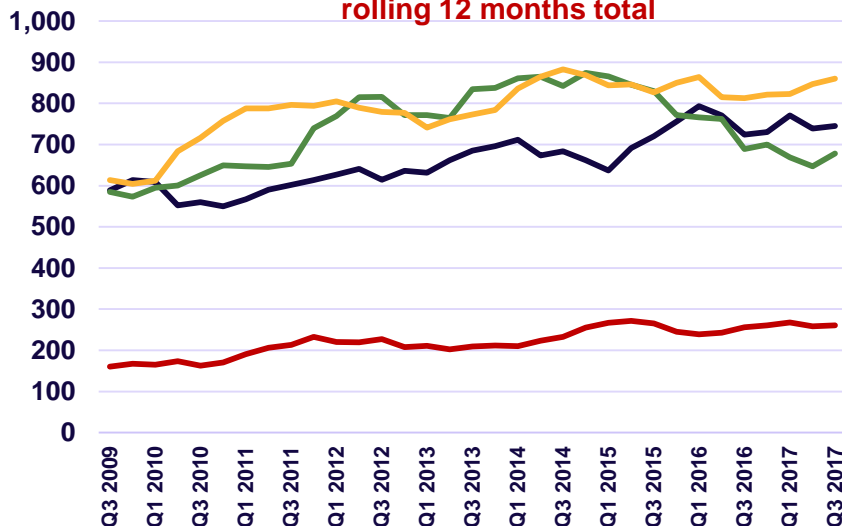
Nordics

Visits and spend from **Denmark** both increased in Q3 2017. Buoyed by strong Q1 visits, the UK has welcomed a record 745,000 visits in the twelve months to September 2017. Although spending was £374 million (10% more than the previous 12 month period), this was not quite a new record.

Finland has seen visits in the first nine months of 2017 on par with the start of 2016, while spending is down 7%. Both visits and spend remain in positive territory in the rolling 12 months to September 2017.

Norway is the only Nordic market to report longer term (rolling twelve months to September 2017) declines in visits and spend, driven by weak Q1 and Q2 results. Q3 saw visits from **Sweden** rise 6%, while spend fell marginally by 1%. Visits and spend from **Sweden** are both up in the first nine months of 2017 – though not at record setting levels.

Inbound visits from Nordic markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Denmark	545	£261	745	£374
Finland	201	£98	261	£132
Norway	483	£248	678	£356
Sweden	626	£342	860	£498

Source: International Passenger Survey

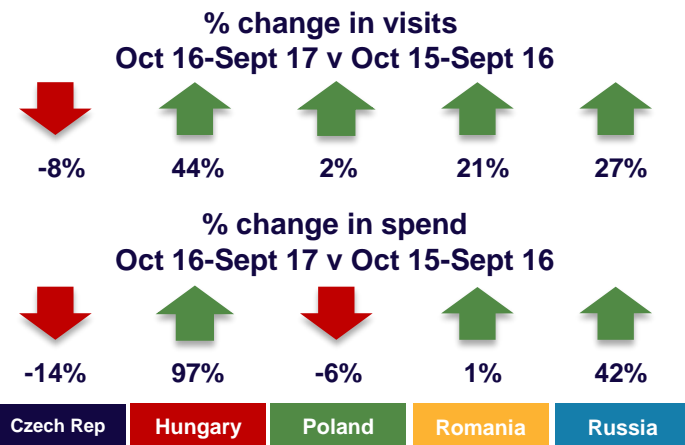
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Eastern Europe

