Monthly Inbound Update
March 2019

26th June 2019

Contents

About this data

Our monthly update presents the latest International Passenger Survey (IPS) data released by the Office for National Statistics (ONS).

The Quarterly Release for this period (Q1, January – March 2019), which may contain some revisions, is scheduled to be released on 25th July 2019. This will provide data on visits by markets and UK region visited up to Q1 2019.

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.

Short term figures give an indication of the very latest trends, but should be used with caution. IPS is not designed to report accurately by month, and figures should be treated as indicative. Analysis of the last three months or longer is more reliable. 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 around 3,000 per month.

Headlines – March 2019 (provisional)

	MARCH 2019		YEAR TO DATE (JAN - MAR 2019)		ROLLING 12 MONTHS (APR 2018 - MAR 2019)	
		% change vs. Mar 2018		*% change vs. Jan - Mar '18*		*% change vs. Apr '17 - Mar '18*
ALL VISITS (000)	2,940	*-2%*	7,780	*-1%*	37,800	*-3%*
Spend (£ million)	1,650	*-8%*	4,260	*-5%*	22,690	*-8%*

- **Visits:** The UK received 2.9 million overseas visits in March 2019, down 2% year-on-year. There were 7.8 million inbound visits to the UK between January and March 2019, just 1% below the inbound visits in the same period in 2018 (although that was itself down on 2017's record). Overseas visits to the UK in the twelve months to March 2019 were 3% behind April 2017 – March 2018 with 37.8 million visits.
- **Spending:** In March 2019 inbound visitors spent £1.65 billion, 8% behind the record breaking March in 2018. With inbound spending down year-on-year in the first three months of 2019, visitors spent 5% less in January-March 2019 than the record set in Q1 2018. Overall, overseas visitors to the UK spent £22.7 billion in the twelve months to March 2019, down 8% compared to the previous twelve-month period.
- **Spend per visit:** In the twelve months to March 2019 visitor spending decreased more rapidly than overseas visits; as a consequence spend per visit in this period was down 5% on the previous twelve-month period (April 2017 – March 2018), to £600 on average per visit.

All monthly data is provisional. Final 2019 data to be released later in 2020.

Journey Purpose

By journey purpose	MARCH 2019		YEAR TO DATE (JAN - MAR 2019)		ROLLING 12 MONTHS (APR 2018 - MAR 2019)	
	Visits (000)	*% change vs. Mar 2018*	**Visits (000)**	*% change vs. Jan - Mar '18*	**Visits (000)**	*% change vs. Apr '17 - Mar '18*
Holiday	1,050	*-1%*	2,690	*7%*	15,300	*2%*
VFR	860	*-5%*	2,500	*-5%*	11,630	*-3%*
Business	840	*2%*	2,080	*-4%*	8,370	*-5%*
Miscellaneous	190	*-7%*	520	*-11%*	2,520	*-15%*

- **Holiday** visits decreased for the first time in 2019, with March 2019 inbound visits down 1% on March 2018, to 1.1 million. With more positive results in January and February 2019, overseas holiday visits to the UK in the first three months of 2019 were up 7% on January-March 2018, hitting 2.7 million visits. Overall, there were 15.3 million holiday visits in the last twelve months to March 2019, up 2% on the previous twelve-month period.
- **Visits to friends and relatives** (VFR) were down 5% year-on-year to 860,000 visits in March 2019. With sluggish results reported in 8 out of the last 12 months to March 2019, VFR visits to the UK in the those last twelve months were 3% below the previous rolling twelve months in 2017-2018 with 11.6 million visits.
- **Business** visits reached a new record for March, with 840,000 in March 2019 from inbound markets, up 2% year-on-year. However, with fewer inbound business visits in 9 out of the last 12 months, numbers in the latest rolling 12 months were 5% down on those seen between April 2017 and March 2018.
- **Miscellaneous** journey purpose visits are a combination of a wide range of different journey purposes, including (but not limited to) short term study, looking for work, shopping, attending a sports event and many more. Compared to the other journey purpose categories, miscellaneous visits represent a smaller proportion of inbound UK visits and results do tend to fluctuate. In March 2019 there were 7% fewer visits to the UK for miscellaneous purposes than in March 2018. With mostly negative year-on-year results reported in 2018 and in February and March 2019, miscellaneous visits in the rolling twelve months to March 2019 are down 15%, compared to the previous twelve-month period.

Short term figures give an indication of the very latest trends, but should be used with caution. IPS is not designed to report accurately by month, and figures should be treated as indicative. Analysis of the last three months or longer is more reliable.

Global Regions

By global region	MARCH 2019		YEAR TO DATE (JAN - MAR 2019)		ROLLING 12 MONTHS (APR 2018 - MAR 2019)	
	Visits (000)	*% change vs. Mar 2018*	**Visits (000)**	*% change vs. Jan - Mar '18*	**Visits (000)**	*% change vs. Apr '17 - Mar '18*
EU Total	2,090	*-3%*	5,420	*-1%*	24,750	*-2%*
EU15	1,610	*-5%*	4,210	*-2%*	19,850	*-2%*
Other EU	480	*3%*	1,210	*4%*	4,900	*0%*
Rest of Europe	200	*31%*	450	*4%*	2,250	*-7%*
North America	320	*9%*	810	*5%*	4,760	*0%*
Rest of World	330	*-15%*	1,100	*-9%*	6,030	*-5%*

