

Total UK: Quarterly Inbound Update

Q1 2023 (January to March)

International Passenger Survey by the ONS

(Published 20th July 2023)



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Explore the 2023 data in more detail on the [VisitBritain website](#).

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1. Summary

Q1 2023

Summary – visits, nights, spend

- **Visits:**

- From January to March 2023, the UK welcomed 7.7m inbound **visits**, down 8% vs pre-pandemic levels in Q1 2019.

- **Spend:**

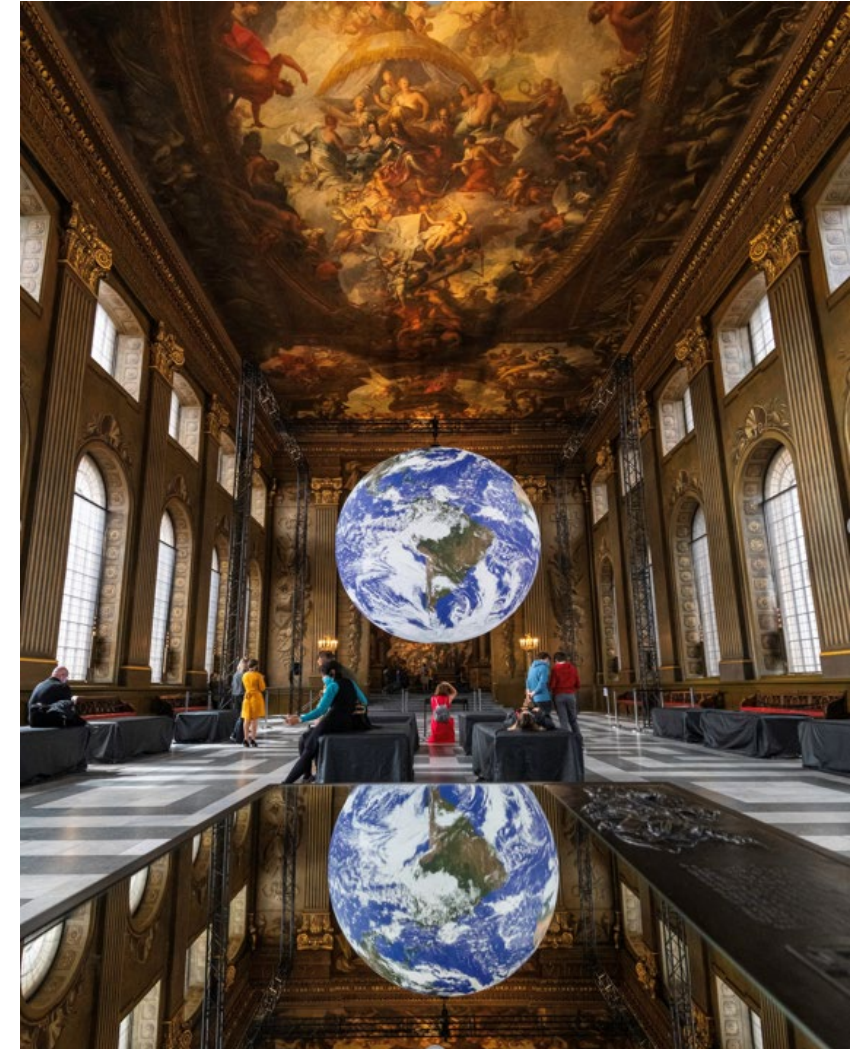
- With record spend in January and March 2023, visitors **spent** a record £5.6bn in the first quarter of 2023 (in nominal terms), 17% higher vs Q1 2019. In real terms, visitor spend in Q1 2023 was down 2% vs 2019, equivalent to £4.7bn in 2019 prices.

- The **average spend per visit** was £731 in Q1 2023 (in nominal terms), higher vs Q1 2019 but lower vs Q1 2022. In real terms, spend per visit was £611 in Q1 2023 at 2019 prices, up 6% vs 2019.

- **Nights:**

- In total, 55m **nights** were spent in the UK by inbound visitors, up 9% vs Q1 2019.

- The **average length of stay** in Q1 2023 was 7.2 nights which was slightly longer than in 2019 (6.1 nights) but shorter than 2022 (9.8 nights).



Summary – journey purpose and inbound markets

- **Journey Purpose:**

- Inbound **visits to friends and relatives** made up 37% of all visits in Q1 2023 with a record 2.9m visits across the 3 months, up 7% vs Q1 2019. Spend from VFR visits surpassed pre-pandemic levels in Q1 2023, reaching a new record of £1.7bn, up 44% vs 2019. VFR spend made up 30% of the total spend.
- Those visiting the UK for a **holiday** made up 36% of all visits at 2.8m visits, down 7% vs 2019. Holiday spend remained the highest source of inbound spend in Q1 2023 (38%) with these visitors spending a record £2.1bn, up 2% vs 2019.
- **Study** visits recovered to 74,000 in Q1 2023, down 7% vs 2019. Spend from study visitors can fluctuate quite a lot and reached £282m in Q1 2023, up 144% vs Q1 2019.
- **Business** visits were down around one third in the first three months of 2023 vs Q1 2019, at 1.4m visits. Business spend recovered to £1.1bn, down 6% vs 2019 (20% of total spend).
- All other visits under '**miscellaneous**' contributed 574m visits in 2022, up 16% on 2019. These visits set a record at £417m in the first quarter of 2023, up 68% vs Q1 2019.

- **Regions/Markets:**

- There were 5.5m visits from **Europe** in Q1 2023, down 10% vs Q1 2019. Inbound spend from **Europe** reached a record £2.6bn in Q1 2023, up 18% vs 2019.
- Visits from **EU15** markets recovered to 89% of 2019 levels (or -11%) in Q1. EU15 markets spent a record £1.9bn in the UK up 21% vs 2019).
- In Q1 2023, visits from **North America** continued to break records at 997m, up 11% vs 2019. Spend from North America surpassed pre-pandemic levels by 34% to a record £1.1bn spend. This is the first time spend has surpassed the £1 billion mark in Q1 from this region.
- The **Rest of the World contributed** 1.2m visits and £1.9bn spend in Q1 2023.
- The top inbound markets for visits in Q1 2013 were the USA, the Irish Republic, France, Spain and Germany.
- The top inbound markets for spend in Q1 2023 the USA, France, the Irish Republic, Germany and Italy.

2. Latest inbound UK and market statistics

Q1 2023

Q1 2023 Headlines

Total	Q1 2023	% change vs Q1 2019	% change vs Q1 2022
Visits (000)	7,692	-8%	105%
Spend (£m)	£5,625	17%	97%
Nights (000)	55,219	9%	51%

- From January to March 2023, the UK welcomed 7.7m inbound **visits**, down 8% vs pre-pandemic levels in Q1 2019 but 105% higher than Q1 2022.
- Visitors **spent** a record £5.6bn in the first quarter of 2023 (in nominal terms), 17% higher vs Q1 2019 (and 97% higher vs 2022). In real terms, visitor spend in Q1 2023 was down 2% vs 2019, equivalent to £4.7bn in 2019 prices.
- In total, 55m **nights** were spent in the UK by inbound visitors, up 9% vs Q1 2019 but up 51% vs 2022.
- VisitBritain's latest **forecast** for 2023 predicts 37.5m visits, 92% of 2019 levels (or -8%). Inbound visitors are forecast to spend £30.9bn, 109% of 2019 levels in nominal terms or 90% in real terms. For more information, see the [forecast page](#).

