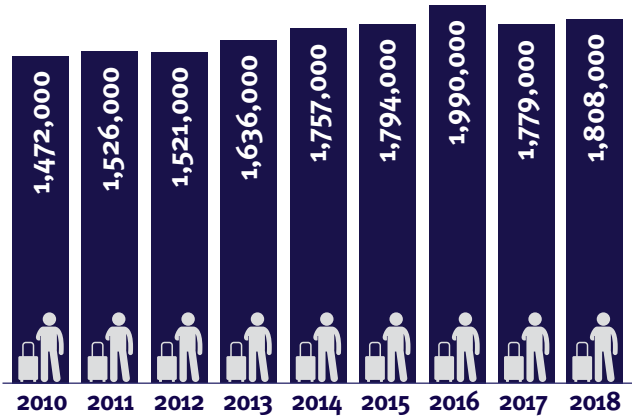




Italy

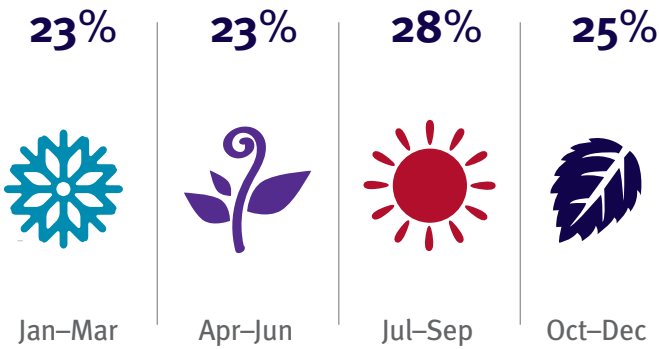
Inbound tourism overview

Annual visits*

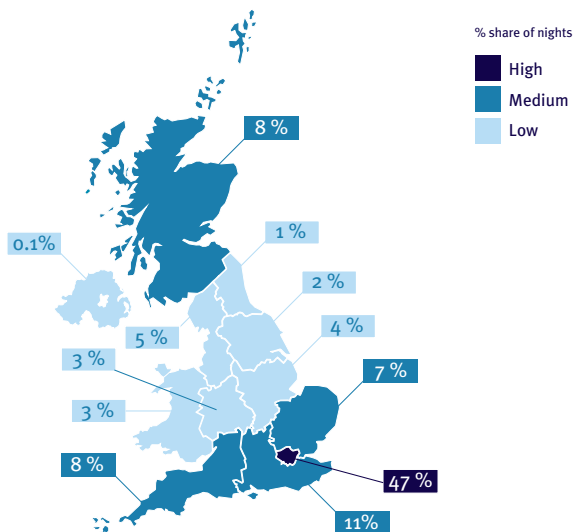


#8 Global ranking for inbound visits to the UK in 2018

Seasonal spread of travel* (2018)

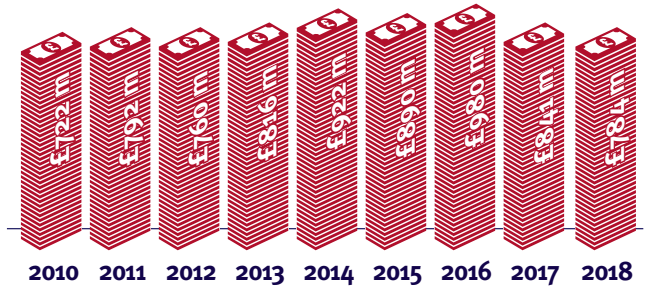


Regional spread of travel* (2016-2018)



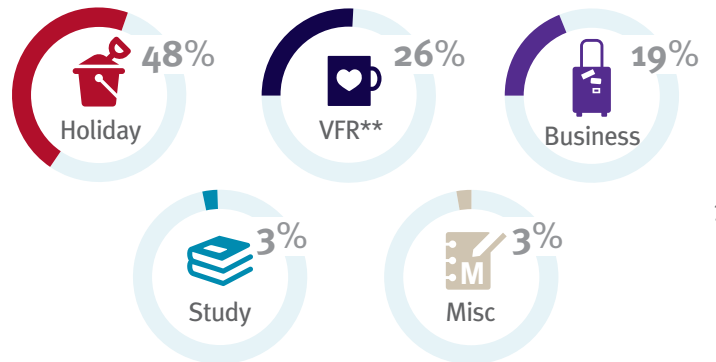
Annual visitor spend*

2018 average spend per visit
£434



#7 Global ranking for inbound spend in the UK in 2018

Purpose of travel* (2018)



Departure & destination airports*** (2018)



