



VisitBritain

UK-Thailand Education Forum

Timothy Jenkins, Policy and Public Affairs Manager
@tgjenkins

What is VisitBritain?

VisitBritain is the British Tourist Authority.

OUR AIMS

- **VisitBritain:** Market the nations and regions of Britain overseas to drive growth in international leisure and business tourism.
- **VisitEngland:** A focus on building world-class products, supported by distribution and marketing.



Our Impact

We are a **small, focused and highly effective agency**

For every £1 the government has invested in VisitBritain visitors spend £20.



£872 million
additional visitor
spend



**In 2016/17
we achieved:**



VisitBritain™

FUNDING



Department
for Culture
Media & Sport

GREAT



£20m

Private sector
investment

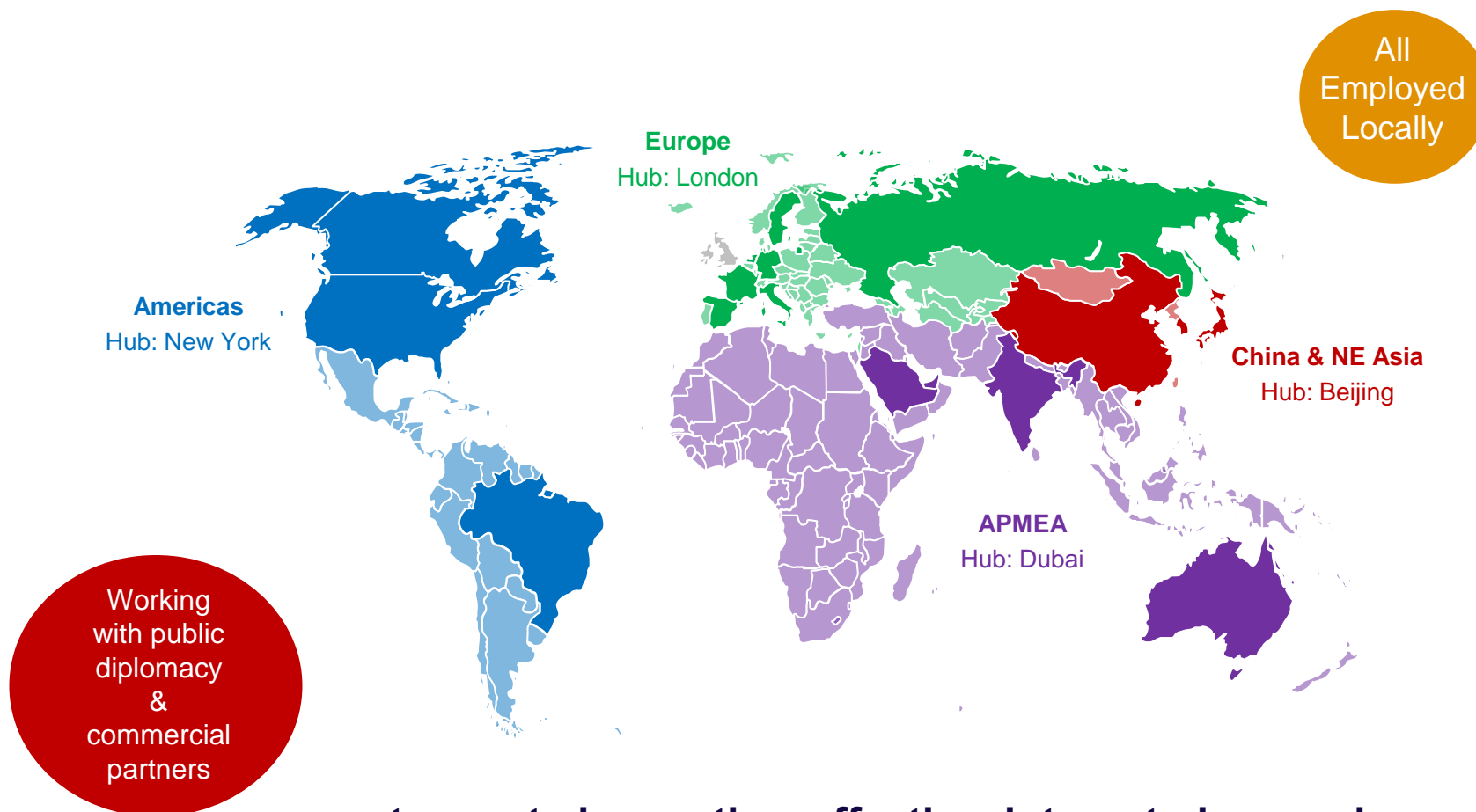


Our Approach

1. Inspire the world to visit Britain
2. Converting aspiration to sales
3. Building partnerships to magnify impact
4. Reaching international audiences digitally
5. Working with the overseas travel trade
6. Improving perceptions through PR



We are customer and market focused...