Q1 2023 averages

Averages	Q1 2019	Q1 2022	Q1 2023
Average spend per visit (£)	£577	£762	£731
Average length of stay	6.1 nights	9.8 nights	7.2 nights
Average spend per night (£)	£95	£78	£102

- The **average spend per visit** was £731 in Q1 2023 (in nominal terms), up 27% vs Q1 2019 (£577) but down 4% vs Q1 2022 (£762). In real terms, spend per visit was £611 in Q1 2023 at Q1 2019 prices, up 6% vs 2019.
- The **average length of stay** in Q1 2023 was 7.2 nights which was slightly longer than in Q1 2019 (6.1 nights) but shorter than Q1 2022 (9.8 nights).
- The **average spend per night** was £102 (in nominal terms); higher than in 2019 and 2022. In real terms, visitors spent £85 in Q1 2019 prices per night on average, down 10% vs Q1 2019.

Q1 2023 Journey Purpose – Visits (000)

Visits (000)	Q1 2023	% change vs Q1 2019	% change vs Q1 2022
Holiday	2,772	-7%	194%
VFR	2,856	7%	64%
Business	1,417	-33%	77%
Study	74	-7%	78%
Miscellaneous (Excl. study)	574	16%	164%

- Inbound **visits to friends and relatives** made up 37% of all visits in Q1 2023 with a record 2.9m visits across the 3 months, up 7% vs Q1 2019 (and up 64% vs Q1 2022).
- Those visiting the UK for a **holiday** made up 36% of all visits at 2.8m visits, down 7% vs 2019 (but up 194% vs 2022).
- **Study** visits recovered to 74,000 in Q1 2023, down 7% vs 2019 but up 78% vs 2022.
- **Business** visits were down around one third in the first three months of 2023 vs Q1 2019, at 1.4m visits.
- All other visits under '**miscellaneous**' contributed 574m visits in 2022, up 16% on 2019.

Q1 2023 Journey Purpose – Spend (£m)

Spend (£m)	Q1 2023	% change vs Q1 2019	% change vs Q1 2022
Holiday	£2,116	2%	145%
VFR	£1,672	44%	54%
Business	£1,124	-6%	96%
Study	£282	144%	68%
Miscellaneous (Excl. study)	£417	68%	168%

- **Holiday** spend remained the highest source of inbound spend in Q1 2023 (38%) with these visitors spending a record £2.1bn, up 2% vs 2019.
- Spend from those **visiting friends and relatives** surpassed pre-pandemic levels in Q1 2023, reaching a new record of £1.7bn, up 44% vs 2019. VFR spend made up 30% of the total spend.
- **Business** spend recovered to £1.1bn, down 6% vs 2019 (20% of total spend).
- Spend from **study** visitors can fluctuate quite a lot and reached £282m in Q1 2023, up 144% vs Q1 2019.
- All other spend under '**miscellaneous**' contributed a record £417m in the first quarter of 2023, up 68% vs Q1 2019.

Q1 2023 Global Regions – Visits (000)

Visits (000)	Q1 2023	% change vs Q1 2019	% change vs Q1 2022
Total Europe	5,468	-10%	94%
→ EU Total	4,968	-10%	93%
→ EU 15	3,957	-11%	92%
→ Other EU	1,011	-7%	100%
→ Rest of Europe	499	0%	99%
North America	997	11%	140%
Rest of World	1,228	-12%	142%

- There were 5.5m visits from **Europe** in Q1 2023, down 10% vs Q1 2019. European visits accounted for 71% of total inbound visits, in line with the proportion pre-pandemic. Visits from **EU15** markets recovered to 89% of 2019 levels (or -11%) in Q1, whilst visits from the **Rest of Europe** were on par with 2019 visits in Q1.
- In Q1 2023, visits from **North America** continued to break records at 997m, up 11% vs 2019.
- The **Rest of the World** contributed 1.2m visits from January to March 2023 with the slowest recovery out of the regions above (down 12% vs 2019). However, there is much variation between markets in this group – please see next slide and explore our market level data on the [VisitBritain website](#).

Q1 2023 Global Regions – Spend (£m)

Spend (£m)	Q1 2023	% change vs Q1 2019	% change vs Q1 2022
Total Europe	£2,644	18%	87%
→ EU Total	£2,237	15%	80%
→ EU 15	£1,934	21%	78%
→ Other EU	£304	-11%	94%
→ Rest of Europe	£406	40%	141%
North America	£1,096	34%	145%
Rest of World	£1,885	7%	90%

- Inbound spend from **Europe** reached a record £2.6bn in Q1 2023, up 18% vs 2019. Within Europe, **EU15** markets spent a record £1.9bn in the UK (up 21% vs 2019) whilst visitors from the **Rest of Europe** spent a record £406m in Q1 (up 40% vs 2019).
- Spend from **North America** surpassed pre-pandemic levels by 34% to a record £1.1bn spend. This is the first time spend has surpassed the £1 billion mark in Q1 from this region.
- The **Rest of the World** contributed £1.9bn spend in Q1 2023, up 7% vs 2019.

Q1 2023 Market Highlights – Visits (000)

Visits (000)	Q1 2023	% change vs Q1 2019	% change vs Q1 2022	Record Q1?
Australia	154	11%	243%	
Austria**	61	-24%	60%	
Belgium	198	-16%	85%	
Brazil**	93	26%	105%	Yes
Canada	165	25%	186%	
China**	17	-86%	N/A	
Denmark	150	27%	179%	
France	673	-17%	46%	
Germany	469	-31%	125%	
GCC*	196	-9%	52%	
Hong Kong**	40	-43%	N/A	
India	90	-24%	60%	
Irish Republic	741	14%	78%	
Italy	419	-13%	159%	
Japan**	57	-25%	N/A	
Netherlands	371	-7%	97%	
New Zealand**	37	71%	N/A	
Norway	138	0%	208%	
Poland	432	13%	143%	
Romania	214	-16%	88%	
Saudi Arabia**	53	53%	65%	Yes
South Korea**	34	-48%	N/A	
Spain	496	-5%	103%	
Sweden	153	-23%	151%	
Switzerland	194	-1%	81%	
United Arab Emirates	80	-13%	46%	
USA	831	8%	133%	Yes

- The top inbound markets for visits in Q1 2023 were the **USA, the Irish Republic, France, Spain and Germany.**
- Of the markets listed, Brazil, Saudi Arabia and the USA saw record visits in Q1 2023.
- Australia, Brazil, Canada, Denmark, the Irish Republic, New Zealand, Norway (on par), Poland, Saudi Arabia and the USA saw visits surpass pre-pandemic levels.
- You can explore more market level data on the [VisitBritain website.](#)
- **Sample advice**
 - **These markets have very low sample and have been shown only to give a sense of the decline
 - Please see sample sizes by market and sample advice on slide 36
 - N/A indicates that the sample size was too low in 2022 to make meaningful comparisons.