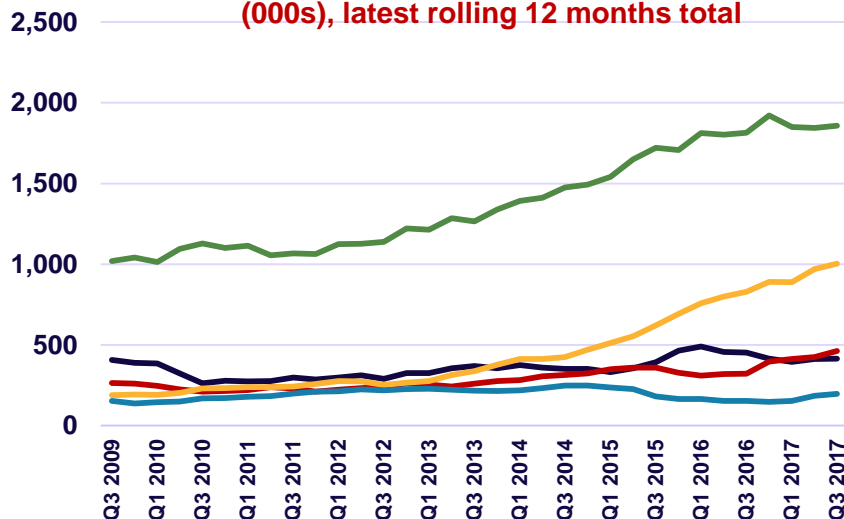
Visits from the **Czech Republic** in the first nine months of 2017 were on par with the start of 2016, while spend was down. Both visits and spend are down over the longer term rolling twelve months to September 2017.

Visits from **Hungary** were up 25% to record levels in the first nine months of 2017. There have also been record levels of spend in Q3, resulting in inbound visitor spend almost doubling in the most recent 12 months.

Visits from **Poland** were up in Q3 2017 (3%). Despite posting a 33% increase in Q2 spend, Polish visitors spending is down 1% compared to the first nine months of 2016. Visits from **Romania** have continued to grow at pace across the first nine months of 2017 (19%), but not quite as fast as visits from **Russia** which are 44% higher than the first nine months of 2016.



Inbound visits from Eastern Europe markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Czech Rep	305	£105	415	£135
Hungary	328	£110	462	£137
Poland	1,356	£288	1,858	£386
Romania	708	£208	1,004	£288
Russia	166	£141	197	£163

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

English-speaking long-haul

Australia: visits in Q3 were up 9% compared to Q3 2016 – spend was also up, by 12%. Both spend and visits were up during the 12 months to September 2017.

Canada: visits and spend fell in Q3 2017. Overall, visits were up in the first nine months of 2017 (1%) though spend is down 10%.

Visits from **New Zealand** were down 17% in Q3 and spend down 8%. The declines can also be seen over the longer term rolling twelve months with visits down 3% and spend 13% behind the previous 12 month period.

Visits from **USA** were down in Q3, but spend set a new record (only just). Over the long term rolling 12 months both visits and spend are up.

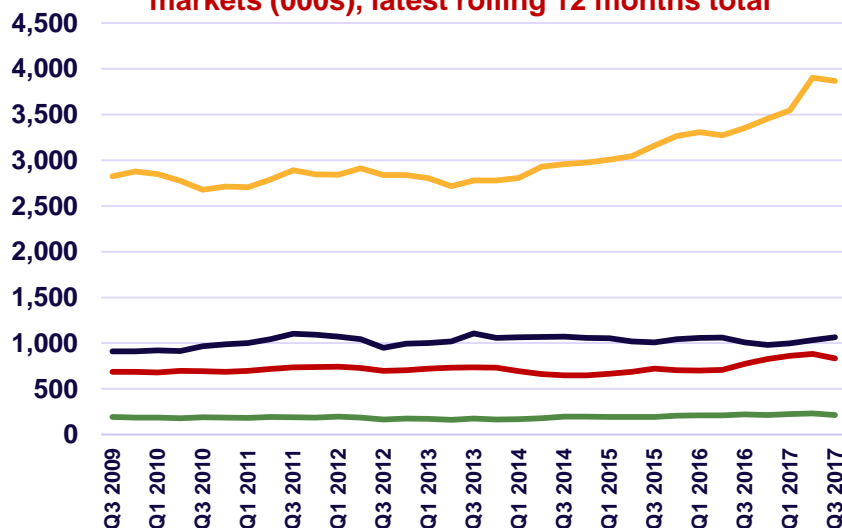
% change in visits Oct 16-Sept 17 v Oct 15-Sept 16



% change in spend Oct 16-Sept 17 v Oct 15-Sept 16



Inbound visits from English-speaking long-haul markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Sept 16 – Oct 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Australia	876	£956	1,066	£1,165
Canada	651	£454	835	£583
New Zealand	183	£181	214	£205
USA	3,099	£2,896	3,867	£3,757