...to create innovative, effective, integrated campaigns
and help industry boost export earnings

2016 was another record breaking year for UK inbound - and we forecast solid growth for 2017



 **37.6m**
Record **Visits**

- 3% higher than 2015
- 6th consecutive year of growth



 **£22.5bn**
Record **Spent**

- Matching 2015's record
- £713 spent per second in 2016

2015

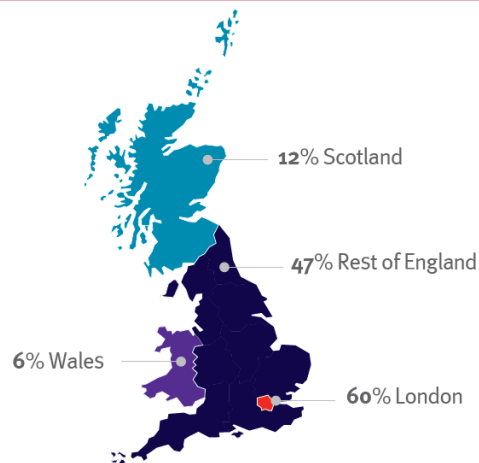
- Record 36.1m visits
- £22bn spend

2017 Forecast

- 4% growth visits
- 8.1% growth spend

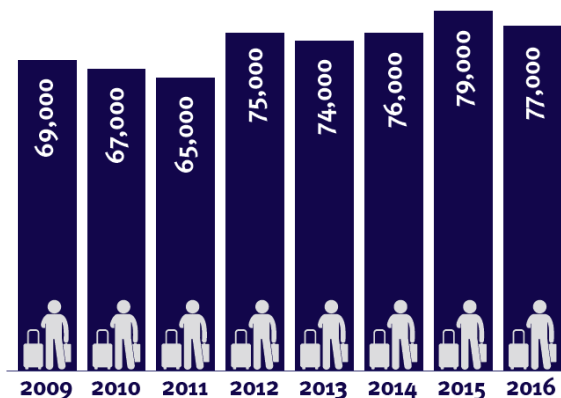
Inbound tourism from Thailand

Regional spread of travel* (2016)



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

Annual visits*



#51 Global ranking for inbound visits to the UK in 2016

Departure & destination airports*** (2016)



Average flight seats per week*** (2016)

9,774

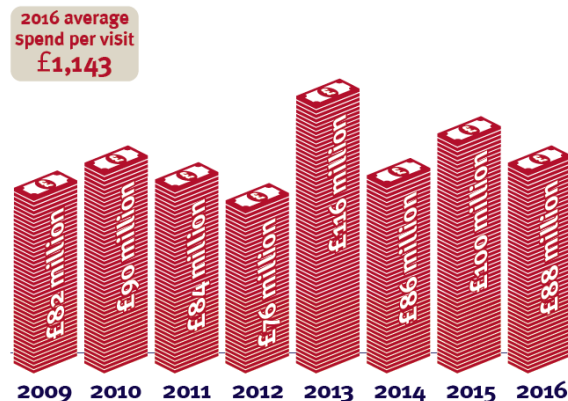
Average length of stay* (2016)

16 nights

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

Sources: *International Passenger Survey (IPS), ***Apex.

Annual visitor spend*



#44 Global ranking for inbound spend in the UK in 2016

High spending visitors

- 26% of visits to Britain in 2014 included shopping at outlets, department stores or shops selling designer/luxury goods.
- 25% of all expenditure by overseas visitors is on shopping – this means overseas spent £5.6 billion on shopping in Britain in 2016.
- Visitors from the Gulf are particularly likely to have shopped at an outlet/department store or shop selling designer/luxury goods – for example, 61% from Qatar and Saudi Arabia and 67% from Kuwait – along with other markets like Hong Kong, Thailand, Malaysia, Singapore and China.