International Passenger Survey by the ONS 2019, 2022 & 2023P. See notes on 2022 data on slide 35. GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE).

Q1 2023 Market Highlights – Spend (£m)

Spend (£m)	Q1 2023	% change vs Q1 2019	% change vs Q1 2022	Record Q1?
Australia	£184	32%	109%	
Austria**	£33	-8%	55%	
Belgium	£88	48%	61%	
Brazil**	£111	73%	127%	Yes
Canada	£173	29%	354%	Yes
China**	£76	-66%	N/A	
Denmark	£81	59%	235%	
France	£360	37%	36%	Yes
Germany	£230	-3%	106%	
GCC*	£518	5%	42%	Yes
Hong Kong**	£68	-36%	N/A	
India	£119	12%	72%	
Irish Republic	£335	60%	92%	Yes
Italy	£221	-6%	81%	
Japan**	£57	11%	N/A	
Netherlands	£171	47%	106%	Yes
New Zealand**	£41	153%	N/A	
Norway	£99	34%	224%	
Poland	£101	19%	202%	
Romania	£71	-34%	96%	
Saudi Arabia**	£159	7%	32%	
South Korea**	£22	-59%	N/A	
Spain	£186	2%	75%	
Sweden	£75	-4%	68%	
Switzerland	£166	53%	148%	Yes
United Arab Emirates	£143	-9%	19%	
USA	£923	35%	126%	Yes

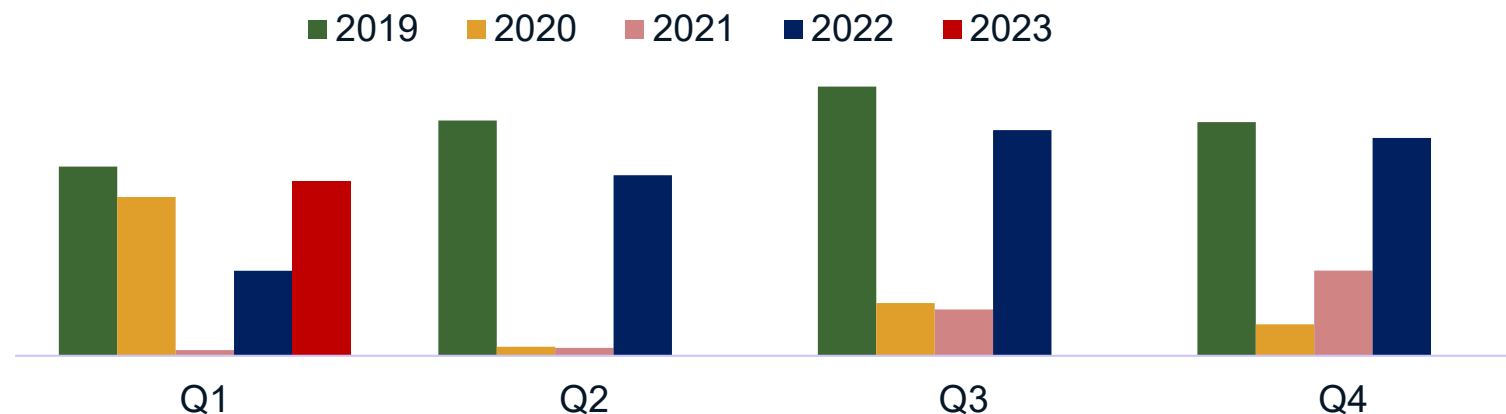
- The top inbound markets for spend in Q1 2023 were the **USA, France, the Irish Republic, Germany and Italy.**
- Of the markets listed, Brazil, Canada, France, the GCC, the Irish Republic, Netherlands, Switzerland and the USA saw record spend in Q1 2023 (in nominal terms).
- You can explore more market level data on the [VisitBritain website](#).
- **Sample advice**
 - **These markets have very low sample and have been shown only to give a sense of the decline
 - Please see sample sizes by market and sample advice on slide 36
 - N/A indicates that the sample size was too low in 2022 to make meaningful comparisons.

International Passenger Survey by the ONS 2019, 2022 & 2023P. All values and percentage changes in spend are in nominal terms unless otherwise specified. See notes on 2022 data on slide 35. GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates (UAE).

3. Detailed quarterly trends

Detailed quarterly trend – Visits

Overseas Visits to the UK – Visits (000)
Source: Office for National Statistics, International Passenger Survey

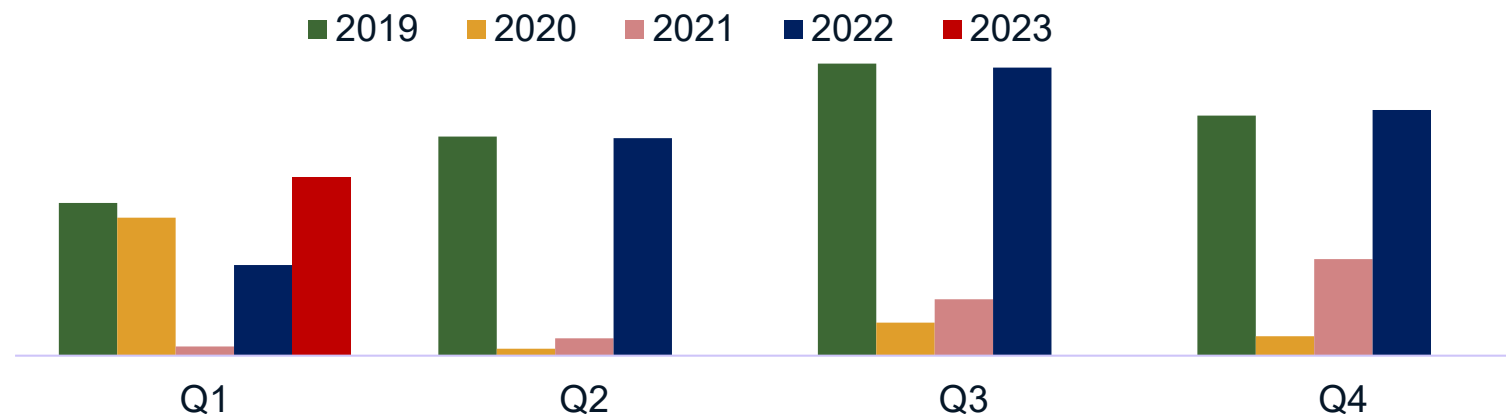


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	8,332	10,364	11,864	10,297
2020	6,994	398	2,322	1,386
2021	245	346	2,040	3,753
2022	3,743	7,957	9,946	9,598
2023P	7,692			

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend – Spend

Overseas Visits to the UK – Spend (£m)
Source: Office for National Statistics, International Passenger Survey