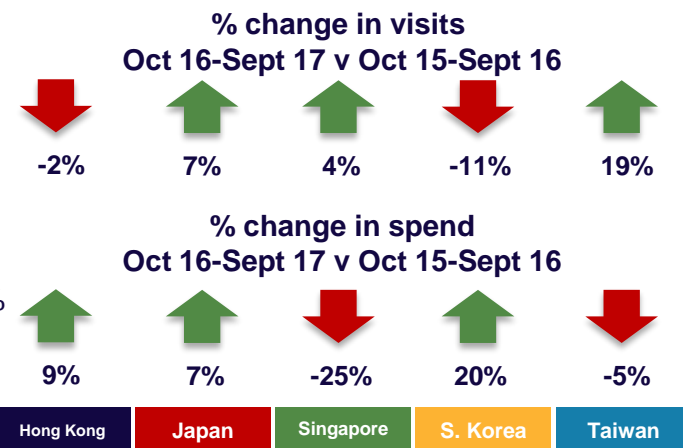
Source: International Passenger Survey

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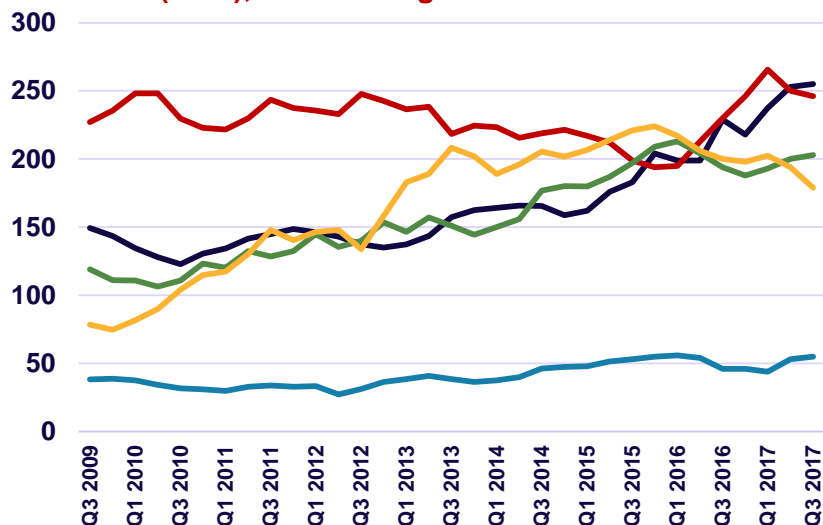
Advanced Asia

There were 75,000 visits from **Hong Kong** in Q3 2017 who spent £106 million. Both visits and spend are tracking at record first nine months levels.

Japan visits in the first nine months are on par with the start of 2016, while spend is up 10%. Visits and spend in the UK from Japan are both up in the rolling 12 months to September 2017. **Singapore** visits were up 6% in Q3 2017 but spend fell by 19%. The results are similar for the first nine months of 2017 – visits rising with spend declining. Visits from **South Korea** fell by 11% in the rolling 12 months to September 2017, but spending has risen 20% off the back of very strong Q1 results. **Taiwan** results can be more volatile, due to sample sizes. In the rolling 12 months, visits are up 19%, with spend down 5%, despite exceptional spending results in the first half of 2017.



Inbound visits from Advanced Asia markets
(000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Hong Kong	188	£253	255	£300
Japan	186	£193	246	£234
Singapore	151	£204	203	£253
South Korea	145	£150	179	£182
Taiwan**	46	£48	55	£56