- In March 2019, there were 2.1 million visits to the UK from all **EU markets**, down 3% on the record-holding March 2018, and so still the second-highest March on record. With 5.4 million visits, visits in January-March 2019 were just behind 2018 (-1%). However, there were sluggish results in 8 of the last 12 months to March 2019, so the rolling twelve months to date were 2% behind the previous twelve-month period.
- Visits to the UK from the **EU15** markets followed a similar trend. There were 1.6 million visits to the UK in March 2019, down 5% on March 2018. Those visits were down 2% in both in the first quarter of 2019 vs Q1 2018, and the last twelve months to March 2019 vs April 2017-March 2018.
- Visits from **Other EU** markets to the UK reached a new record in March, up 3% on March 2018 to 480,000 visits. Following on a strong February 2019 as well, visits in Jan-March were the strongest first quarter to date, up 4% year-on-year to 1.2 million. The last twelve months to March 2019 were on par with the previous year, with 4.9 million visits.
- Visits to the UK from the **Rest of Europe** were up 31% year-on-year in March 2019, with 200,000 visits, the second-best March on record. Looking at the last twelve months to March 2019, despite 3 of them showing positive results, visits over the longer term (rolling twelve months) declined 7% compared to the same time frame the year before.
- There were 320,000 visits from **North America** in March 2019, 9% more than in March 2018. Visits in January-March 2019 were up 5% on Q1 2018 and the highest seen since 2006. However, with five out of the twelve months to March 2019 down year-on-year, visits in this period on this period were just on par with April 2017 – March 2018 visits.
- **'Rest of World' markets** saw a 15% decline in visits in March 2019 vs March 2018. At a rolling twelve-month view, 6.0 million visits were received from 'Rest of World' markets, a 5% drop on April 2017 – March 2018.

Short term figures give an indication of the very latest trends, but should be used with caution. IPS is not designed to report accurately by month, and figures should be treated as indicative. Analysis of the last three months or longer is more reliable. The Q1 2019 release will provide data on visits by market.

Outbound and Competitors

Travel abroad by UK residents

LAST THREE MONTHS: January – March 2019		
		% change vs. Jan – Mar 2018
Visits (000)	13,430	+1%
Spend (£ million	£8,280	-3%

- UK residents took 13.4 million visits abroad in the first three months of 2019 – just 1% over the same period in 2018 – and spent £8.3 billion, down 3% (in nominal terms) on January – March 2018.
- Between January and march 2019, UK residents took 2% fewer both holiday and business trips abroad, and 3% fewer miscellaneous trips than they did during the same time in 2018, but more visits to friends and relatives (+9%) compared to the same period in 2018.
- Visits by UK residents to Europe overall were up 3% in January – March 2019, compared to the same period in 2018. Comparing January – March 2019 to those months in 2018, visits to EU15 countries were up 2%, while visits to other EU destinations were up 9%. Visits during those months fell by 14% to North America, and 2% to the Rest of World.

The international picture*

- All of the UK's main competitors shown on the table below have reported an increase in 2018, to varying degrees.
- Strong growth in visits was seen by some of the UK's main European competitors, such as France, the Republic of Ireland, The Netherlands, and Italy.
- Figures relate to different time periods so comparisons should be treated with caution.

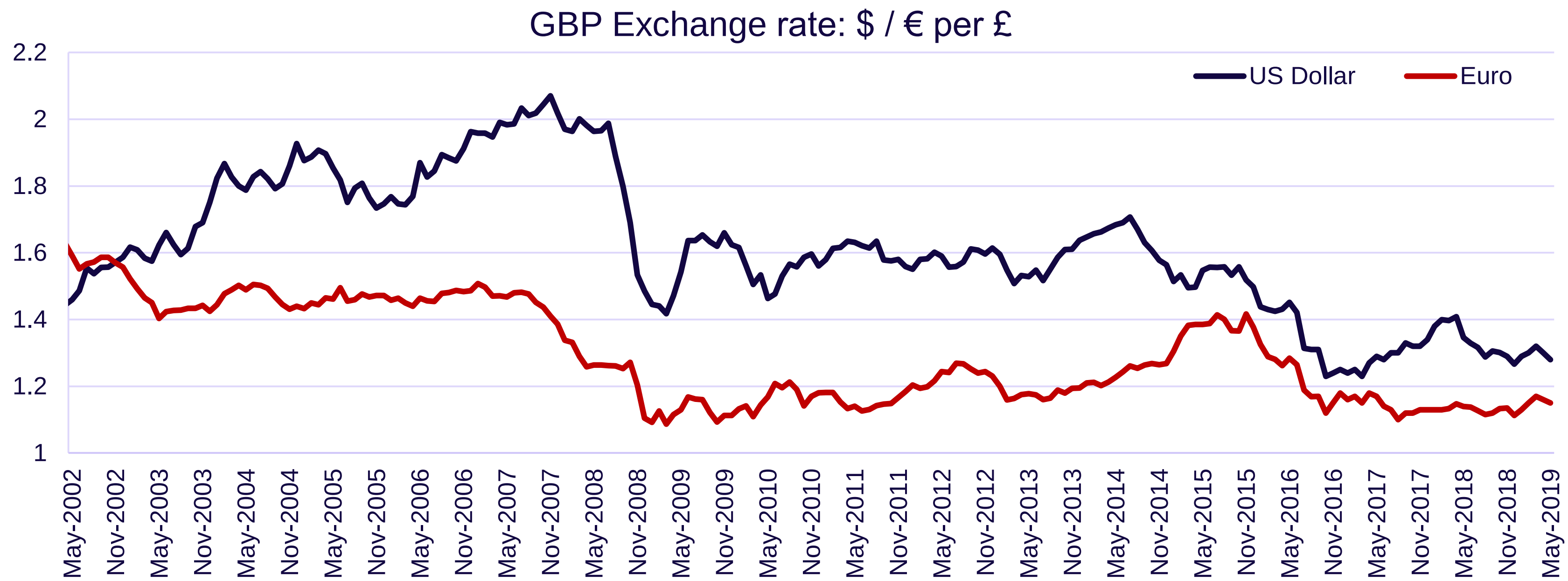
Destination	Growth in overseas visits	Period (Jan 2018 to …)
Turkey	22%	December
France	7%	December
Rep. of Ireland	7%	December
Netherlands	6%	December
Italy	6%	December
Australia	5%	December
Switzerland	4%	December
USA	4%	October
Germany	4%	December
Canada	1%	December
Spain	1%	December
UK	**-4%**	**December**