Table 1: Average spend per visit

Market	Spend per visit (2016)
Saudi Arabia	£2,370
Bahrain	£2,354
Egypt	£2,144
Qatar	£1,992
Kuwait	£1,984
China	£1,972
Nigeria	£1,951

Table 2: Average spend per night

Market	Spend per night (2016)
Egypt	£180
Bahrain	£172
Chile	£164
United Arab Emirates	£159
Switzerland	£158
Kuwait	£155
Saudi Arabia	£146

Only countries with a base size larger than 100 have been included

What is the GREAT campaign?

FIND YOUR

GREAT

BRITAIN

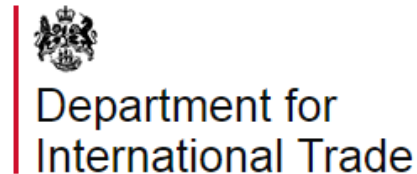


A cross-Government campaign with global reach



Prime Minister's Office, 10 Downing Street

17 Government Departments and public bodies including...



Foreign &
Commonwealth
Office



Showcasing the best of Britain through seven pillars



Using GREAT images to inspire travellers to enjoy unique British experiences

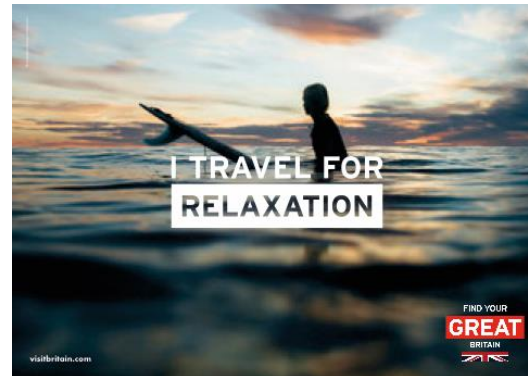
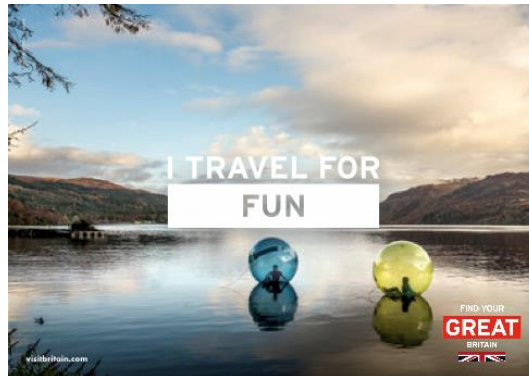


- Our 'Home of Amazing Moments' campaign celebrates the unique sights and experiences which can only be found in Britain.
- We encourage visitors to share these with the hashtag '#OMGB' (Oh My GREAT Britain).
- Following successful launch in 2016 in Europe and Americas, Global roll-out is now underway.
- Successful partnering with Expedia & strategic partnership in China with Hainan Airlines.



Our next big idea: “I Travel For...”

The world's most wonderfully unexpected island



Creative is in development – these are some initial mock ups.

5 Years since the launch of GREAT...

- Over the period of the GREAT campaign (+ core grant activity) total additional spend by visitors has been £3.1bn.
- **The return on investment (ROI)** has been the highest of any agency involved in GREAT – 22:1 over the 5 years.
- **Role in Soft Power.** People who have visited Britain, are more likely to invest.