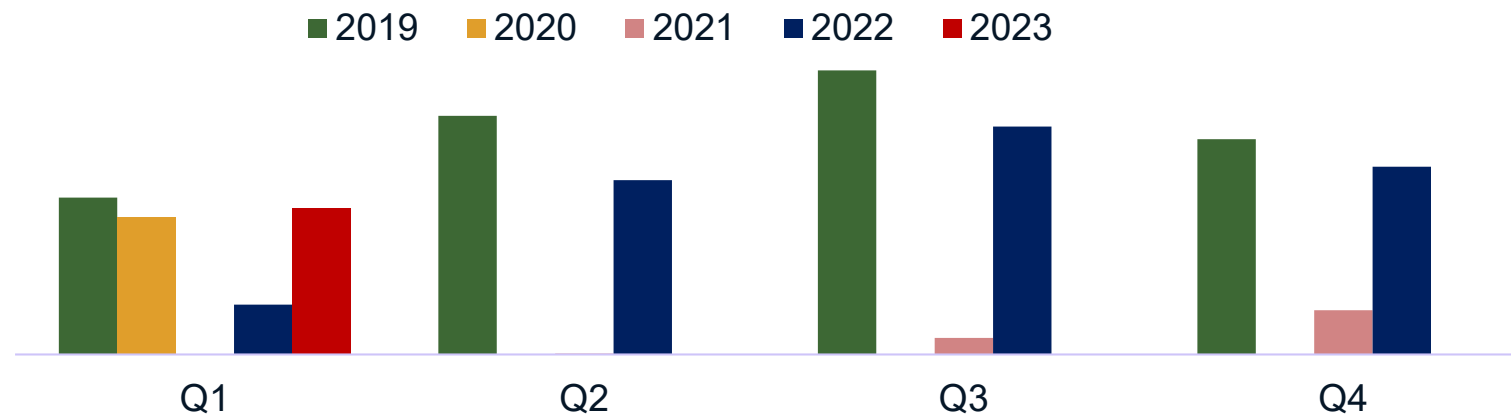
Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	4,805	6,896	9,193	7,555
2020	4,344	218	1,037	611
2021	287	545	1,775	3,039
2022	2,852	6,847	9,066	7,732
2023P	5,625			

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

International Passenger Survey by the ONS 2018-2023P. Please note impact of Covid-19 on 2020, 2021 and 2022 data on slide 35. All values and percentage changes in spend are in nominal terms unless otherwise specified.

Detailed quarterly trend by journey purpose - holiday

Overseas Visits to the UK – Holiday Visits (000)
Source: Office for National Statistics, International Passenger Survey

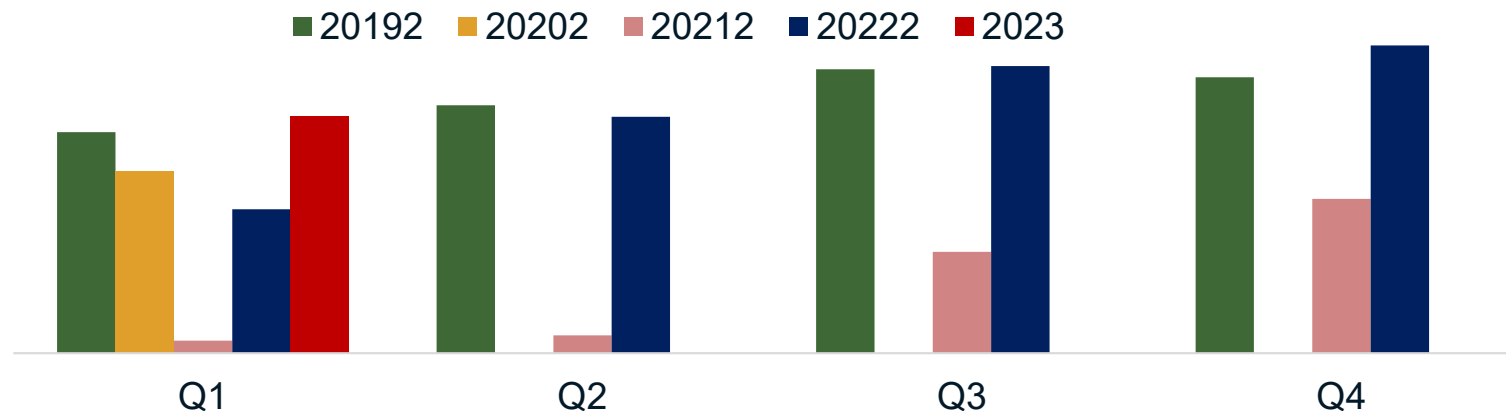


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	2,965	4,508	5,365	4,068
2020	2,600	-	-	-
2021	8	17	313	837
2022	944	3,295	4,306	3,547
2023P	2,772	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by journey purpose - VFR

Overseas Visits to the UK – Visits to Friends and Relatives (000)
Source: Office for National Statistics, International Passenger Survey

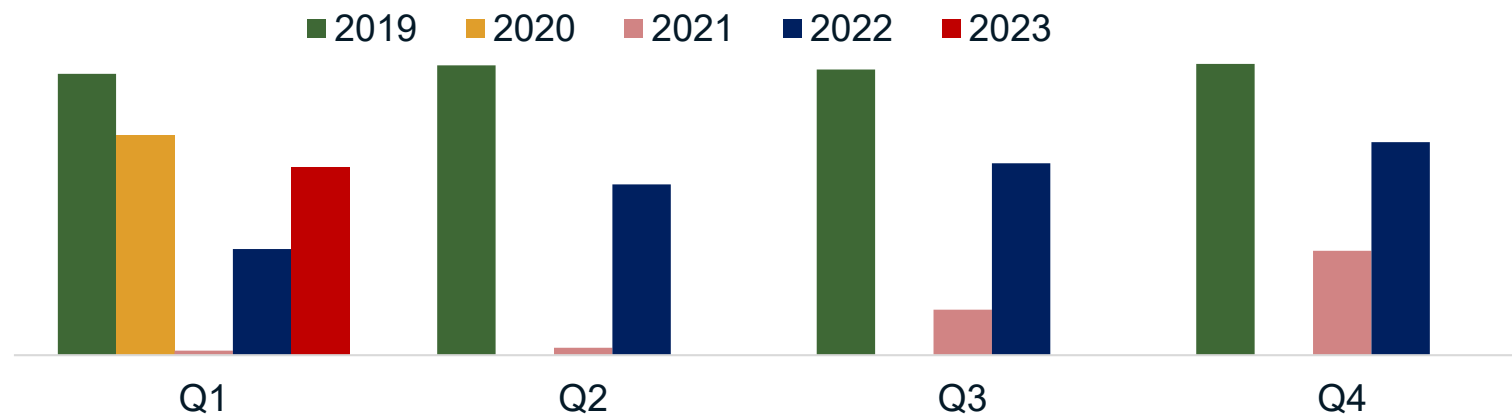


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	2,670	2,995	3,430	3,333
2020	2,195	-	-	-
2021	151	216	1,225	1,864
2022	1,738	2,856	3,468	3,718
2023P	2,856	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by journey purpose - business

Overseas Visits to the UK – Business Visits (000)
Source: Office for National Statistics, International Passenger Survey