More: *VisitBritain attracts inbound visitors to Britain. For outbound travel from the UK visit ONS website*

**Source: UNWTO Periods for which we have data available varies by country, so figures are indicative and not necessarily directly comparable.*

Exchange rates

- The cost of Sterling for those visiting the UK was high in 2015 but in 2016 it began to fluctuate due to political uncertainty. From late June 2016, the sharp depreciation of the pound following the referendum result made the UK a more affordable destination for many markets. However, the value of Sterling has been changing since.
- The value of Sterling against both the dollar and the euro has remained low since its weakest point in October 2016, although the pound rose against the dollar in 2017 before starting depreciating again in 2018. Sterling was down 6% year on year at $1.32 in March 2019. Against the euro, in March 2019, at €1.11, Sterling was 3% up compared to its value in March 2018, but 9% down compared to March 2016 (pre-referendum).
- In March 2019, Sterling was 3% up against the Australian dollar, 3% down against the Canadian dollar and stable against the Chinese Yuan compared to March 2018; but down 2%, 7% and 5% compared to March 2016 respectively.

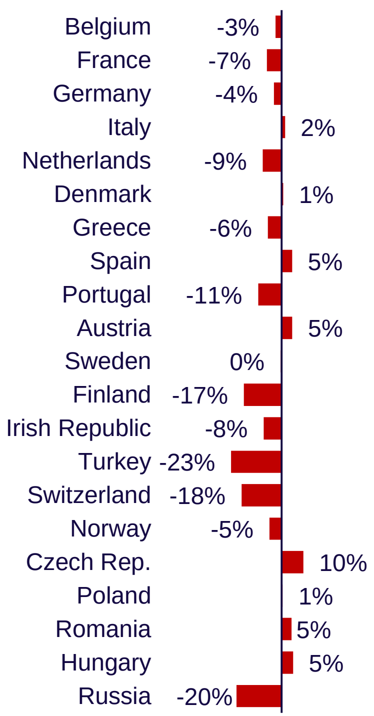


Source: *Bank of England*

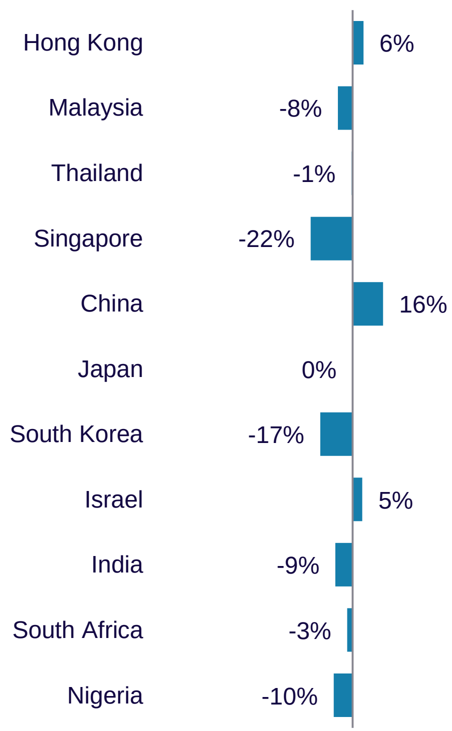
Individual markets – latest 12 month results

Using the latest available market level data, the following three charts show the percentage change in visits to the UK from a number of markets in the latest rolling year of data (the latest four quarters compared to the previous four quarters, in this case from ***January 2018 – December 2018 v January 2017 – December 2017***.

