

THE CURRENCY CONVERSION SERVICE BY GLOBAL PAYMENTS



OVERVIEW OF VISITOR SPEND



01. LONDON



02. SCOTLAND



03. WALES



04. SOUTH WEST ENGLAND



05. NORTH ENGLAND



06. YORKSHIRE



CONTACT GLOBAL PAYMENTS





SPEND ON **INTERNATIONAL CARDS** IS BOOMING IN THE UK

In **2015** tourists spent

£22.07 Billion

£22.90 Billion

Is forecast for **2016**¹



Visitors are expected to reach 36.7m in 2016

2014 – 34,400,000

2015 – 35,400,000²

2016 – 36,700,000³



THE UK'S STRATEGY FOR TOURISM IS AIMING TO ATTRACT **40 MILLION** INTERNATIONAL VISITORS SPENDING **£31.5 BILLION BY 2020**⁴

According to **Visit Britain** data:

TOP VISITING COUNTRIES TO THE UK IN 2015



- France
- Germany
- USA (Top spenders in 2015)
- Ireland
- Spain

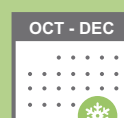
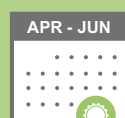
TOP SPENDERS IN 2015



- USA
- France
- Germany
- Australia
- Spain

THERE ARE **OPPORTUNITIES ALL YEAR ROUND** IN THE UK FOR FOREIGN SPEND.

AS 43.2% OF VISITS ARE IN LOW SEASONS BETWEEN OCTOBER – MARCH AND SEE 41.2% OF THE ANNUAL VISITOR SPEND.



Where are our visitors spending?





VISITOR SPEND IN 2015

£11.92 BILLION



How is that spent across the year?



18.11%

JANUARY TO MARCH



29.17%

JULY TO SEPTEMBER



26.57%

APRIL TO JUNE



26.15%

OCTOBER TO DECEMBER

LONDON



NO SIGNIFICANT PEAK SEASON FOR VISITOR SPEND IN LONDON.
ALL YEAR ROUND VISITOR SPENDING OPPORTUNITY.

Why are they travelling?



HOLIDAY
45.01%



BUSINESS
27.21%



VISITING
16.72%



STUDY
4.69%



MISC
6.37%



ACCOUNTING FOR **£5.36BN** VISITOR SPEND

How long are they staying?



1-3 NIGHTS
29.77%

4-7 NIGHTS
35.12%

8-14 NIGHTS
17.43%

15+ NIGHTS
17.68%

Who's spending?

TOP VISITING MARKETS BY SPEND:



- USA
- France
- Germany
- Italy
- Spain

What are they spending?

APPROX

£4.17BN

WITH **£1.8BN** SPEND COMING
FROM THE USA

AVERAGE SPEND
PER VISITOR



£641



THE HOME
CURRENCIES
OF THE TOP
VISITORS





VISITOR SPEND IN 2015

£1.7 BILLION



How is that spent across the year?



9.01%

JANUARY TO MARCH



29.09%

APRIL TO JUNE



42.22%

JULY TO SEPTEMBER
(PEAK SEASON)

17.68%

OCTOBER TO DECEMBER

SCOTLAND



VERY CLEAR VISITOR SEASON WHERE MOST OF THE OPPORTUNITY IS AVAILABLE.

Why are they travelling?



HOLIDAY
63.75%



BUSINESS
12%



VISITING
16.96%



STUDY
2.73%



MISC
4.55%

ACCOUNTING FOR **£1.08BN** VISITOR SPEND

How long are they staying?



1-3 NIGHTS
9.51%

4-7 NIGHTS
29.46%

8-14 NIGHTS
34.50%

15+ NIGHTS
26.53%

AVERAGE SPEND
PER VISITOR



£654

Who's spending?

TOP VISITING MARKETS BY SPEND:



- USA
- Germany
- Australia
- France
- Spain

What are they spending?

£915M

OVER 50%
OF TOTAL
VISITOR SPEND COMES FROM THE
TOP 5 VISITING COUNTRIES



US & Australian Dollar

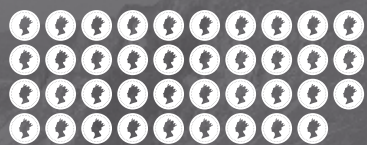
THE HOME
CURRENCIES
OF THE TOP
VISITORS





VISITOR SPEND IN 2015

£409.97 MILLION



How is that spent across the year?



11.89%

JANUARY TO MARCH



40.79%

JULY TO SEPTEMBER
(PEAK SEASON)

29.38%

APRIL TO JUNE



17.95%

OCTOBER TO DECEMBER

WALES



JULY TO SEPTEMBER: OBVIOUS SEASON FOR OPPORTUNITY TO ATTRACT INTERNATIONAL VISITOR SPEND

Why are they travelling?



