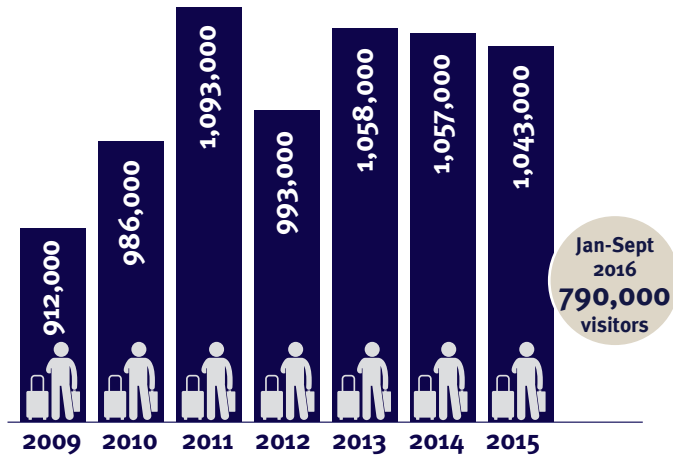




Australia

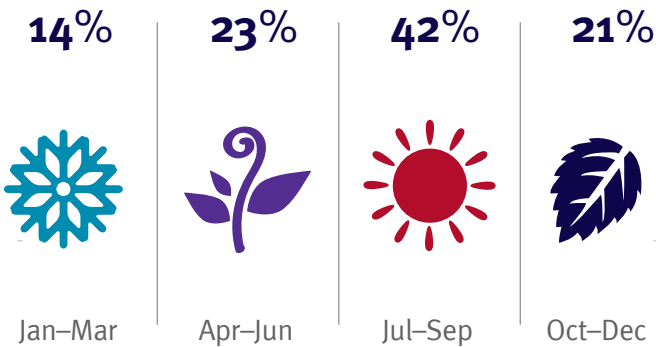
Inbound tourism overview

Annual visits

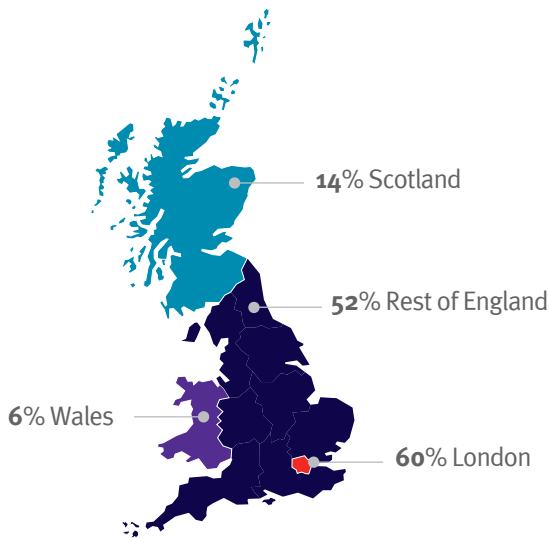


#10 Global ranking for inbound visits to Britain in 2015

Seasonal spread of travel (2015)

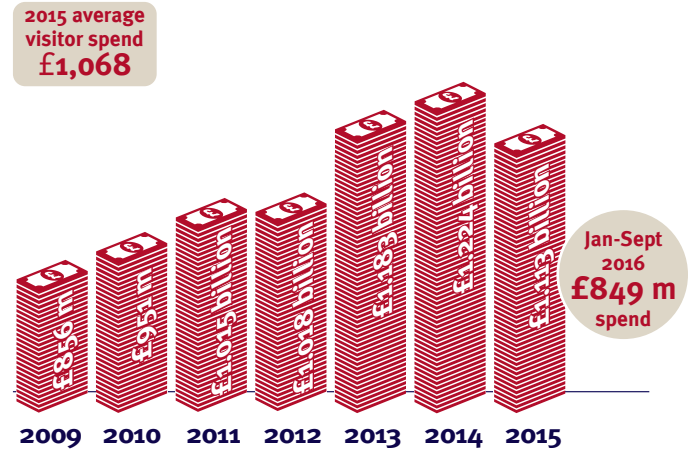


Regional spread of travel (2015)



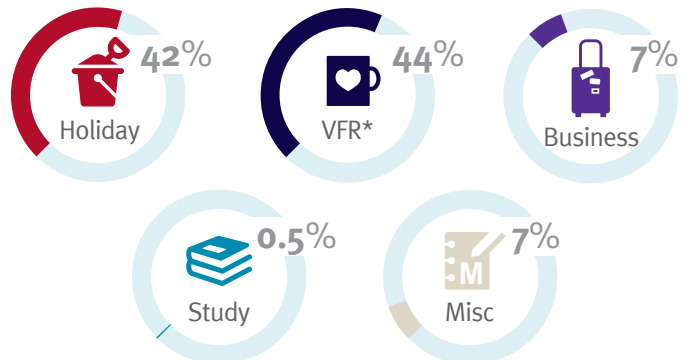
Percentages may not total 100% as single visit may include multiple regions.