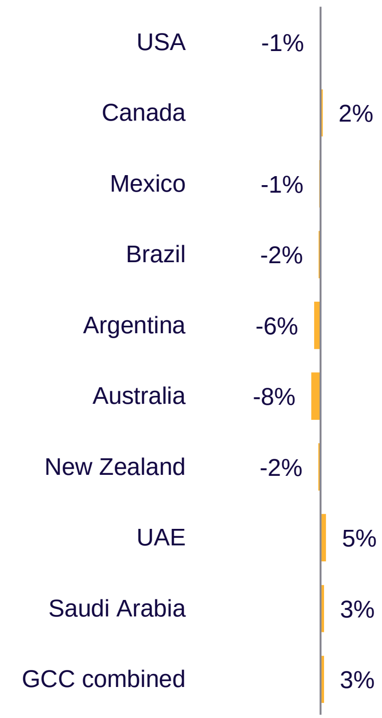
European markets



Asian and African markets



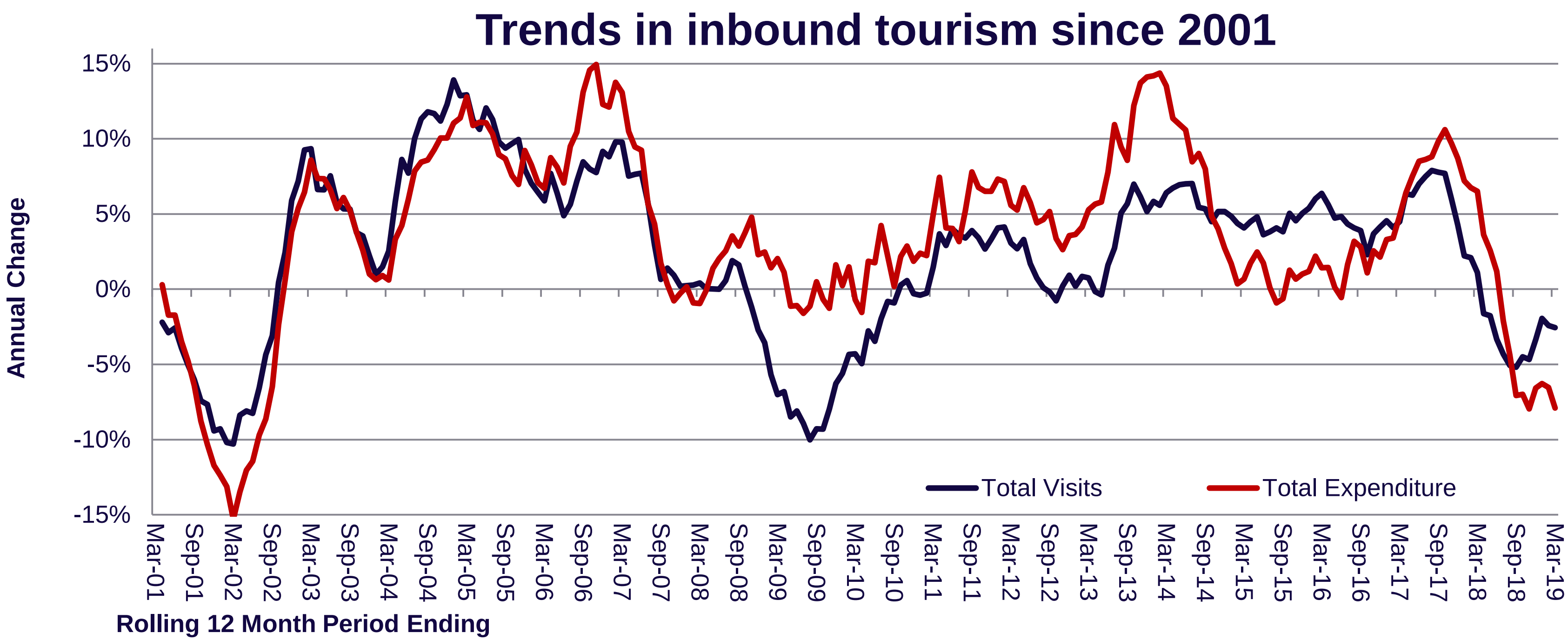
American, Gulf, Australasian markets



More: *Long term trends in visits from individual origin markets and world regions available here.*

Longer term trends

Visits and spend since 2001



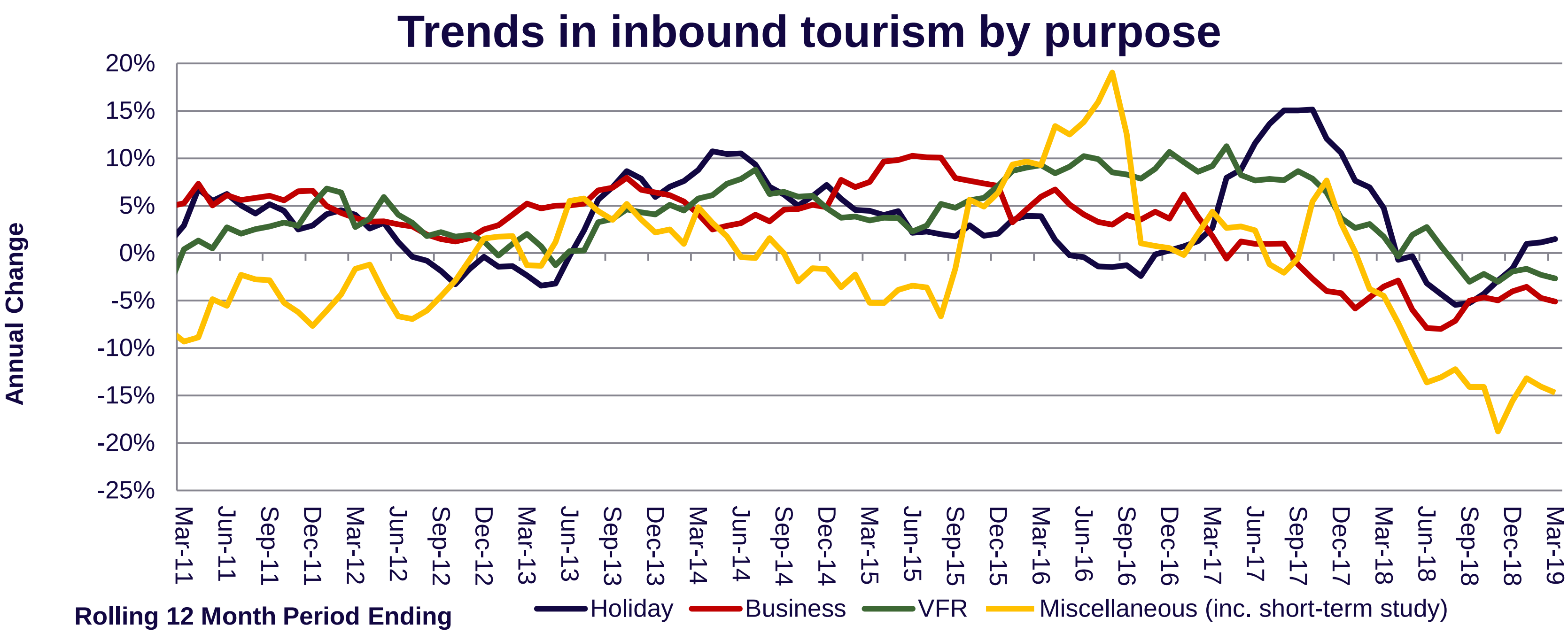
- This chart shows the year-on-year change in headline IPS results based on a 'rolling twelve-month' basis. Presenting the data in this way enables us to spot emerging trends and helps to 'smooth out' erratic results for any single month.
- This clearly illustrates the dip in inbound tourism seen post 9/11 in 2001-02, and subsequent recovery in the mid-2000s. The impact of the global economic crisis can be seen in 2009 followed by slow but reasonably steady recovery until late 2017. In 2018, however, there was a decline in visits and spend that continues into the first months of 2019.
- Whilst visits growth has remained positive in recent years, spend has fluctuated more. As of March 2019, visits in the last twelve months were tracking 3% down and spend 8% down with mostly sluggish month-on-month results across the most recent rolling twelve months.

