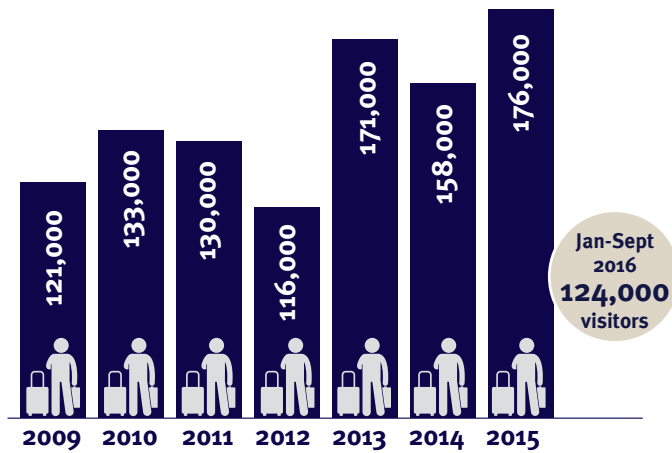




Malaysia

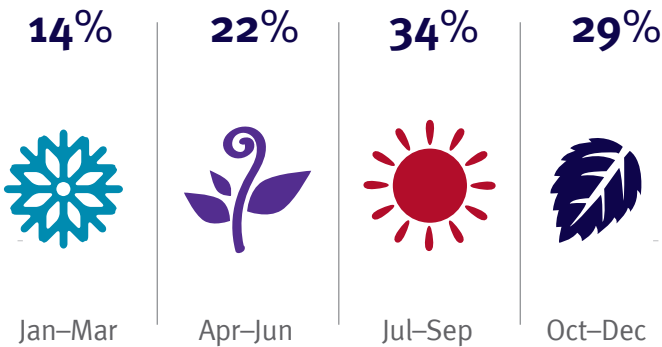
Inbound tourism overview

Annual visits

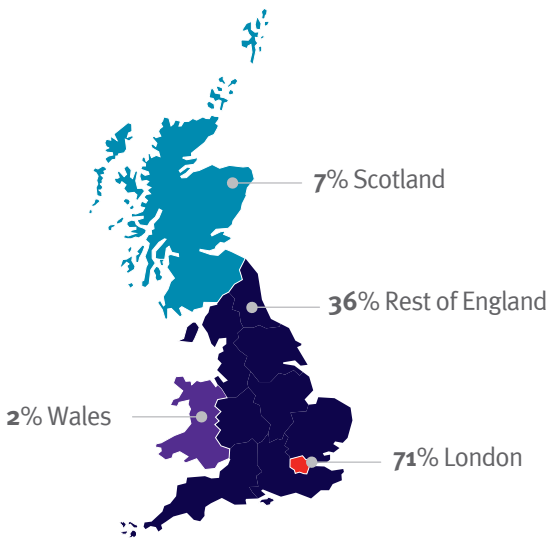


#36 Global ranking for inbound visits to Britain in 2015

Seasonal spread of travel (2015)

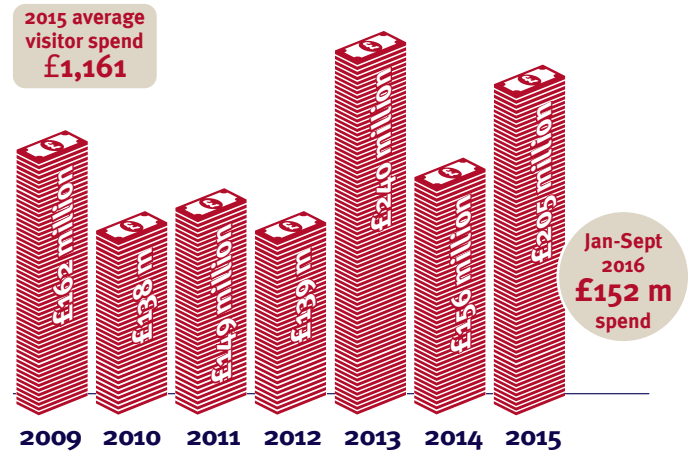


Regional spread of travel (2015)



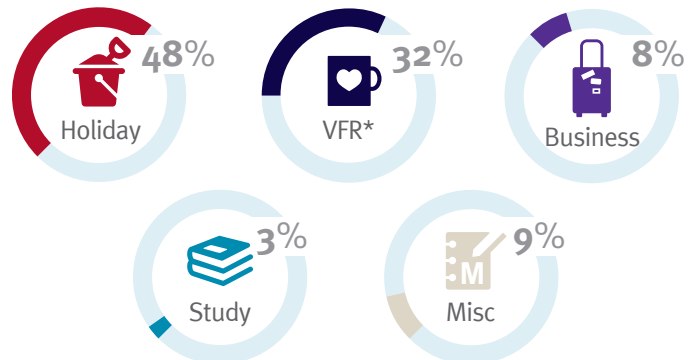
Percentages may not total 100% as single visit may include multiple regions.

Annual visitor spend



#30 Global ranking for inbound spend to Britain in 2015

Purpose of travel (2015)



Departure & destination airports** (2016)



Average flight seats per week** (2016)

8,222

Average length of stay (2015)

14 nights

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

Sources: International Passenger Survey (IPS), Apex.



VisitBritain[®]