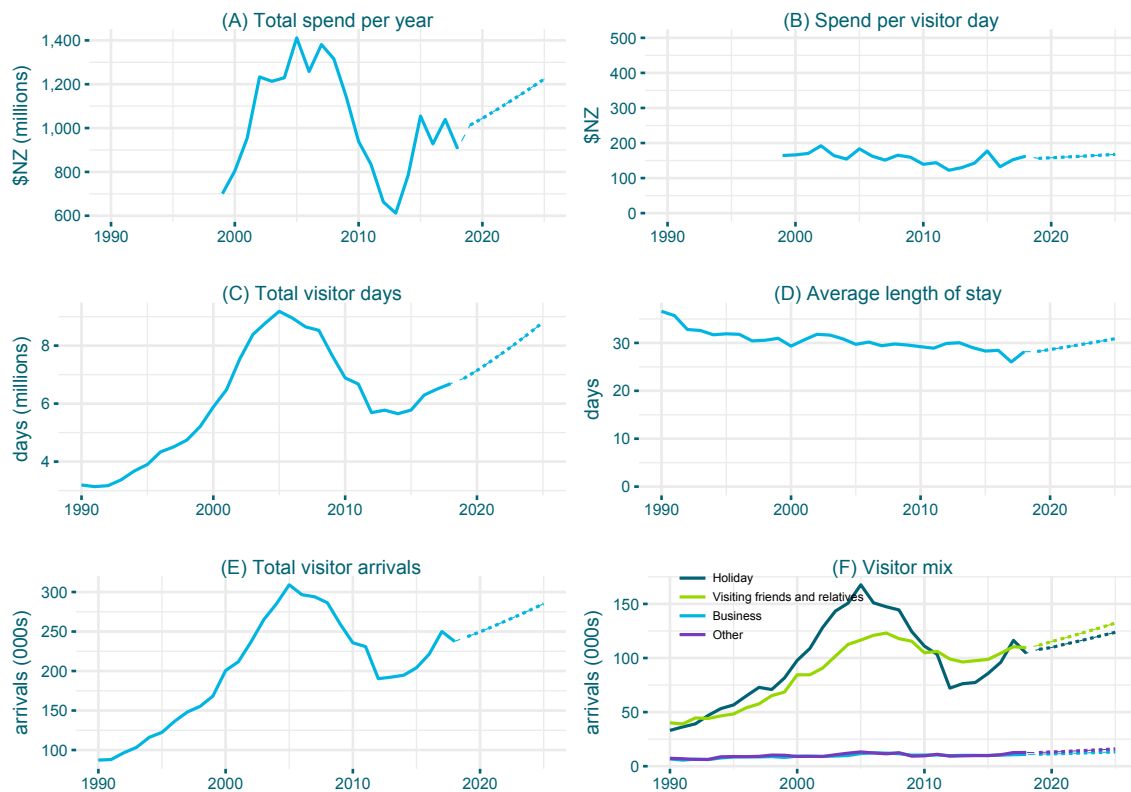


United Kingdom



Summary	2018	2025	Visitor market characteristics ⁴	
Total spend (\$m) ¹	906	1,224	GDP per capita (PPP)	44,920
Total visitors (000s) ²	237	285	Population (millions)	66
Total days (000s) ²	6,687	8,804	Outbound departures (millions)	74
Spend per day (\$) ³	162	168	Outbound spend (USD mn)	71,671
Avg length of stay (days) ²	28	31		

Summary of forecasts: UK



Year	2018	2019	2020	2021	2022	2023	2024	2025	Growth	
									Total	Annual ⁵
Total spend (\$m) ¹	906	1,013	1,044	1,078	1,114	1,149	1,186	1,224	35%	4.4%
Total visitors (000s) ²	237	243	250	256	263	270	278	285	20%	2.7%
Total days (000s) ²	6,687	6,867	7,142	7,446	7,766	8,096	8,442	8,804	32%	4%
Spend per day (\$) ³	162	156	158	160	162	164	166	168	3%	0.4%
Avg length of stay (days) ²	28	28	29	29	29	30	30	31	10%	1.3%

1. International Visitor Survey, MBIE; 2. International Travel & Migration data, Statistics New Zealand; 3. Derived from the International Visitor Survey; 4. World Bank data (<http://data.worldbank.org/indicator>); 5. Compound annual growth rate (2018-2025).