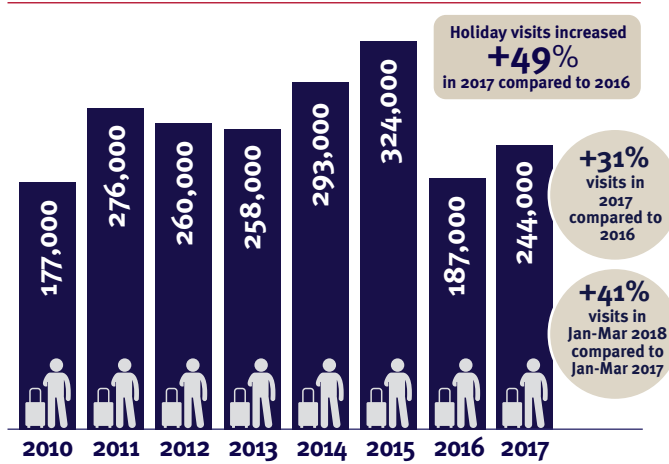




Brazil

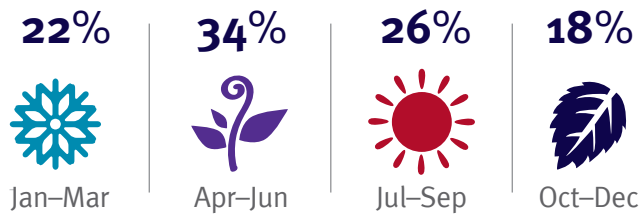
Inbound tourism overview

Annual visits*



#29 Global ranking for inbound visits to the UK in 2017

Seasonal spread of travel* (2017)

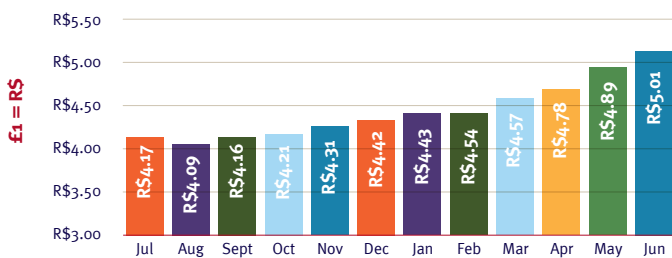


Regional spread of travel* (2017)

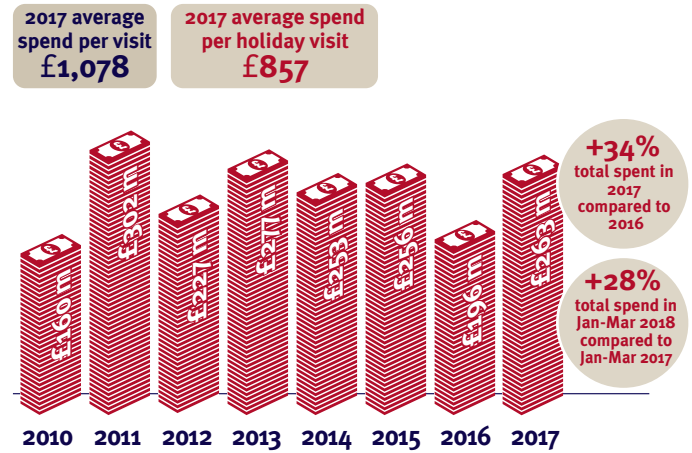


Percentages may not total 100% as single visit may include multiple regions.

Currency exchange rate*** (2017-2018)

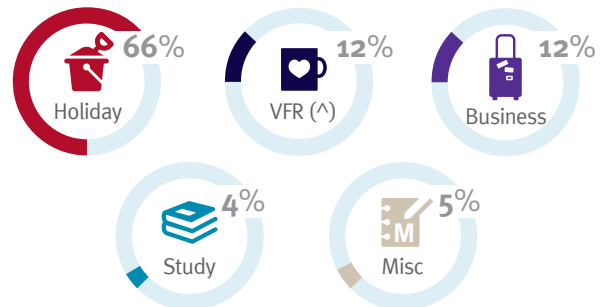


Annual visitor spend*



#24 Global ranking for inbound spend in the UK in 2017

Purpose of travel* (2017)



(^) Visit friends and/or relatives.