More: *Data on long term trends are available here*

VisitBritain

Longer term trends

Journey Purpose



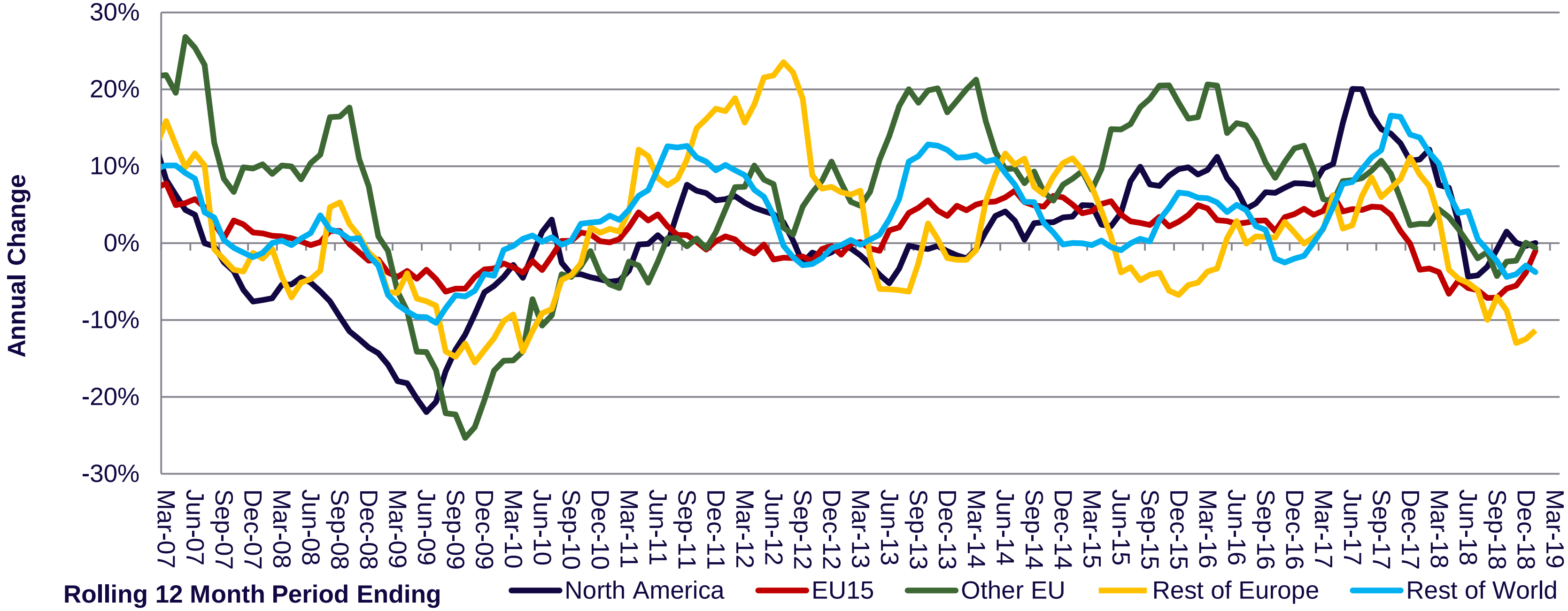
- By journey purpose holiday visits were far more resilient to the economic downturn in the late 2000s and mostly have shown long term growth. There has been some variability in recent years. Trends have been different for most journey purposes since 2014.
- After a significant downturn in 2009, business visits have generally seen steady growth since, which intensified in 2015. However, they started slowing down again in 2017 and have been decreasing for most of the past 12 months.
- Trips to visit friends and relatives have largely shown growth in recent years, and stayed in positive territory since mid-2013 until a decline in 2018 and in the first months of 2019. Trips for other (miscellaneous) purposes account for a smaller number of visits and show the most variation with a downward trend in the last several months.

More: *Data on long term trends are available* *here*

Longer term trends

Global Region

Trends in inbound tourism by origin region since 2007



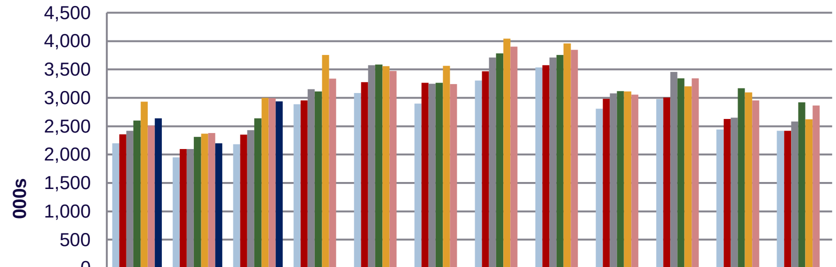
- This chart shows the longer term picture and the varying rates of recovery in visit numbers after the global financial crisis.
- Until 2017, visits from EU markets were growing at a steady pace, but they have slowed down since and 2018 was down on 2017, still struggling to maintain at the beginning of 2019. Visits from ‘Other EU’ markets outside EU15 had stronger visit growth in 2013/2014 and between 2015 and 2017, although they have been inconsistent in recent months. Visits from the ‘Rest of Europe’ have been more volatile over the past few years, with a decline seen in 2018 and into 2019.
- Visits from North America grew strongly in 2017 and matched this level in 2018 and the first months of 2019 despite a decline early in 2018. Visits from the ‘Rest of World’ region were growing in 2017 but have been decreasing since mid-2018.