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

**Sample size less than n=100

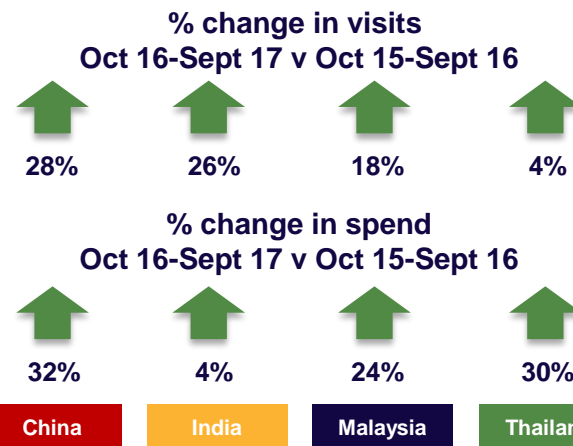
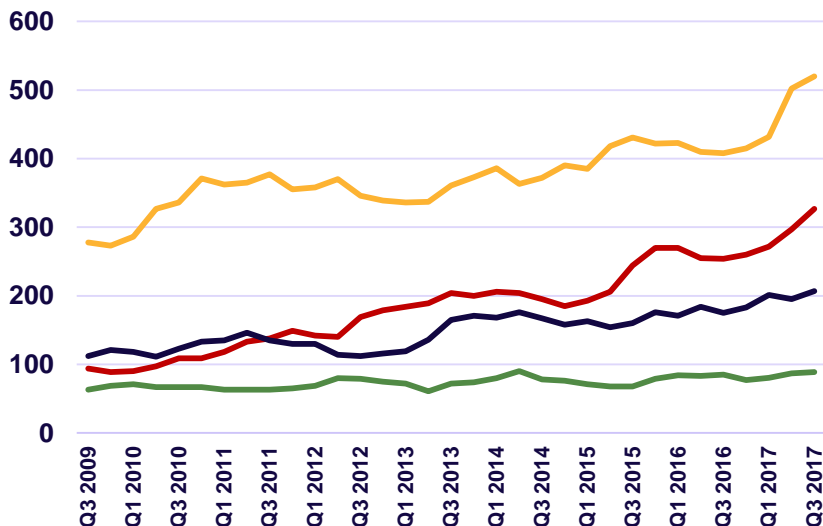
Emerging Asia

Visits and spend from **China** increased in each of the first 3 quarters of 2017. Over the rolling 12 months visits and spend are both at record levels.

India continues to generate high volumes of visits, setting a new Q3 visits record in 2017. In the past 12 months, both visits and spend are at record levels. Visits and spend from **Malaysia** both rose in Q3 2017, after posting declines in Q2. Over the longer term, rolling 12 months visits are tracking 18% higher than the previous 12 month period, while spend is 24% up – both are new records.

Thailand is a smaller inbound market, and visit numbers are more volatile. In the rolling 12 months to September 2017, visits were 4% up and spend 30%.

Inbound visits from Emerging Asia markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
China	268	£557	327	£693
India	436	£355	520	£455
Malaysia	148	£228	207	£273
Thailand	73	£89	89	£112

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

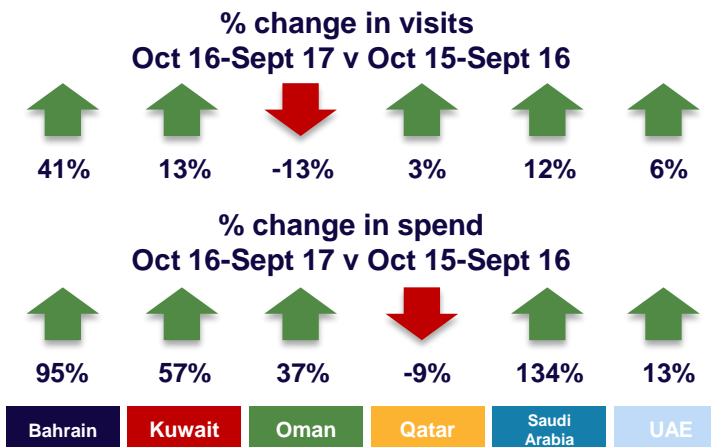
The Gulf

Visits from the **UAE** rose 4% in the first nine months of 2017, with spend up 11% in the same period. There were increases in both measures from **Saudi Arabia** as well – visits up 14%, spending rocketing 177%. Both nations have set a new first nine month visits and spend records.

