

Inbound Tourism - UK - November 2014

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Inbound tourism growth looks likely to continue with the core London segment going from strength to strength. The inbound source markets – France, Germany and the US – are currently robust, and emerging markets are developing fast, with China and the Middle East offering the biggest opportunities. Against this is the growing economic risks of recession and deflation in the Eurozone.”
- John Worthington, Senior Analyst

This report looks at the following areas:

- Is the UK an expensive destination and what are the implications?
- How significant are Chinese and other emerging market visitors for UK tourism?
- How can the UK attract more visitors outside of London?

Inbound holidays bounced back strongly in 2013 after the disruption of the Olympic year, and are poised to set new records in 2014. Core European and US source markets are robust and there is much excitement over the potential of new emerging markets. However much of this tourism dividend is concentrated in London and there are real challenges in attracting more overseas visitors to other regions.

This report explores the key dynamics of the inbound leisure tourism market, including market drivers, market size, forecasts and market segmentation. The report also analyses the results of detailed consumer research carried out among seven of the UK's most important source markets, analysing visitor experience, holiday activities, perceptions of the UK's strengths and weaknesses as a holiday destination and future intentions.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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