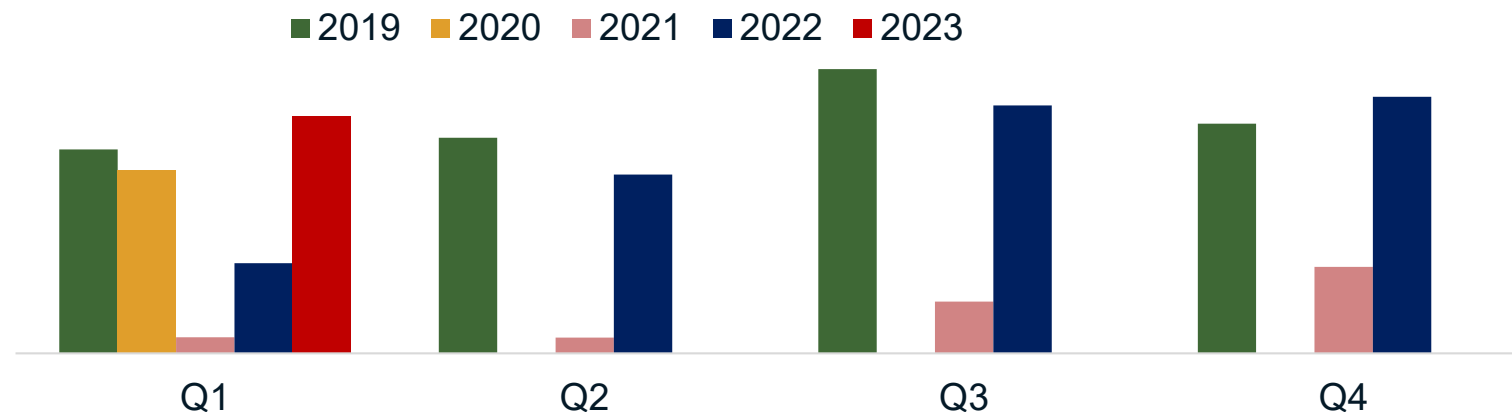


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	2,124	2,189	2,157	2,200
2020	1,662	-	-	-
2021	34	56	344	788
2022	802	1,289	1,449	1,609
2023P	1,417	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by journey purpose - misc

Overseas Visits to the UK – Misc visits (excludes short-term study, 000)
Source: Office for National Statistics, International Passenger Survey

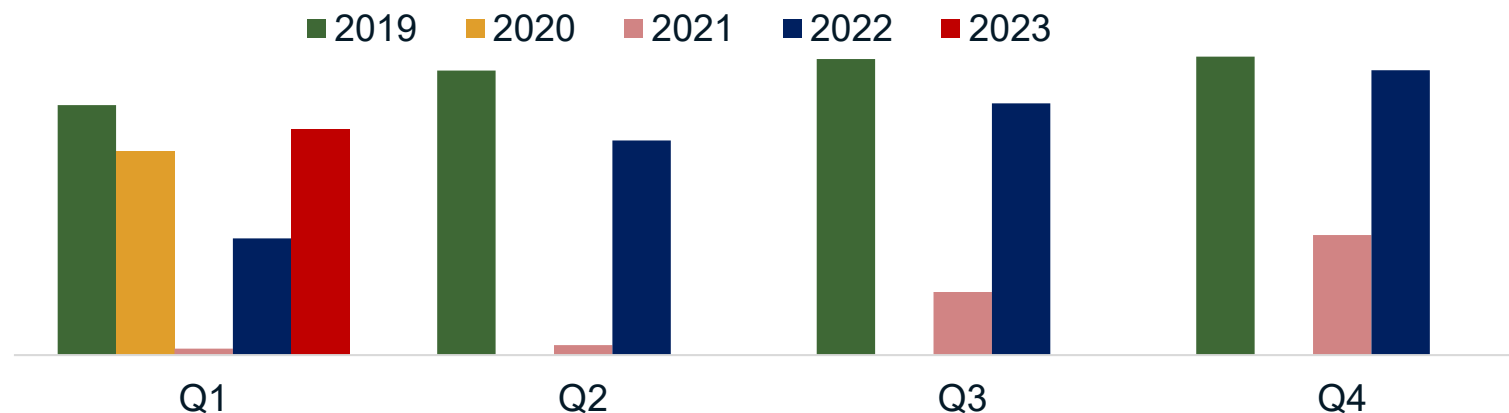


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	493	521	687	555
2020	444	-	-	-
2021	39	38	125	209
2022	218	432	599	620
2023P	574	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region - Europe

Overseas Visits to the UK from Europe (000)
Source: Office for National Statistics, International Passenger Survey

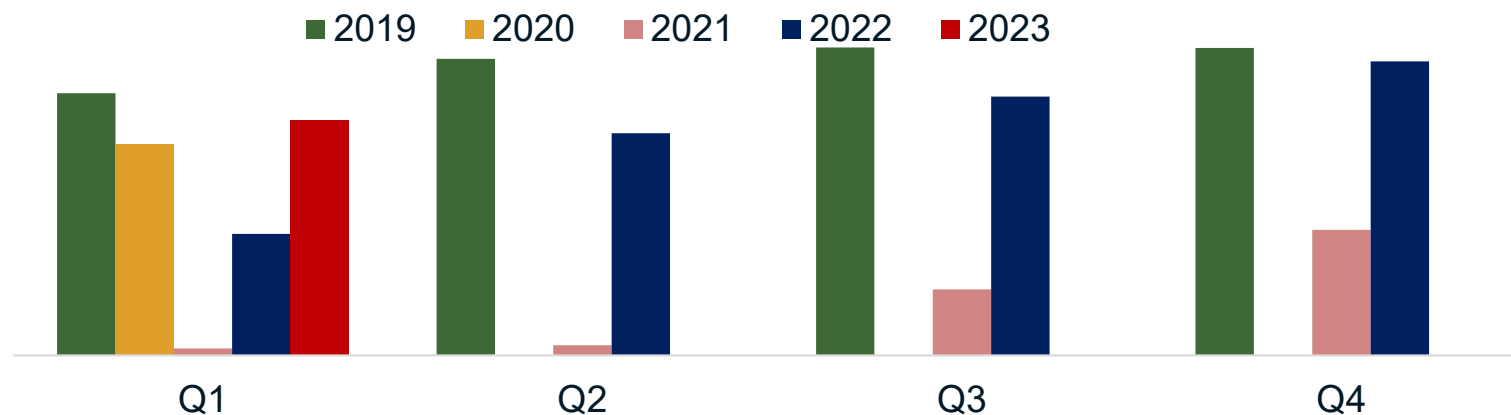


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	6,044	6,879	7,156	7,215
2020	4,926	-	-	-
2021	158	242	1,528	2,904
2022	2,821	5,189	6,085	6,886
2023P	5,468	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region - EU

Overseas Visits to the UK from EU (000)
Source: Office for National Statistics, International Passenger Survey

