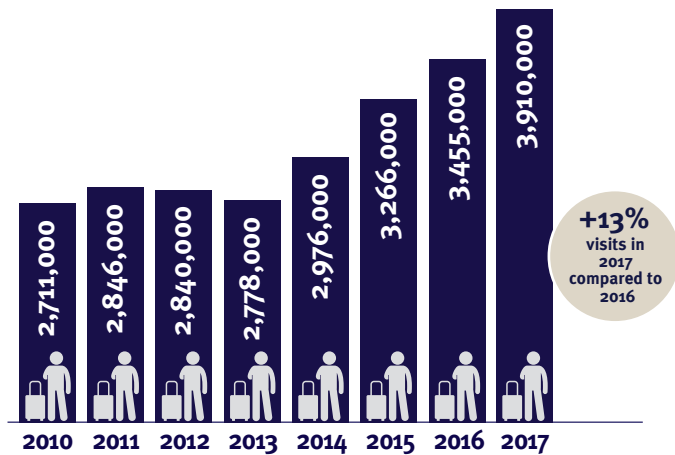




USA

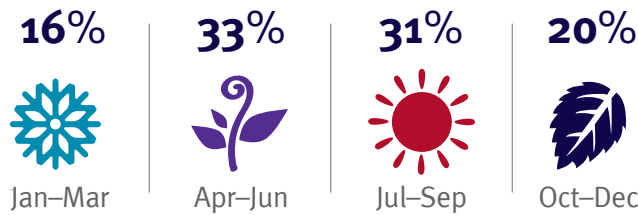
Inbound tourism overview

Annual visits*



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

Seasonal spread of travel* (2017)

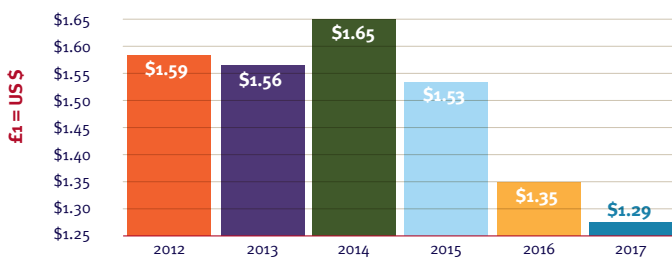


Regional spread of travel* (2017)

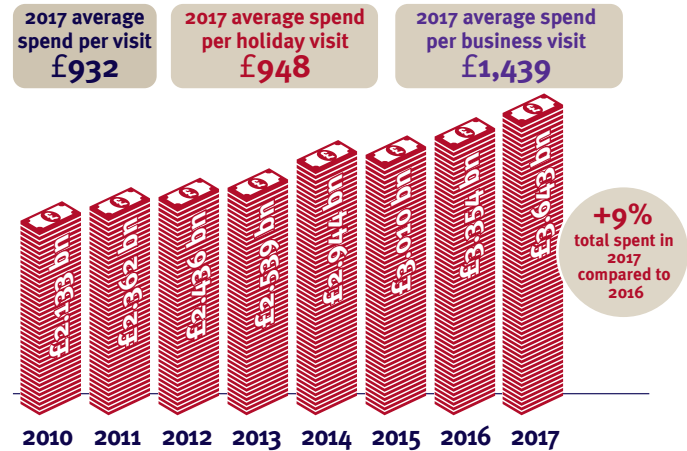


Percentages may not total 100% as single visit may include multiple regions.

Currency exchange rate*** (2012-2017)

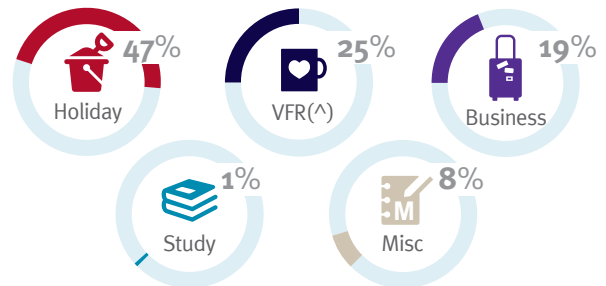


Annual visitor spend*



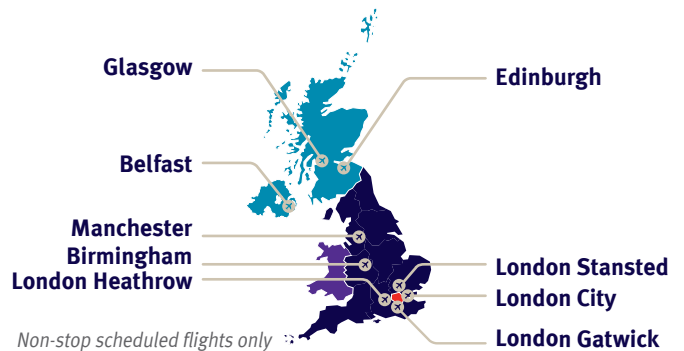
#1 Global ranking for inbound spend in the UK in 2017

Purpose of travel* (2017)



(^) Visit friends and/or relatives.

