

KEY OVERSEAS VISITOR STATISTICS

FACT SHEET 2011

Trip Purpose Breakdown 2011 (%)

	Visits (m)		Nights (m)		Spend (£ m)	
	Visits	Share	Nights	Share	Spend	Share
Holiday	7,577	50%	36,900	41%	4,111	44%
Business	2,980	20%	13,157	14%	2,595	28%
VFR	3,399	22%	28,430	31%	1,558	17%
Study	138	1%	5,328	6%	362	4%
Misc	1,122	7%	7,205	8%	738	8%
Total	15,216		91,020		9,364	

Seasonal Spread 2011

Season	Visits %
Jan – Mar	20.5%
Apr – Jun	26.5%
Jul – Aug	28.7%
Sep – Dec	24.3%

Key Overseas Travel Trends 2007-2011

Year	Visits (000)	Spend (£m)	Nights (000)	Days per trip	Spend per trip (£)	Spend per day (£)
2007	15,340	8,192	95,846	6.2	534	85
2008	14,753	8,126	90,815	6.2	551	89
2009	14,211	8,238	85,686	6.0	580	96
2010	14,706	8,741	90,318	6.1	594	97
2011	15,216	9,364	91,020	6.0	615	103

Top Ten Markets by Volume (2011)

	Visits (000s)	Share
USA	1,840	12.6%
France	1,595	10.9%
Germany	1,208	8.3%
Italy	999	6.8%
Spain	887	6.1%
Australia	679	4.7%
Netherlands	625	4.3%
Ireland	620	4.2%
Sweden	453	3.1%
Canada	4229	2.8%

Fastest Growing Markets by Volume (2010-11)

	Absolute Growth (000s)	Relative Growth (%)
Switzerland	74	44%
USA	74	41%
Italy	66	28%
Denmark	63	24%
Brazil	61	23%
Total Market	510	4%

Fastest Declining Markets by Volume (2010-11)

	Absolute Decline (000s)	Relative Decline (%)
Belgium	-83	-17%
Germany	-50	-15%
Ireland	-36	-12%
France	-29	-10%

Leisure: Key Overseas Travel Trends 2007-2011

Year	Visits (000)	Spend (£m)	Nights (000)	Days per trip	Spend per trip (£)	Spend per day (£)
2007	6,502	3,125	33,394	5.1	481	94
2008	6,544	3,128	33,692	5.1	480	93
2009	7,055	3,784	35,478	5.0	536	107
2010	7,279	3,922	36,727	5.0	539	107
2011	7,577	4,111	36,900	4.9	543	111

Top Ten Markets by Value (2011)

	Spend (£ m)	Share
USA	1,382	15.9%
Italy	539	6.2%
France	528	6.1%
Australia	499	5.8%
Germany	477	5.5%
Spain	432	5.0%
Canada	266	3.1%
Netherlands	239	2.8%
Sweden	236	2.7%
Norway	235	2.7%

Fastest Growing Markets by Value (2010-11)

	Absolute Growth (£ m)	Relative Growth (%)
Russia	111	93%
Italy	102	76%
Brazil	89	71%
USA	87	43%
Saudi Arabia	72	38%
Total Market	623	7%

Fastest Declining Markets by Value (2010-11)

	Absolute Decline (£ m)	Relative Decline (%)
India	-49	-24%
Belgium	-39	-23%
UAE	-33	-23%
Ireland	-26	-19%

Business: Key Overseas Travel Trends 2007-2011

Year	Visits (000)	Spend (£m)	Nights (000)	Days per trip	Spend per trip (£)	Spend per day (£)
2007	3,579	2,566	15,221	4.3	717	169
2008	3,099	2,556	13,082	4.2	825	195
2009	2,556	1,930	11,028	4.3	755	175
2010	2,751	2,217	11,792	4.3	806	188
2011	2,980	2,595	13,157	4.4	871	197

VFR: Key Overseas Travel Trends 2007-2011

Year	Visits (000)	Spend (£m)	Nights (000)	Days per trip	Spend per trip (£)	Spend per day (£)
2007	3,702	1,416	31,497	8.5	382	45
2008	3,693	1,476	30,639	8.3	400	48
2009	3,250	1,377	26,484	8.1	424	52
2010	3,195	1,308	26,900	8.4	409	49
2011	3,399	1,558	28,430	8.4	458	55