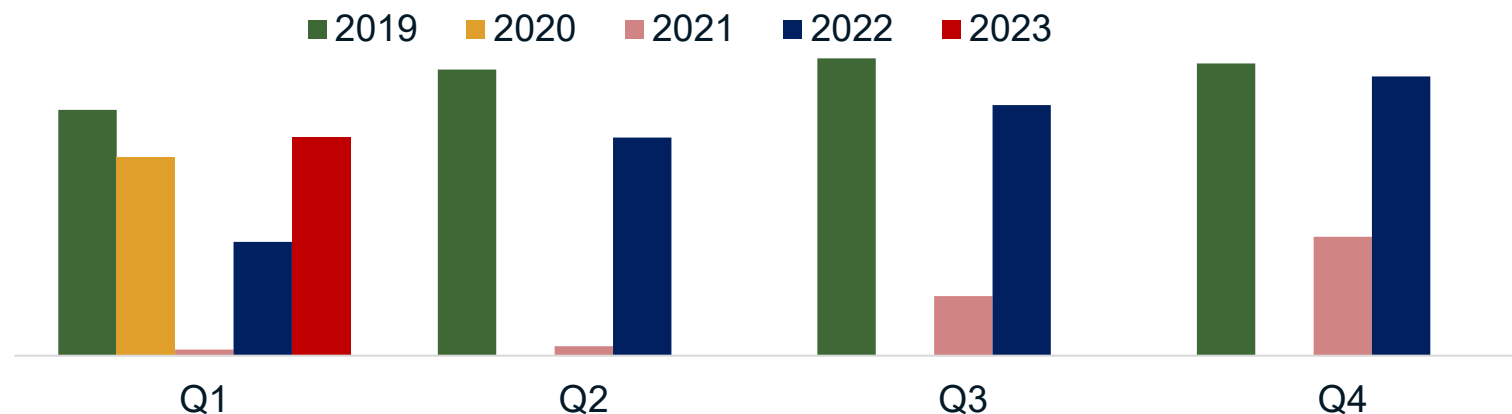


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	5,543	6,272	6,512	6,502
2020	4,472	-	-	-
2021	147	216	1,395	2,653
2022	2,570	4,699	5,473	6,218
2023P	4,968	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region - EU15

Overseas Visits to the UK from EU15 (000)
Source: Office for National Statistics, International Passenger Survey

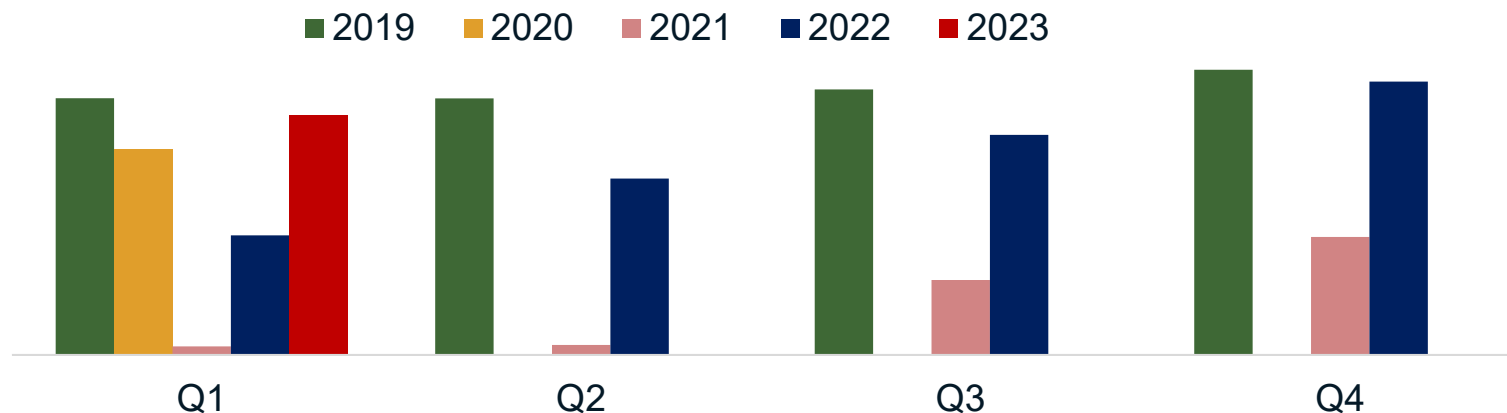


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	4,456	5,187	5,389	5,295
2020	3,603	-	-	-
2021	111	173	1,078	2,154
2022	2,063	3,954	4,542	5,062
2023P	3,957	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region - EU Other

Overseas Visits to the UK from EU Other (000)
Source: Office for National Statistics, International Passenger Survey

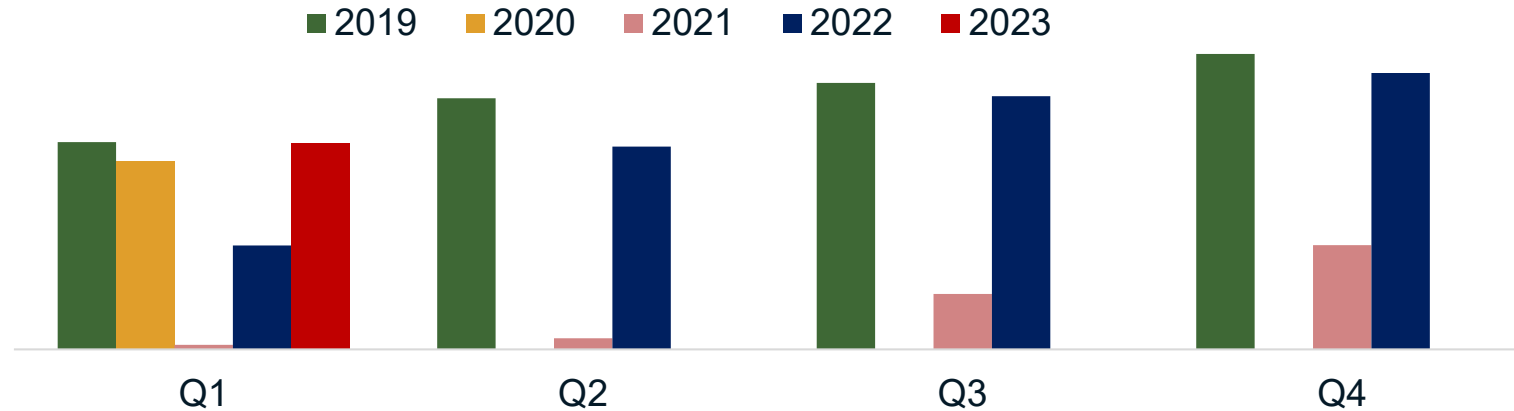


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	1,086	1,085	1,123	1,206
2020	869	-	-	-
2021	36	42	317	499
2022	506	746	931	1,156
2023P	1,011	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region – Rest of Europe

Overseas Visits to the UK from Rest of Europe (000)
Source: Office for National Statistics, International Passenger Survey