***More:** Data on long term trends are available here*

Detailed monthly trends

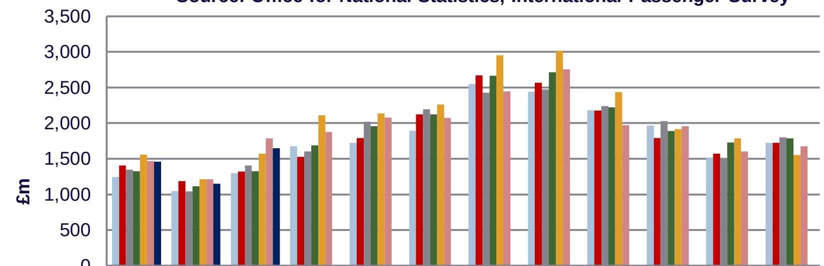
Visits and spend

Overseas Visits to the UK - Total Visits
Source: Office for National Statistics, International Passenger Survey



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	2,200	1,951	2,181	2,888	3,084	2,897	3,304	3,535	2,806	2,980	2,443	2,420
2014	2,359	2,099	2,352	2,952	3,274	3,264	3,470	3,576	2,984	3,008	2,625	2,417
2015	2,419	2,099	2,431	3,155	3,578	3,250	3,710	3,708	3,081	3,454	2,648	2,581
2016	2,599	2,314	2,638	3,115	3,586	3,267	3,786	3,757	3,116	3,346	3,167	2,919
2017	2,935	2,370	3,002	3,756	3,559	3,562	4,043	3,957	3,110	3,202	3,095	2,624
2018	2,507	2,380	2,996	3,338	3,475	3,243	3,901	3,848	3,054	3,343	2,955	2,866
2019	2,640	2,200	2,940									

Overseas Visits to the UK - Total Spend
Source: Office for National Statistics, International Passenger Survey



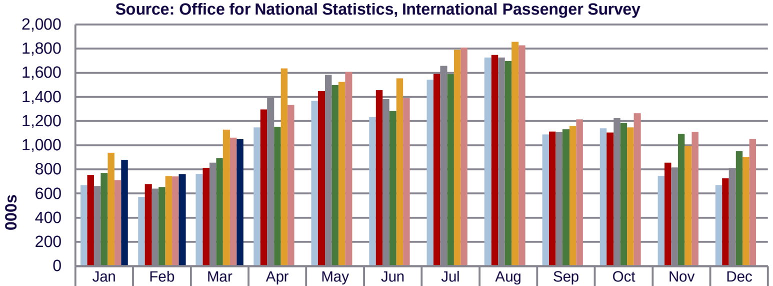
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	1,245	1,046	1,300	1,677	1,723	1,894	2,550	2,443	2,179	1,967	1,520	1,725
2014	1,405	1,187	1,320	1,526	1,791	2,121	2,669	2,568	2,178	1,790	1,571	1,725
2015	1,346	1,043	1,405	1,604	2,019	2,195	2,429	2,473	2,239	2,028	1,490	1,802
2016	1,324	1,116	1,325	1,687	1,957	2,122	2,667	2,714	2,222	1,892	1,728	1,789
2017	1,559	1,213	1,573	2,110	2,137	2,260	2,952	3,014	2,435	1,915	1,787	1,552
2018	1,470	1,213	1,786	1,876	2,077	2,072	2,444	2,755	1,971	1,957	1,602	1,674
2019	1,460	1,150	1,650									

More: *Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available here*

Detailed monthly trends

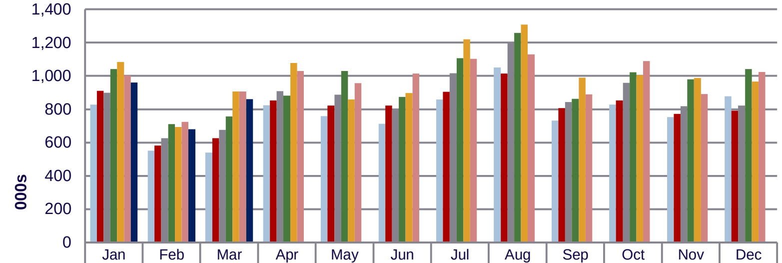
Journey Purpose

Overseas Visits to the UK - Holiday Visits
Source: Office for National Statistics, International Passenger Survey



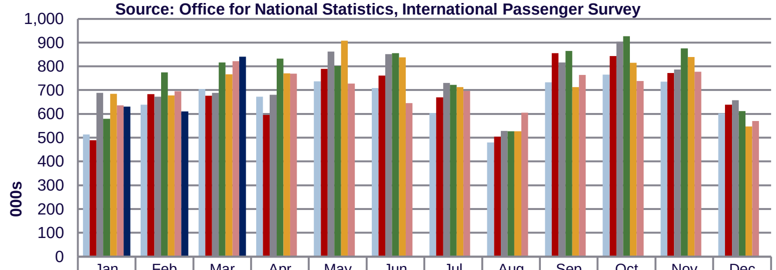
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	669	572	762	1,149	1,367	1,234	1,544	1,727	1,090	1,141	747	669
2014	754	679	814	1,296	1,448	1,455	1,590	1,747	1,112	1,105	855	725
2015	663	640	856	1,392	1,584	1,381	1,657	1,726	1,108	1,225	816	810
2016	770	654	893	1,153	1,499	1,282	1,589	1,697	1,131	1,184	1,095	951
2017	938	744	1,128	1,635	1,524	1,552	1,789	1,855	1,158	1,149	993	903
2018	710	741	1,063	1,333	1,606	1,390	1,807	1,828	1,213	1,265	1,110	1,053
2019	880	760	1,050									

Overseas Visits to the UK - Visits to Friends and Relatives
Source: Office for National Statistics, International Passenger Survey