Departure & destination airports** (2017)



Average flight seats per week*** (2017)

5,500



Average length of stay* (2017)

11 nights



** Direct and non-stop flights only.

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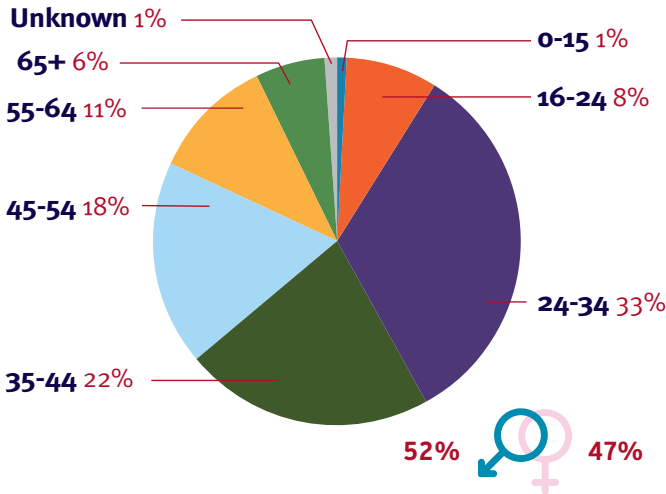
Consumer website: visitbritain.com
 Corporate website: visitbritain.org
 Image library: visitbritainimages.com
 Trade website: trade.visitbritain.com/pt-br
 Media centre: media.visitbritain.com



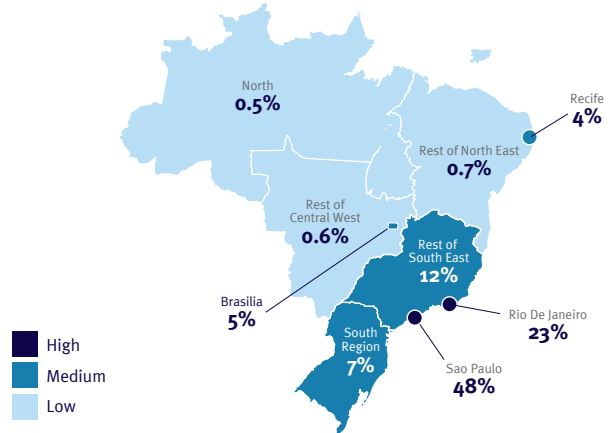
Brazil

Visitor profile

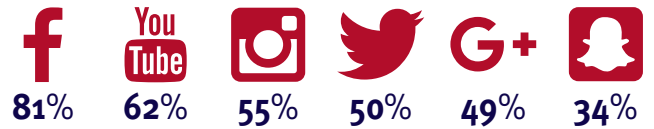
Key demographics* (2017)



States of residence* (2016)



Social media usage** (2016, at least once a day)



Top reasons to visit Britain** (2016)

- #1 Cultural attractions
- #2 A wide variety of places to visit
- #3 A culture that is different from our own



Priority market segments & attributes



Buzzseekers

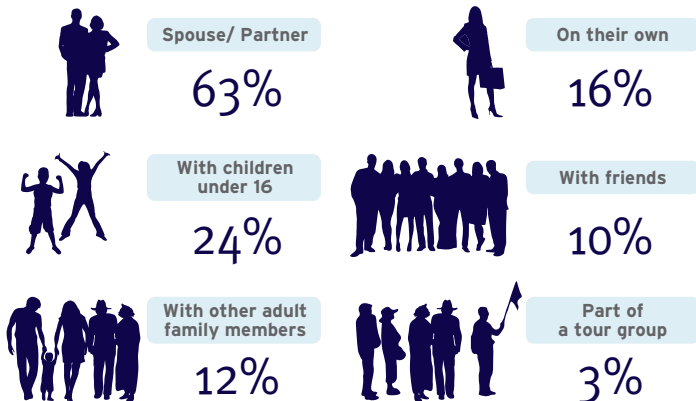
Classe A & B Gen X and Y travellers with an independent flair, enjoying cultural experiences in all its forms (food & drink, sport, heritage, events).



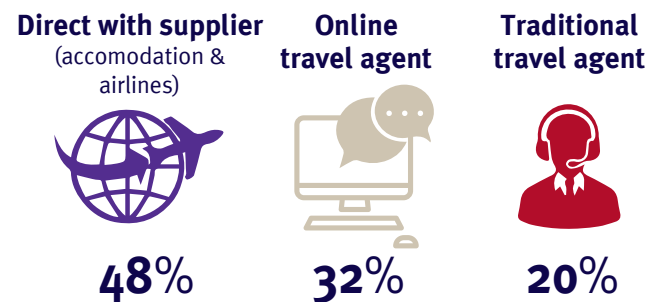
Culture Buffs

Classe A & B Gen X and Y travellers eager to experience iconic attractions and all things related to British pop culture. They use travel as a status symbol.

Travel companions** (2016)



Booking habits** (2016)



Top influences in visiting Britain** (2016)



94% of visiting Brazilians in 2016 were "very" or "extremely likely" to recommend Britain for a holiday or short-break