HOLIDAY
35.02%



BUSINESS
12.96%



VISITING
34.68%



STUDY
6.90%



MISC
10.45%

ACCOUNTING FOR **£143.5M** VISITOR SPEND

How long are they staying?



1-3 NIGHTS
15.19%

4-7 NIGHTS
23.40%

8-14 NIGHTS
21.64%

15+ NIGHTS
39.77%

AVERAGE SPEND
PER VISITOR



£423

Who's spending?

TOP VISITING MARKETS BY SPEND:



- France
- Australia
- USA
- Irish Republic
- Germany

What are they spending?

£191.6M

ACCOUNTING FOR JUST OVER 50%
OF TOTAL VISITOR SPEND.



US & Australian Dollar

THE HOME
CURRENCIES
OF THE TOP
VISITORS





VISITOR SPEND IN 2015

£1.06 BILLION



How is that spent across the year?



14.93%

JANUARY TO MARCH



41.40%

JULY TO SEPTEMBER
(PEAK SEASON)



24.89%

APRIL TO JUNE



19.77%

OCTOBER TO DECEMBER

SOUTH WEST ENGLAND



JULY TO SEPTEMBER: OBVIOUS SEASON FOR OPPORTUNITY TO ATTRACT INTERNATIONAL VISITOR SPEND

Why are they travelling?



HOLIDAY
37.10%



BUSINESS
19.31%



VISITING
28.38%



STUDY
11.51%



MISC
3.70%

ACCOUNTING FOR **£392M** VISITOR SPEND

How long are they staying?



1-3 NIGHTS
12.74%

4-7 NIGHTS
23.55%

8-14 NIGHTS
25.49%

15+ NIGHTS
38.21%

Who's spending?

TOP VISITING MARKETS BY SPEND:



- Germany
- France
- USA
- Australia
- Irish Republic



US & Australian Dollar



What are they spending?

£454.9M

ACCOUNTING FOR NEARLY 50% OF
TOTAL VISITOR SPEND

AVERAGE SPEND
PER VISITOR



£444

THE HOME
CURRENCIES
OF THE TOP
VISITORS





VISITOR SPEND IN 2015

£1.48 BILLION



How is that spent across the year?



19.49%

JANUARY TO MARCH



31.63%

JULY TO SEPTEMBER



26.36%

APRIL TO JUNE



22.52%

OCTOBER TO DECEMBER

NORTH ENGLAND



MODERATELY HIGH PEAK SEASON FROM JULY TO SEPTEMBER

Why are they travelling?



HOLIDAY
23.92%



BUSINESS
18.07%



VISITING
28.56%



STUDY
18.85%



MISC
10.60%

ACCOUNTING FOR £423M VISITOR SPEND

How long are they staying?



1-3 NIGHTS
20.76%

4-7 NIGHTS
22.44%

8-14 NIGHTS
17.01%

15+ NIGHTS
39.79%

Who's spending?

TOP VISITING MARKETS BY SPEND:



- USA
- Irish Republic
- Germany
- France
- Australia



US & Australian Dollar



THE HOME
CURRENCIES
OF THE TOP
VISITORS

What are they spending?

£513.85M

AVERAGE SPEND
PER VISITOR



£456





VISITOR SPEND IN 2015

£515.52
MILLION



How is that spent across the year?



15.12%

JANUARY TO MARCH



33.15%

JULY TO SEPTEMBER



26.03%

APRIL TO JUNE



25.71%

OCTOBER TO DECEMBER

YORKSHIRE



MODERATELY HIGH PEAK SEASON FROM JULY TO SEPTEMBER

Why are they travelling?



HOLIDAY
23.46%



BUSINESS
23.08%



VISITING
39.96%



STUDY
9.51%



MISC
4%

ACCOUNTING FOR £206M VISITOR SPEND

How long are they staying?



1-3 NIGHTS
13.57%

4-7 NIGHTS
20.73%

8-14 NIGHTS
23.44%

15+ NIGHTS
42.26%

Who's spending?

TOP VISITING MARKETS BY SPEND:



USA
Australia
Poland
Germany
China

¥ €
zł
\$
US & Australian Dollar

What are they spending?

£189.8M

THE HOME CURRENCIES OF THE TOP VISITORS

AVERAGE SPEND PER VISITOR



£400





HomeCurrencyPay

HomeCURRENCYPAY WITH GLOBAL PAYMENTS

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¹ Visit Britain website 2016

² Visit Britain website 2016 forecast

³ Visit Britain website 2016 forecast

⁴ Visit Britain website 2016

⁵ Can be added to your terminal for an additional cost

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