Average flight seats per week*** (2018)

173,492

Average length of stay* (2018)

5 nights

**Visit friends and/or relatives.

VisitBritain
Via San Paolo 7
20121 Milan
Italy

Cristina Bernabe
Manager Southern Europe
✉ cristina.bernabe@visitbritain.org

LoveGreatBritain.it
@LoveGreatBritain_it
#LoveGreatBritain

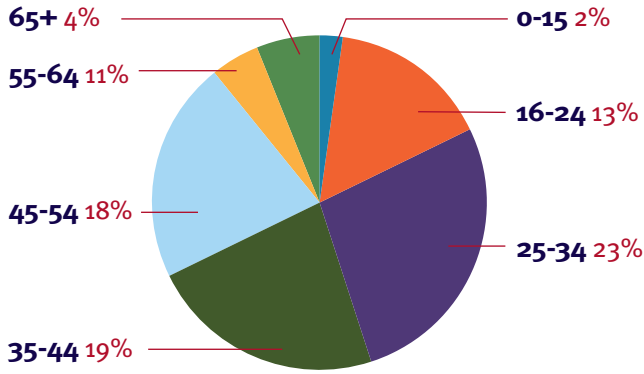
Consumer website: visitbritain.com
Corporate website: visitbritain.org
Image library: visitbritainimages.com
Trade website: trade.visitbritain.com
Media centre: media.visitbritain.com



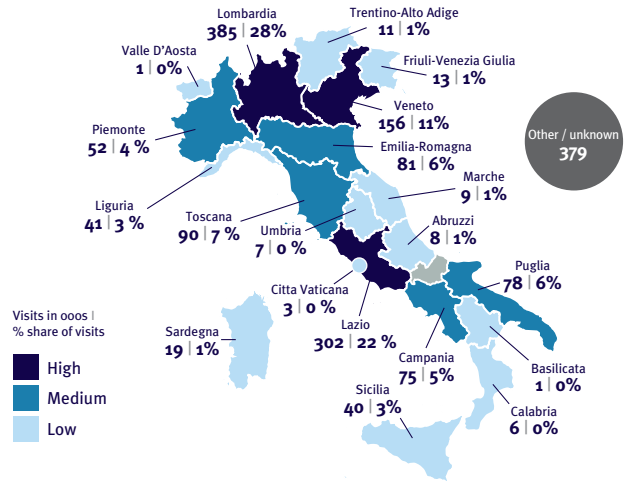
Italy

Visitor profile

Key demographics* (2018)



Visitors' origin* (2014)



Priority market segments & attributes



Buzzseekers

Often young independent travellers, looking for adventure, buzz and immersive experiences



Explorers

Energetic travellers who look for active outdoors experiences as well as immersing themselves in a cultural event

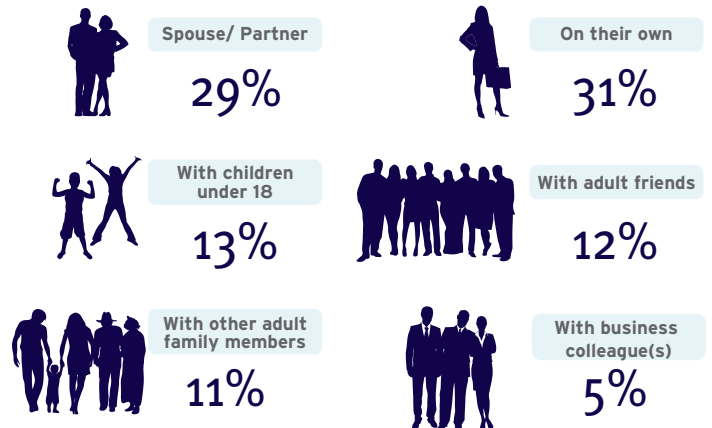
Top influences in visiting Britain** (2016)



Top three activities in the UK* (2007-2017)



Travel companions* (2017)



Top motivations for choosing Britain for a holiday** (2016)

- ✓ Cultural attractions
- ✓ Somewhere English is spoken
- ✓ Easy to get around
- ✓ Somewhere new
- ✓ Culture different from their own

Perceptions of Britain*** (2018)

Britain is ranked highly (within the top 10 out of 50 countries) by the Italians for:



97% of Italian visitors were "likely" or "extremely likely" to recommend Britain in 2017*

75% of Italian visitors were repeat visitors in 2015*

Sources: * International Passenger Survey (IPS) by ONS, ** VisitBritain/Ipsos 'Decisions and Influences' research (Applicable to people who visited Britain), *** Anholt Nation Brands Index powered by IPSOS.