VisitBritain and Universities



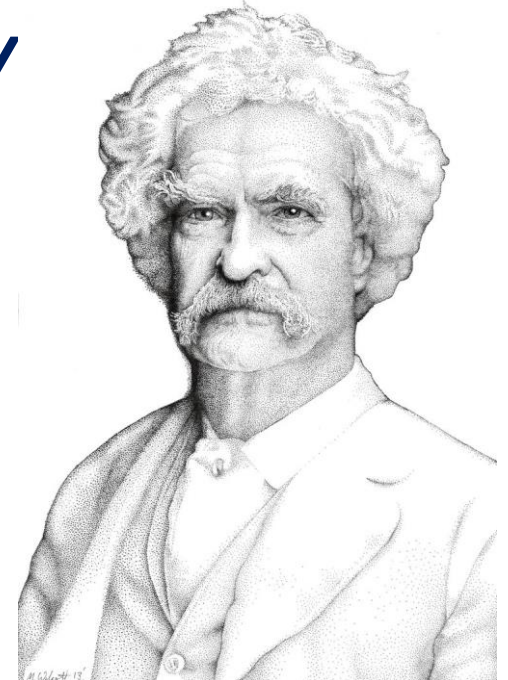
- **Business Events.** UK's academic reputation helps secure international events. Heriot Watt University – European Robotics Forum 2017 held in Edinburgh. The Event Support Programme assisted with advertising and publicity to attract new delegates.
- **Education is GREAT.** In 2016 VisitBritain launched a campaign to inspire more visitors from Malaysia to UK university cities as part of a wider Education is GREAT campaign run in partnership with the FCO, DIT, Chevening, British Council and British Malaysia Chamber of Commerce.
- **Universities as Attractions.** History and heritage of Britain's university cities a huge draw which VisitBritain seeks to promote. Many attractions are University owned – such as Durham Castle, King's College Chapel in Cambridge, the Bodleian Library in Oxford, and Manchester Museum.



Soft Power of Tourism

*“Travel is fatal to prejudice,
bigotry, and narrow-
mindedness, and many of
our people need it sorely
on these accounts.”*