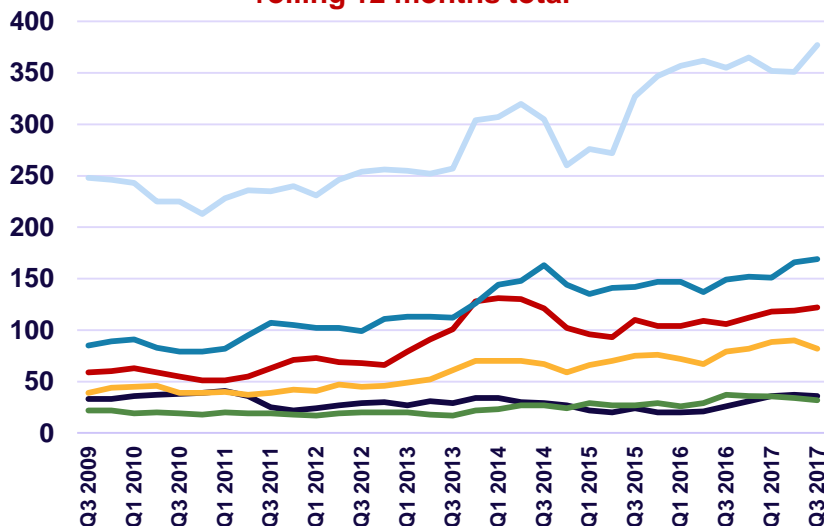
Bahrain reached a Q3 spend record, while visits were marginally down (2%). Both visits and spend show an increase in the last 12 months.

Qatar posted Q3 declines in visits and spend. Visits in the first nine months of 2017 are up just 1%; spend is 2% lower.

Visits from **Oman** fell in the first nine months of 2017; spend has risen 24% compared to the start of 2016. **Kuwait** visits increased 12% between January to September 2017.



Inbound visits from Gulf markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Bahrain**	28	£74	36	£100
Kuwait	100	£324	122	£364
Oman**	28	£39	32	£56
Qatar	66	£131	82	£160
Saudi Arabia	138	£794	169	£868
UAE	295	£484	377	£613

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

**Sample size less than n=100

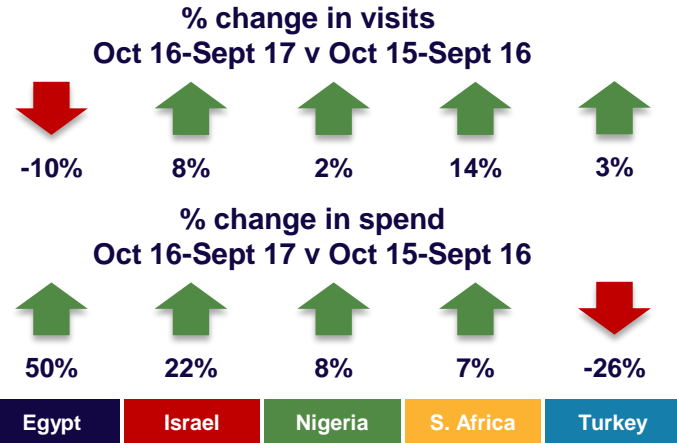
Rest of Middle East & Africa

Nigeria visits were up 10% in the first nine months of 2017; spend was on par. Both measures are showing growth in the last 12 months.

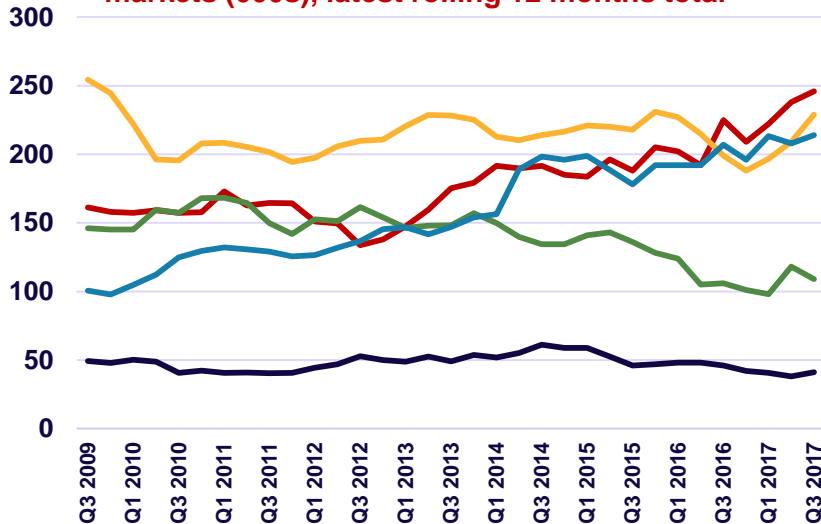
South Africa visits were up 29% in the first nine months of 2017; spend rose 35%. While visits were up over the longer term rolling 12 months to September, spend has also risen.