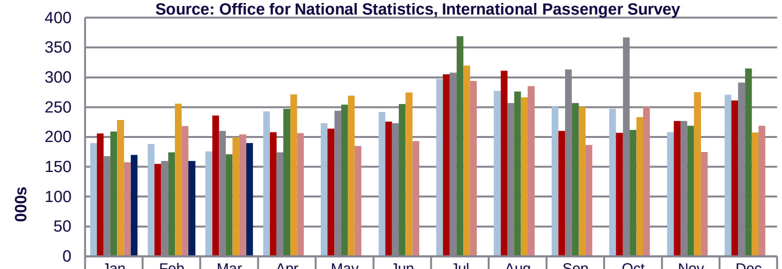
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	828	552	540	824	758	712	858	1,051	732	828	753	878
2014	910	582	626	853	822	822	905	1,014	807	853	772	791
2015	899	627	676	908	888	795	1,016	1,198	844	958	818	822
2016	1,041	710	757	882	1,030	875	1,106	1,258	863	1,023	979	1,041
2017	1,084	694	908	1,078	859	897	1,221	1,308	989	1,005	987	966
2018	1,004	725	907	1,030	957	1,015	1,102	1,130	890	1,088	892	1,023
2019	960	680	860									

Overseas Visits to the UK - Business Visits
Source: Office for National Statistics, International Passenger Survey



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	513	639	704	673	737	709	604	480	733	765	736	602
2014	489	683	677	595	790	761	670	504	855	843	772	639
2015	689	672	689	680	862	851	730	528	816	904	787	657
2016	579	775	816	833	802	856	722	527	865	927	875	612
2017	685	677	767	771	908	838	713	527	713	815	840	547
2018	636	695	822	769	727	645	697	605	764	738	777	570
2019	630	610	840									

Overseas Visits to the UK - Miscellaneous Visits (includes short-term study)
Source: Office for National Statistics, International Passenger Survey



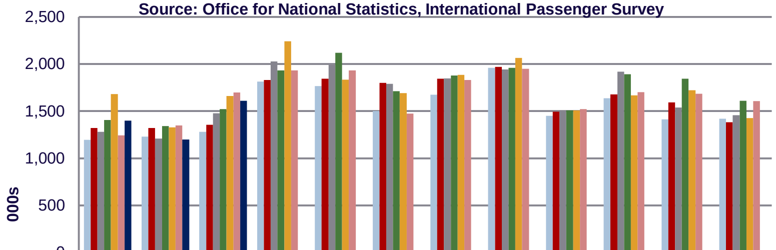
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	190	188	176	243	223	242	297	277	251	247	208	271
2014	206	155	236	208	214	226	305	311	210	207	227	261
2015	168	160	210	174	244	223	308	257	313	367	227	291
2016	209	174	171	247	254	255	369	276	257	212	219	315
2017	228	256	200	271	269	275	320	267	250	233	275	208
2018	158	218	205	207	185	193	294	285	187	251	175	219
2019	170	160	190									

***More:** Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available here. Pease note that different scales are used on these charts to allow differences to be identified.*

Detailed monthly trends

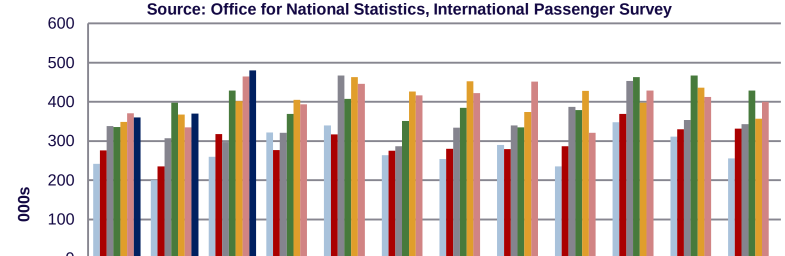
Global Regions (1 of 2)

Overseas Visits to the UK from the EU15 countries
Source: Office for National Statistics, International Passenger Survey



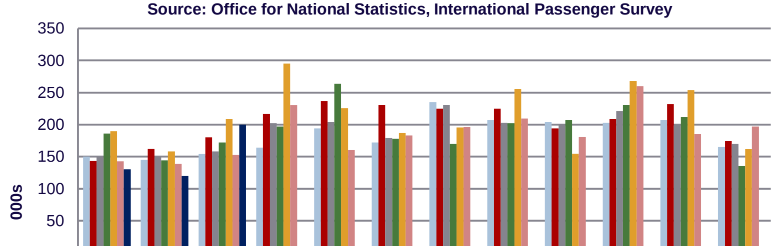
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	1,197	1,228	1,282	1,814	1,767	1,502	1,676	1,959	1,449	1,637	1,414	1,419
2014	1,320	1,323	1,354	1,832	1,845	1,802	1,845	1,970	1,495	1,677	1,594	1,381
2015	1,279	1,210	1,478	2,028	1,991	1,792	1,847	1,944	1,495	1,919	1,540	1,457
2016	1,408	1,343	1,521	1,933	2,121	1,712	1,879	1,960	1,510	1,892	1,846	1,610
2017	1,682	1,329	1,663	2,243	1,835	1,693	1,887	2,066	1,509	1,667	1,724	1,428
2018	1,243	1,349	1,698	1,934	1,933	1,474	1,832	1,952	1,521	1,703	1,687	1,607
2019	1,400	1,200	1,610									

Overseas Visits to the UK from other EU countries
Source: Office for National Statistics, International Passenger Survey