Mark Twain

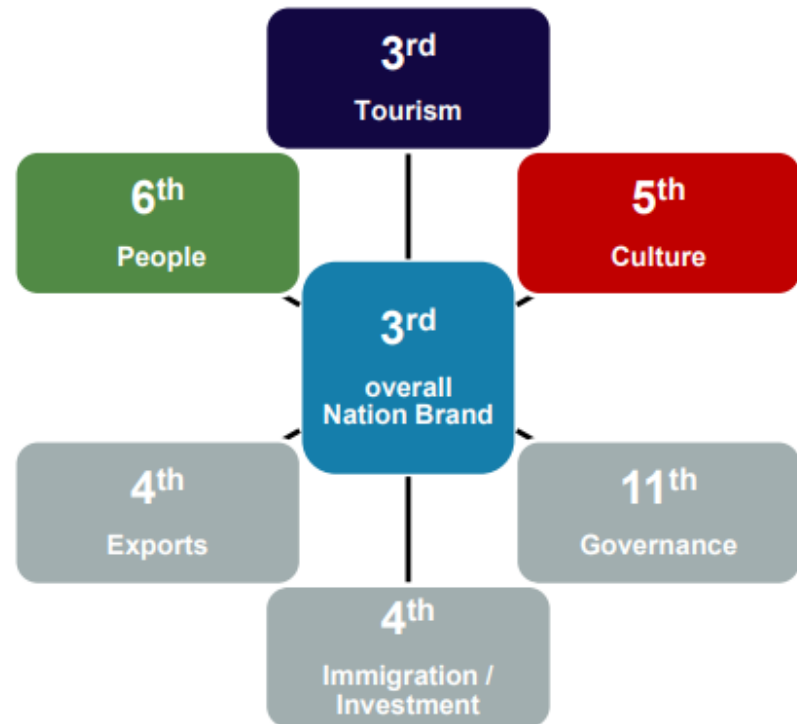


Brand Britain remains strong

Top ten nation brands 2017

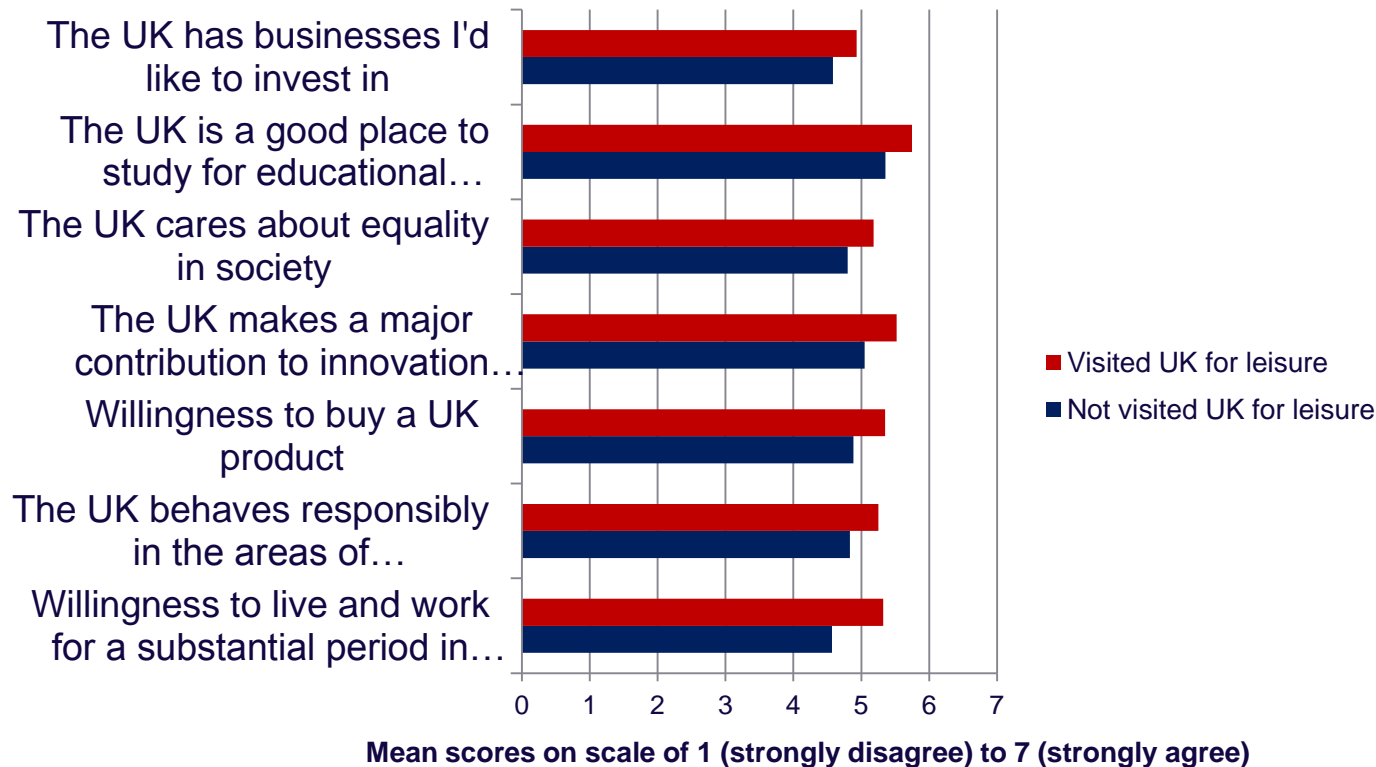
Rank	Nation	Change to 2016
1	Germany	+1
2	France	+3
3	United Kingdom	0
4	Canada	0
4	Japan	+2
6	USA	-5
7	Italy	-1
8	Switzerland	0
9	Australia	0
10	Sweden	0

How the UK ranks in 2017



Inbound Tourism is a driver of Soft Power

Affinity with the UK



This data shows that those who visit Britain for a holiday are more likely to think positively about it as a place to invest, do business with and study. Visitors act as ambassadors for the UK.

As Others See Us

- The British Council's 2013 report "As Others See Us" identified the top five characteristics that make the UK attractive:
 1. Cultural and historic attractions
 2. Cities
 3. Arts and Countryside and landscape
 5. History
- These characteristics can either only be experienced as a visitor or are best experienced as a visitor.



AS OTHERS SEE US

Culture, attraction and soft power

www.britishcouncil.org



Soft Power & Tourism



- The success of inbound tourism is a key measurement of a nation's soft power. The UK was ranked 2nd in Portland's 2017 Soft Power 30 Survey.
- A report from April 2016 estimates that a 1% net increase in soft power raises exports by around 0.8% proving that soft power has a direct economic payoff in addition to visitor spending.
- The House of Lords Select Committee on Soft Power and the UK's influence's 2014 report, *Persuasion and Power in the Modern World*, concluded that inbound tourists *"contribute so much to both the UK's economy and the UK's international standing"* and proposed *"that the Government use GREAT Campaign funding and advertising resources to promote specific cultural activities that are likely to increase inbound tourism."*



Thank you

Email: Timothy.Jenkins@VisitBritain.org