Between January and September 2017, visits from **Israel** rose 22%, while spend has almost doubled (+92%). **Turkey** visits in the same period increased 12%, though spend fell 30%.

Visits from **Egypt** were on par in the first nine months of 2017; spend was up 41%. Egypt is a smaller inbound market, and visit and spend numbers are more volatile.



Inbound visits from Middle East and Africa markets (000s), latest rolling 12 months total



	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Egypt**	32	£66	41	£108
Israel	203	£202	246	£234
Nigeria	88	£142	109	£197
South Africa	184	£195	229	£237
Turkey	170	£118	214	£152

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

**Sample size less than n=100

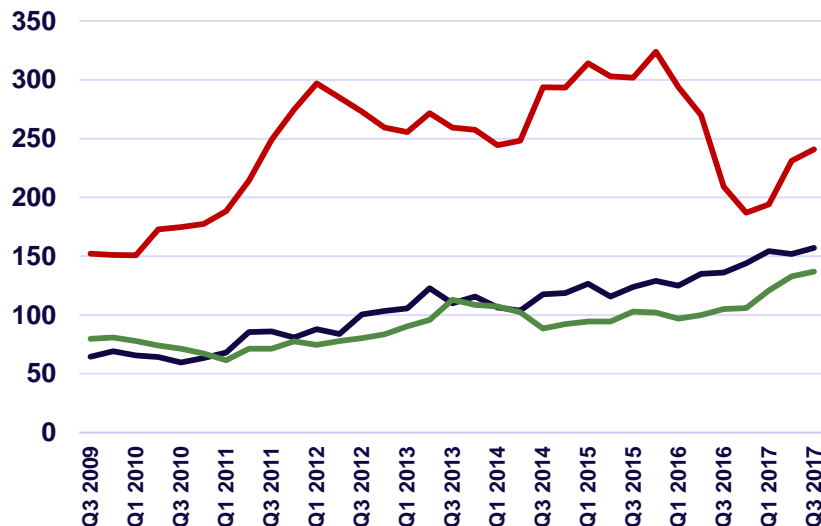
Latin America

Visits from **Brazil** continued recovery in 2017, up 37% in the first nine months of 2017. Spend too is rising – up 29% on the first nine months of 2016. Neither of these have been enough to set any new records.

Argentina is a smaller inbound market for the UK but has set new first nine month spend levels. Over the longer term 12 months to September 2017, visits were up 15%, while spending has almost doubled compared to the previous 12 month period.

Mexico visits grew 35% in the first nine months of 2017; spend was also up (49%). There were a record 117,000 visits between January and September 2017.

Inbound visits from Latin American markets (000s), latest rolling 12 months total



% change in visits
Oct 16-Sept 17 v Oct 15-Sept 16



% change in spend
Oct 16-Sept 17 v Oct 15-Sept 16



Argentina

Brazil

Mexico

	Year to date (January – Sept 17)		Rolling 12 months (Oct 16 – Sept 17*)	
	Visits (000s)	Spend (£ mill)	Visits (000s)	Spend (£ mill)
Argentina	128	£161	157	£177
Brazil	199	£208	241	£243
Mexico	117	£72	137	£88

Source: International Passenger Survey

*2017 figures are provisional and will be revised with the next quarterly and annual releases

Definitions & Learn more

It is possible to find much more detail about all of VisitBritain's priority markets, including the latest quarterly data from the International Passenger Survey, by exploring the Insights & Statistics pages of our website.

In addition to being able to manipulate data through a series of visualisations our Market and Trade Profiles provide a comprehensive summary of each market including trends, attitudes and characteristics.

The data source for all charts and tables is the **International Passenger Survey**, conducted by the **Office for National Statistics**.

Definitions

VFR - Visiting Friends and Relatives

Miscellaneous visits - includes those for short term study, to attend sports events, for personal shopping, health or religious purposes, accompanying others and many more

Visit - all departing visits from overseas residents (including those who may be UK nationals but live elsewhere, excluding other nationals who have been in the UK for 12 months or longer)

Spend - the amount visitors report spending in the UK during their stay



Inbound Tourism Trends Quarterly January 2018