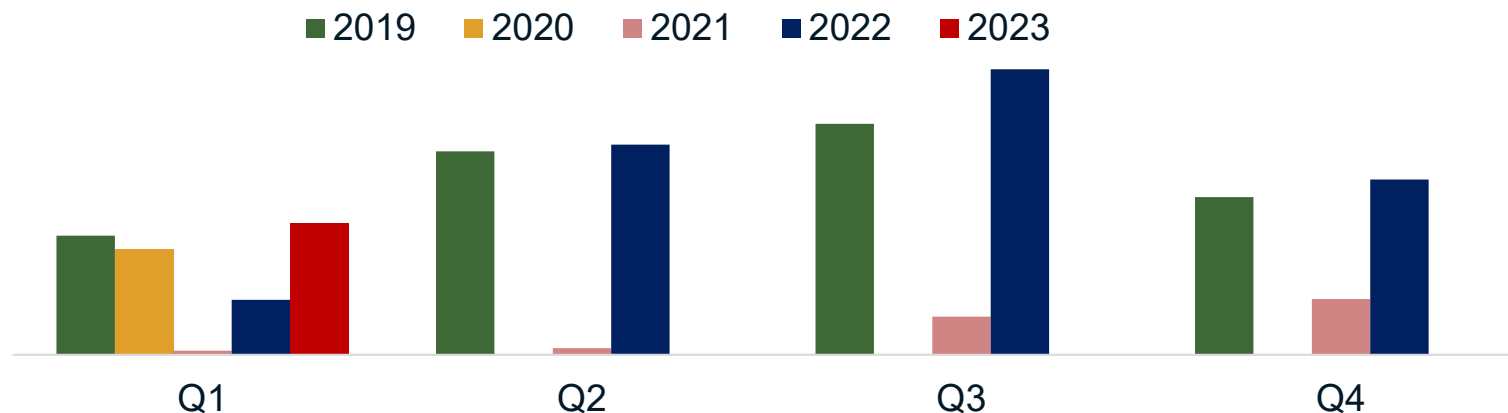


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	501	607	644	714
2020	455	-	-	-
2021	11	27	134	252
2022	251	490	612	668
2023P	499			

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region - North America

Overseas Visits to the UK from North America (000)
Source: Office for National Statistics, International Passenger Survey

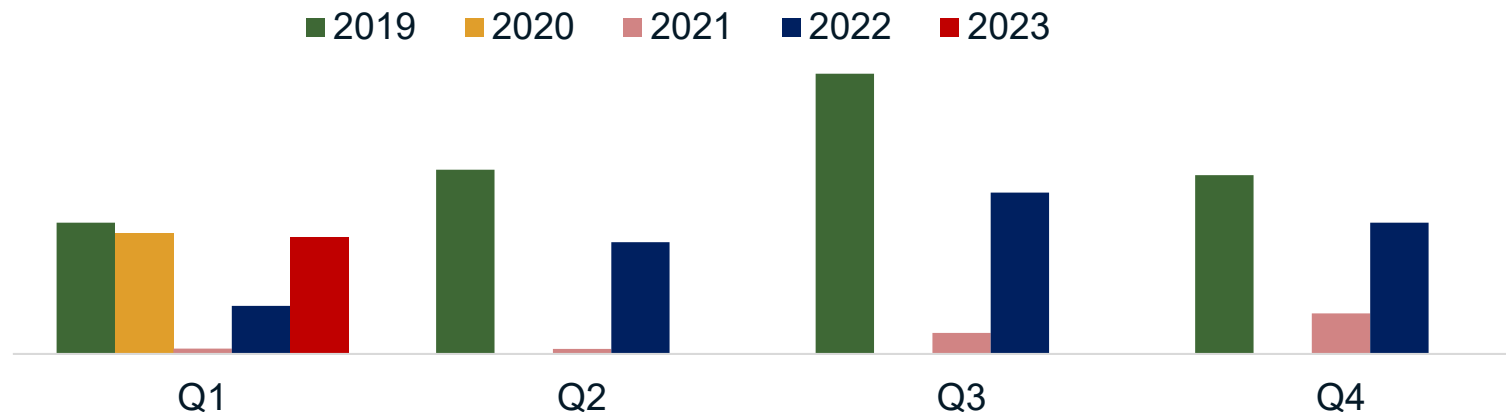


Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	900	1,537	1,745	1,191
2020	794	-	-	-
2021	31	51	289	421
2022	415	1,587	2,157	1,324
2023P	997	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

Detailed quarterly trend by global region - Rest of the World

Overseas Visits to the UK from Rest of the World (000)
Source: Office for National Statistics, International Passenger Survey



Years	Q1 (Jan-Mar)	Q2 (Apr-Jun)	Q3 (Jul-Sep)	Q4 (Oct-Dec)
2019	1,388	1,948	2,963	1,891
2020	1,274	-	-	-
2021	56	53	222	428
2022	508	1,181	1,705	1,388
2023P	1,228	-	-	-

Note: Visits in thousands. [Long term trends showing percentage change year-on-year by quarter and more is available here.](#)

4. Monthly data (Jan, Feb, Mar 2023)

Monthly 2022 Headlines

Total Visits (000)	2023	Change vs. 2019	Change vs. 2022
January 2023	2,900	2%	246%
February 2023	2,192	-8%	110%
March 2023	2,599	-17%	40%
Last 3 months (Jan-Mar 2023)	7,692	-8%	105%

Total Spend (£m)	2023	Change vs. 2019	Change vs. 2022
January 2023	2,107	28%	200%
February 2023	1,388	5%	76%
March 2023	2,130	16%	56%
Last 3 months (Jan-Mar 2023)	5,625	17%	97%

- **Visits:** In **January** 2023, there were 2.9m inbound visits to the UK, up 2% vs 2019. In **February**, visits dipped slightly reaching 2.2m visits, down 8% vs 2019. Visits in **March** picked back up to 2.6m, with the first quarter of the year totalling 7.7m visits, down 8% vs 2019 (and up 105% vs the previous year, 2022).
- **Spend:** In nominal terms, visitors spent a record £2.1bn in **January** 2023, up 28% vs 2019. In **February** and **March** spend remained above pre-pandemic levels, and set a new record of £2.1bn in March. Over the first quarter, spend was up 17% vs 2019 to £5.6bn (and up 97% vs 2022). In real terms, spend in Q1 at 2019 prices would equate to £4.7bn, down 2% on 2019.

International Passenger Survey by the ONS 2019, 2022 and 2023P. All values and percentage changes in spend are in nominal terms unless otherwise specified. Sample sizes at the monthly level for some analysis and comparisons can be low and results should be treated with caution, especially for spending.