Annual visitor spend

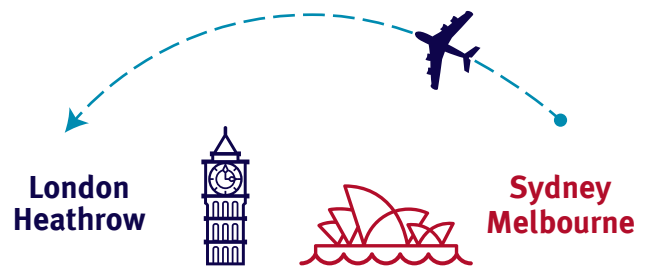


#4 Global ranking for inbound spend to Britain in 2015

Purpose of travel (2015)



Departure & destination airports** (2016)



Average flight seats per week** (2016)

8,848

Average length of stay (2015)

14 nights

*Visit friends and/or relatives, **direct, stopping flights only.

Sources: International Passenger Survey (IPS), Apex.

VisitBritain
Level 16, The Gateway,
1 Macquarie Place,
Sydney, NSW 2000, Australia

+61 (0) 28 247 2272
VisitBritain.AustraliaTrade@visitbritain.org

@VisitBritain
LoveGreatBritain
LoveGreatBritain
@VisitBritainBiz

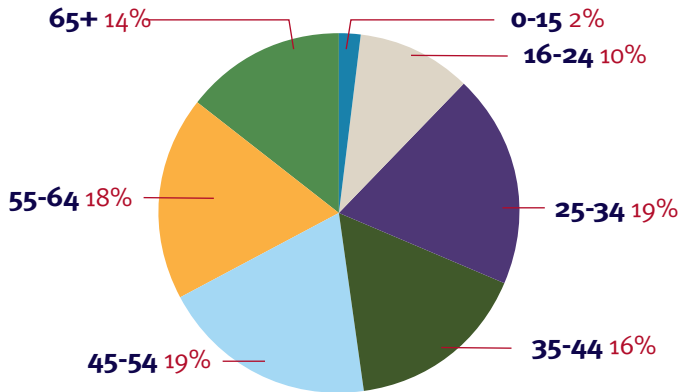
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com



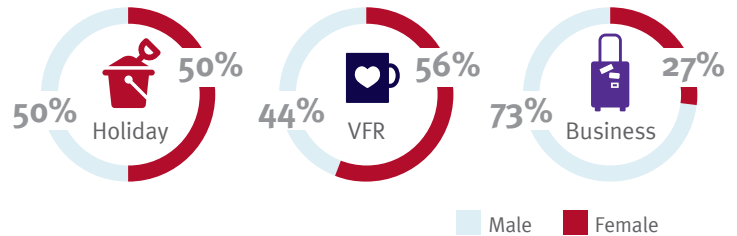
Australia

Visitor profile

Key demographics* (2013-2015)



Visitors' gender by visit purpose* (2013-2015)



Top three activities in the UK* (2011)



Went shopping



Went to the pub



Visited parks or gardens

Market segments & attributes



Affluent trendsetters

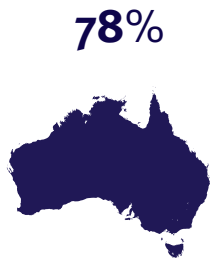
Affluent empty-nesters looking for exclusive, cultural and regional experiences



Active buzz-seekers

Digital-savvy travellers searching for exciting adventures and unique experiences away from their busy work schedule

Visitors' nationalities* (2013-2015)



Australia

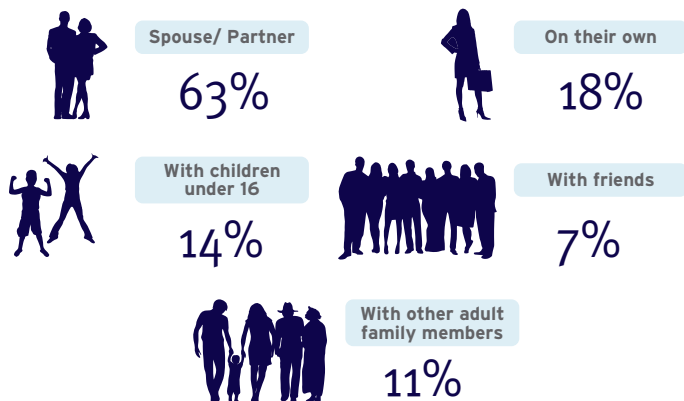


UK



Others

Travel companions** (2016)



Applicable to people who visited Britain.

Booking habits** (2016)

Booked transport online



76%

Stayed with friend and relatives



30%

Applicable to people who visited Britain.

Top influences in choosing a holiday destination** (2016)



Word of mouth



Travellers' reviews on websites



Information on search engines

73% of visitors from Australia are "extremely likely" to recommend Britain in 2015*