



Britain: A Great Value Destination With Brexit-Created Bargains

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LONDON, ENGLAND - JUNE 24: Supporters of the Stronger In Campaign react as results of the EU referendum are announced at the Royal Festival Hall on June 24, 2016 in London, United Kingdom. The United Kingdom has gone to the polls to decide whether or not the country wishes to remain within the European Union. After a hard fought campaign from both REMAIN and LEAVE the vote is too close to call. A result on the referendum is expected on Friday morning. (Photo by Rob Stothard/Getty Images) (Photo: Rob Stothard / Stringer)

According to recent figures [released](#) by VisitBritain and the airline data analysis firm ForwardKeys, bargain-hunting international travelers grabbed the opportunity to book trips to the freshly discounted U.K.

Resulting to the "Brexit" vote, also known as the June 24 Referendum, July was the utmost month ever for inbound tourism to the UK. There have been an estimated 3.8 million visitors descending on the country.

It is about 2 percent increase in visitors compared with July 2015. Visits from North America were up five percent in July, to 580,000, compared with the previous year, based on the further reports by the [ForwardKeys](#).

ForwardKeys is a traveler data intelligence company which one of their services is to provide tool to monitor permanently inbound and outbound travelling, compare their performance 'in real time' with competing destinations, and monitor the impact of their marketing efforts.

Flight bookings to the U.K. jumped considerably after Brexit and subsequently resulted to the pound crash in response to the United Kingdom's vote to leave the European Union in June. The company attributed the booking influx to the sharp drop in the British pound after the vote.

According to [VisitBritain](#) CEO Sally Balcombe, "We want Britain to be top of people's list as a 'must go now' destination, and we have an immediate and real opportunity to promote Britain as a great value destination, particularly in our long-haul, high-spending markets such as China and the U.S."

There have been reports that there were substantial media hype surrounding the value that the U.K. suddenly represents to foreign travelers. Based on booking patterns, it appears that the buzz has resounded.

Based on reports by [Travel Weekly](#), the CEO of Mountain View (Calif.-based agency [Zicasso](#)), Brian Tan, said demand for the U.K. definitely jumped following Brexit.

"Zicasso has been experiencing an uptick in the U.K. market every year since 2008," Tan said.

"However, 2016 has seen a bigger uptick in demand than normal, especially for the U.K. post-Brexit announcement. This has primarily been due to the most favorable exchange rate in over a decade plus favorable airfares," he added.

Opportunely, the increase in tourist has brought more revenue to the U.K.'s tourism economy, as well.