Monthly Journey Purpose – Jan, Feb & Mar 2023

Total Visits (000)	January 2023	Change vs. 2019	Change vs. 2022	February 2023	Change vs. 2019	Change vs. 2022	March 2023	Change vs. 2019	Change vs. 2022	Last 3 months (Jan-Mar 2023)	Change vs. 2019	Change vs. 2022
Holiday	960	-1%	844%	774	-8%	195%	1,037	-10%	79%	2,772	-7%	194%
VFR	1,254	22%	139%	760	5%	99%	843	-9%	18%	2,856	7%	64%
Business	464	-29%	190%	477	-23%	63%	474	-44%	13%	1,417	-33%	77%
Miscellaneous	222	23%	330%	181	-1%	137%	245	17%	87%	648	13%	150%

- **Holiday** visits in January were just 1% below pre-pandemic levels at 960,000 visits. They dipped slightly in February but picked back up in March surpassing the 1m mark. Overall in Q1 2023, holiday visits reached 2.8m, down 7% vs 2019 (and up by nearly 200% vs 2022).
- **Visits to friends and relatives (VFR)**, continued to surpass pre-pandemic levels in Q1 2023, reaching a new January record of 1.3m visits. Across Q1, VFR visits were up 7% vs 2019 (and up 64% vs 2022).
- **Business visits** were still recovering at the slowest pace across Q1 2023 at 1.4m visits, down one third vs 2019 (and up 77% vs 2022).
- All other visits under '**miscellaneous**', which includes study, contributed 648,000 visits in Q1 2023, up 13% vs 2019 (and up 150% vs 2022).

International Passenger Survey by the ONS 2019, 2022 and 2023P.

Sample sizes at the monthly level for some analysis and comparisons can be low and results should be treated with caution, especially for spending.

Monthly Global Region – Jan, Feb & Mar 2023

Total Visits (000)	January 2023	Change vs. 2019	Change vs. 2022	February 2023	Change vs. 2019	Change vs. 2022	March 2023	Change vs. 2019	Change vs. 2022	Last 3 months (Jan-Mar 2023)	Change vs. 2019	Change vs. 2022
Total Europe	1,973	2%	238%	1,666	-4%	102%	1,829	-23%	29%	5,468	-10%	94%
→ EU	1,807	0%	248%	1,512	-6%	99%	1,650	-23%	28%	4,968	-10%	93%
→ EU15	1,446	-3%	276%	1,215	-5%	97%	1,296	-24%	22%	3,957	-11%	92%
→ Other EU	362	12%	180%	298	-10%	105%	352	-18%	52%	1,011	-7%	100%
→ Rest of Europe	165	28%	136%	153	11%	150%	181	-23%	52%	499	0%	99%
North America	373	13%	330%	217	2%	119%	407	14%	77%	997	11%	140%
Rest of World	555	-2%	231%	310	-26%	153%	363	-11%	67%	1,228	-12%	142%

- The UK welcomed 2.0m visits from **Europe** in January 2023, up 2% vs 2019. European visits dipped slightly in February to 1.7m but picked back up in March to 1.8m visits. Across Q1, European visits reached 5.5m, down 10% vs 2019 (and up 94% vs 2022).
- Visits from **North America** reached a record 373,000 visits in January 2023, up 13% vs 2019. Visits surpassed pre-pandemic levels into February and March 2023 as well, bringing the Q1 total to 1m visits, up 11% vs 2019 (and up 140% vs 2022).
- Those visiting from the **Rest of World** contributed 1.2m to UK inbound tourism in Q1 2023, down 12% vs 2019 (and up 142% vs 2023).

International Passenger Survey by the ONS 2019, 2022 and 2023P. All values and percentage changes in spend are in nominal terms unless otherwise specified. Sample sizes at the monthly level for some analysis and comparisons can be low and results should be treated with caution, especially for spending.

4. About this data

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 **20th July 2023**. The report covers Quarter one and the months within. Comparisons have been made to 2019 to show the rate of recovery, and also 2022 to show growth coming out of the pandemic.

The IPS data is based on interviews with a sample of departing visitors. The number interviewed varies but is typically around 3,000 per month. Sample sizes at the monthly level and quarterly level (for some analysis and comparisons) can be low and results should be treated with caution, especially for spending. Please refer to the [ONS website](#) for information on confidence levels.

Please also note:

- 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.
- All values and percentage changes in spend are in nominal terms (i.e. not taking inflation into account).
- From 2021, data excludes the Irish land border data

Refer to the [ONS website](#) for more on IPS methodology and UK outbound travel.

Please visit the [VisitBritain research webpage](#) for more detail on inbound tourism to the UK.

Important notice for interpreting data

The International Passenger Survey (IPS) was suspended on 16 March 2020 due to the coronavirus (COVID-19) pandemic. Interviewing initially began at UK airports at the start of 2021, though the IPS remained suspended at some sea ports and train stations during the year. To produce statistics for the periods impacted the Office for National Statistics (ONS) have applied the following processes to the data since March 2020:

- **March 2020** - With the data collected for most of March when the IPS was running the ONS had part of the data needed for the month. To produce estimates for the full month of March the ONS worked on the assumption that passenger characteristics in the second, unsampled, half of the month were represented by those sampled in the first half.
- **April – December 2020 (Q2, Q3, Q4 2020)** - The travel and tourism figures for this period are based entirely on administrative sources and modelling as no data was collected during this period. In producing these results the ONS have made assumptions that some previous trends have continued, for example, the proportions of passengers travelling for business or holidays.
- **2021** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) in Q4 2021 due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for this quarter. Data for those travelling via Dover was only collected from Q3 2021. In addition, no estimates are included for any travel across the Irish border. Please see [our 2021 inbound data page](#) for more information.
- **January to June 2022** – The ONS were unable to restart interviewing at Eurotunnel (but continued at Eurostar) during this period due to COVID-19 restrictions. The ONS has used passenger numbers to model the Eurotunnel data for Q1-Q2 2022. The ONS restarted IPS interviews at all ports from July 2022. Please see our [2022 inbound page](#) for more information.

Please [refer to the ONS website for the official release and more information on IPS methodology and UK outbound travel](#)

Sample size

Sample by country of residence	Q1 2023
Australia	246
Austria	71
Belgium	168
Brazil	94
Canada	252
China	19
Denmark	170
France	738
Germany	539
GCC*	261
Hong Kong	63
India	119
Irish Republic	1097
Italy	341
Japan	46
Netherlands	453
New Zealand	44
Norway	181
Poland	400
Romania	186
Saudi Arabia	62
South Korea	44
Spain	572
Sweden	195
Switzerland	224
United Arab Emirates	116
USA	1222

Time period	Sample
Q1 2023	9,190

Sample	Q1 2023
Holiday	2,885
VFR	3,252
Business	1,596
Study	77
Miscellaneous (Excl. study)	783

Sample	Q1 2023
Total Europe	6,128
→ EU Total	5,554
→ EU 15	4,600
→ Other EU	954
→ Rest of Europe	574
North America	1,474
Rest of World	1,588

- **Sample advice** – If the sample is less than 30 we do not recommend use of this data. For sample sizes between 30 and 100 we recommend the data be treated as indicative. Sample sizes over 100 are more reliable.

Definitions

Regions:

- **Total Europe** includes **EU15** (Austria, Belgium, Denmark, France, Finland, Germany, Greece, Irish Republic, Italy, Luxembourg, Netherlands, Portugal, Spain and Sweden); **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) and **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)

Journey purpose:

- **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

Other:

- **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
- **YoY** - Year on Year

Total UK: Quarterly Inbound Update

Q1 2023 (January to March)

International Passenger Survey by the ONS

(Published 20th July 2023)