Destination airports** (2017)



Average flight seats per week** (2017)

242,307

Average length of stay* (2017)

8 nights

** Direct and non-stop flights only. Excludes charter carriers Jet2 and Thomson Airways, as well as Thomas Cook Airlines charter service to Cardiff.

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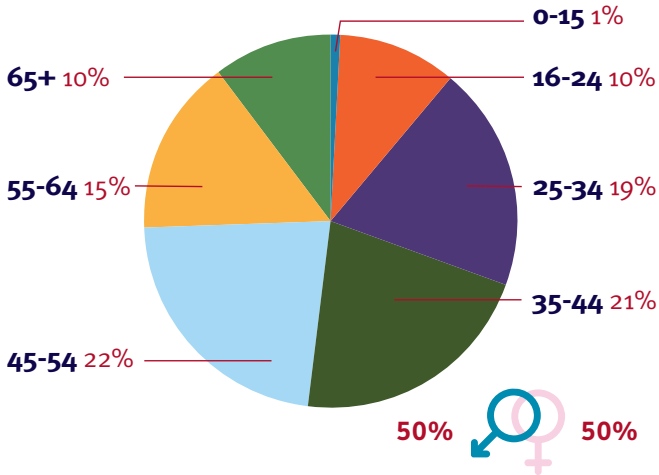
Consumer website: visitbritain.com/us/en
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com/us



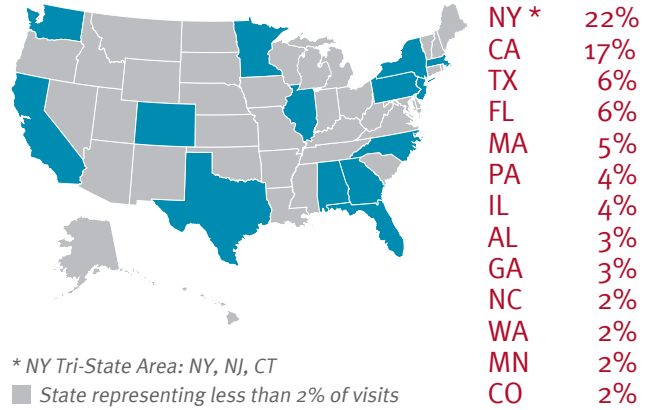
USA

Visitor profile

Key demographics* (2017)



States of residence* (2017)



Priority market segments & attributes



Buzzseekers
Trendsetters seeking out new experiences and always looking for action and excitement

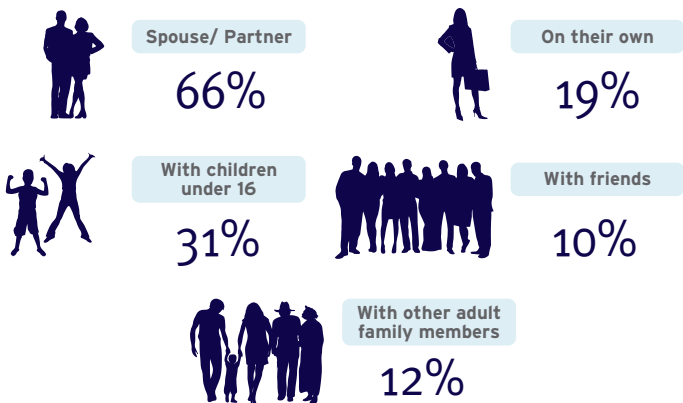


Sightseers
Sensible city travellers who like to visit places that are safe and well known



Explorers
Like to go to places that are off the beaten track as well as visit top attractions at a relaxed pace

Travel companions** (2016)



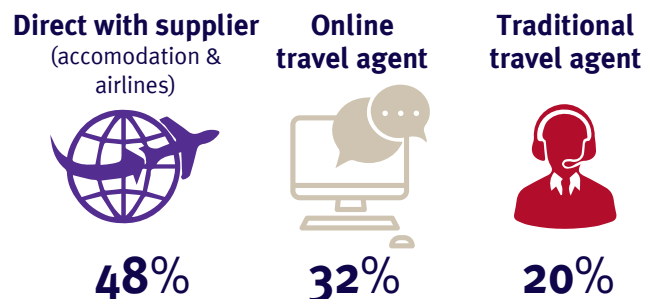
Top reasons to visit Britain** (2016)

- #1 Cultural attractions
- #2 Easy to get around
- #3 A wide variety of places to visit

Top activities when visiting Britain (2007-2017)



Booking habits** (2016)



Top influences in visiting Britain** (2016)



93% of visiting Americans in 2016 were "very" or "extremely likely" to recommend Britain for a holiday or short-break