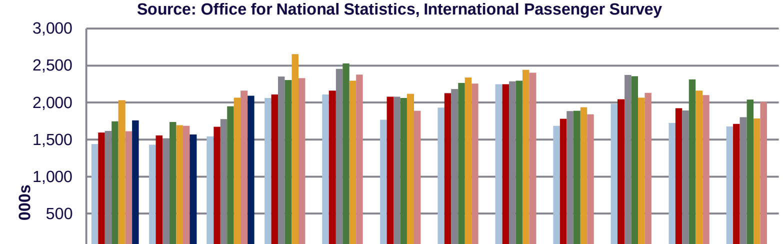
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	242	200	260	322	340	264	254	290	235	348	311	256
2014	276	235	318	277	317	275	280	279	287	369	330	332
2015	338	307	297	321	467	287	334	340	387	453	354	343
2016	336	398	429	369	408	351	385	335	379	463	467	429
2017	349	368	402	405	463	427	452	374	428	398	436	357
2018	371	335	465	394	446	416	422	452	321	428	412	400
2019	360	370	480									

Overseas Visits to the UK from non-EU countries in Europe
Source: Office for National Statistics, International Passenger Survey



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	150	145	154	164	194	172	235	207	204	203	207	165
2014	143	162	180	217	237	231	225	225	194	209	232	174
2015	149	149	158	202	204	179	231	203	201	221	199	170
2016	186	144	172	197	264	178	170	202	207	231	212	135
2017	190	158	209	295	226	187	195	256	155	268	254	162
2018	143	139	153	230	160	183	196	209	180	260	185	197
2019	130	120	200									

Overseas Visits to the UK from the EU
Source: Office for National Statistics, International Passenger Survey



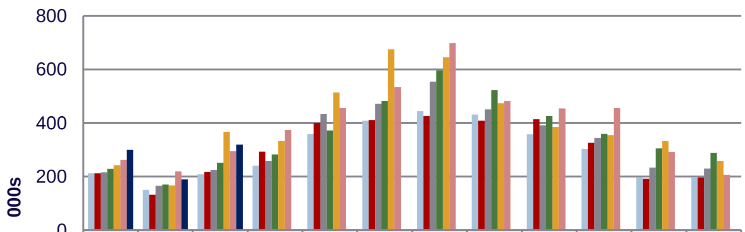
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	1,439	1,430	1,541	2,063	2,108	1,766	1,931	2,249	1,685	1,984	1,725	1,675
2014	1,596	1,555	1,673	2,110	2,161	2,077	2,125	2,249	1,781	2,046	1,924	1,712
2015	1,616	1,516	1,778	2,351	2,454	2,080	2,182	2,286	1,883	2,371	1,895	1,800
2016	1,747	1,739	1,950	2,303	2,529	2,062	2,264	2,296	1,888	2,356	2,313	2,038
2017	2,031	1,696	2,065	2,652	2,296	2,118	2,339	2,443	1,935	2,066	2,159	1,785
2018	1,614	1,685	2,163	2,328	2,379	1,889	2,254	2,404	1,841	2,131	2,099	2,008
2019	1,760	1,570	2,090									

***More:** Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available here. Pease note that different scales are used on these charts to allow differences to be identified.*

Detailed monthly trends

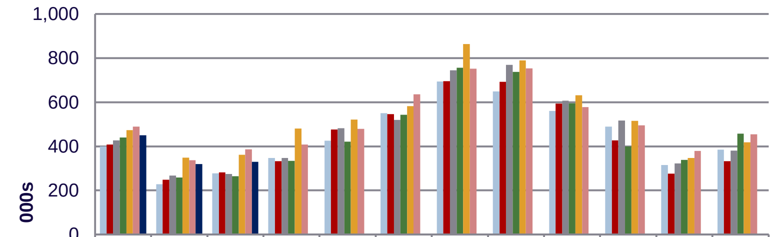
Global Regions (2 of 2)

Overseas Visits to the UK from North America
Source: Office for National Statistics, International Passenger Survey



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	212	150	209	241	359	409	444	431	358	303	197	195
2014	212	132	217	293	399	410	425	409	413	326	192	197
2015	216	166	224	258	434	472	554	451	391	344	234	230
2016	229	170	252	282	372	483	596	522	425	360	305	288
2017	242	167	367	333	514	674	645	473	385	354	333	257
2018	262	219	294	372	457	534	698	482	454	457	292	206
2019	300	190	320									

Overseas Visits to the UK from Rest of the World
Source: Office for National Statistics, International Passenger Survey



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2013	399	228	277	347	425	550	694	649	561	489	315	385
2014	408	248	282	332	476	546	695	693	594	427	276	333
2015	427	267	275	347	482	520	744	770	607	517	322	381
2016	440	259	265	334	421	543	756	738	595	400	338	457
2017	473	348	361	480	521	582	863	789	632	515	347	419
2018	489	337	387	408	479	636	752	753	578	495	378	454
2019	450	320	330									

More: *Monthly data is replaced by the more accurate Quarterly data. Long term trends showing percentage change annually by and more is available here. Pease note that different scales are used on these charts to allow differences to be identified.*

Definitions

EU15 - Austria, Belgium, Denmark, France, Finland, Germany, Greece, Irish Republic, Italy, Luxembourg, Netherlands, Portugal, Spain and Sweden. Note that the UK is among the 15 countries that formed the European Union prior to January 2004, but due to the inbound nature of the data displayed in the IPS reference tables data for the UK is excluded.

Other EU - Bulgaria, Cyprus (South), Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia. Note that Croatia has been included in the 'Other EU' category since it joined in July 2013, before July 2013 this group was labelled as A12.

EU – Total EU, therefore combined EU15 and Other EU (as defined above).

Rest of Europe – European countries outside the EU (including Russia, Norway and Switzerland). Before July 2013 Croatia was also included here, but from July 2013 appears in Other EU.

North America - Canada (including Greenland and St Pierre et Miquelon), USA (including Puerto Rico and US Virgin Islands)

Rest of World – Countries outside Europe and North America (Africa, Asia, Central America, Middle East, Oceania, South America)

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

More information

The Inbound research & insights section of the VisitBritain website has much more detail on long term trends, data for individual markets and UK regions

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

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Monthly Inbound Update
March 2019 data