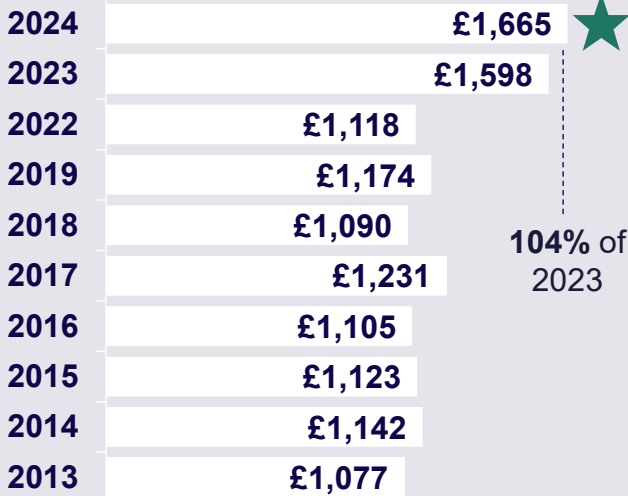


Annual visitor spend (£m)



★ Records marked with a star

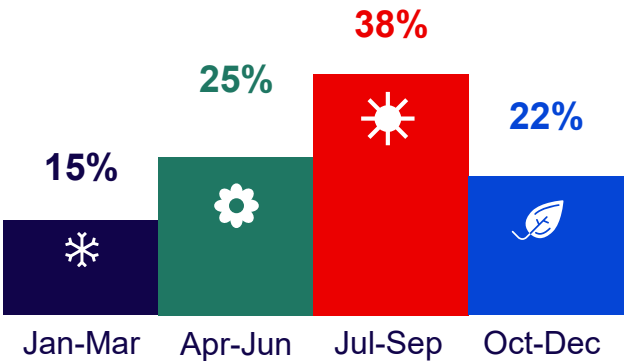
#9

Global ranking for inbound visits to the UK in 2024

#4

Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



In 2024, **average trip length (13 nights)** and **spend per visit (£1,358)** amongst visitors from Australia to GB were both 1.7 times the global averages of 7.4 nights and £818 per trip, respectively.

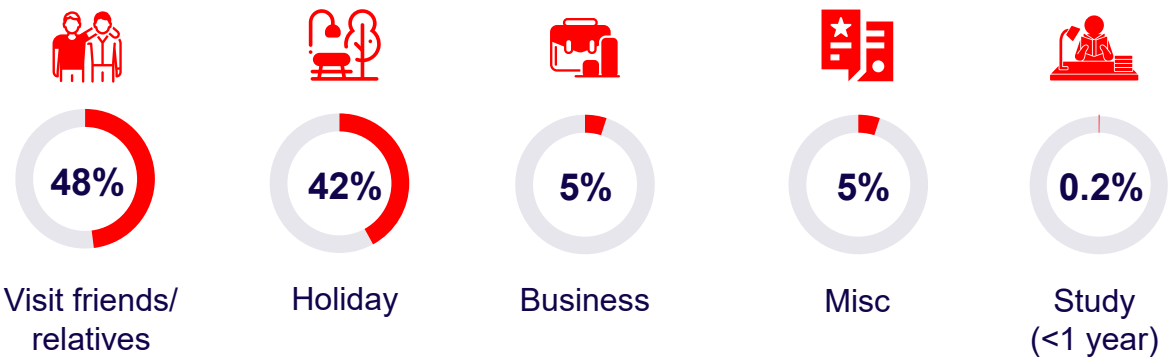
Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

Kristen Angus
Country Manager Australia & New Zealand
kristen.angus@visitbritain.org

£1,358
2024 average spend per visit

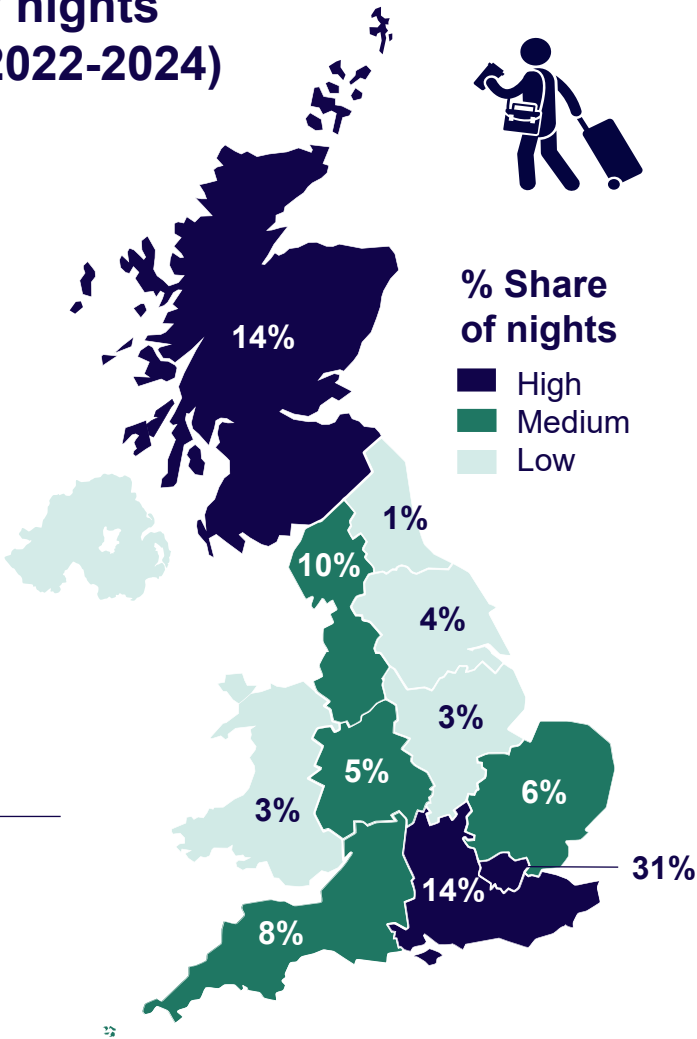


Purpose of travel* (2024)



Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	31%
2	South East	14%
3	Scotland	14%
4	North West	10%
5	South West	8%
6	East of England	6%
7	West Midlands	5%
8	Yorkshire	4%
9	East Midlands	3%
10	Wales	3%
11	North East	1%

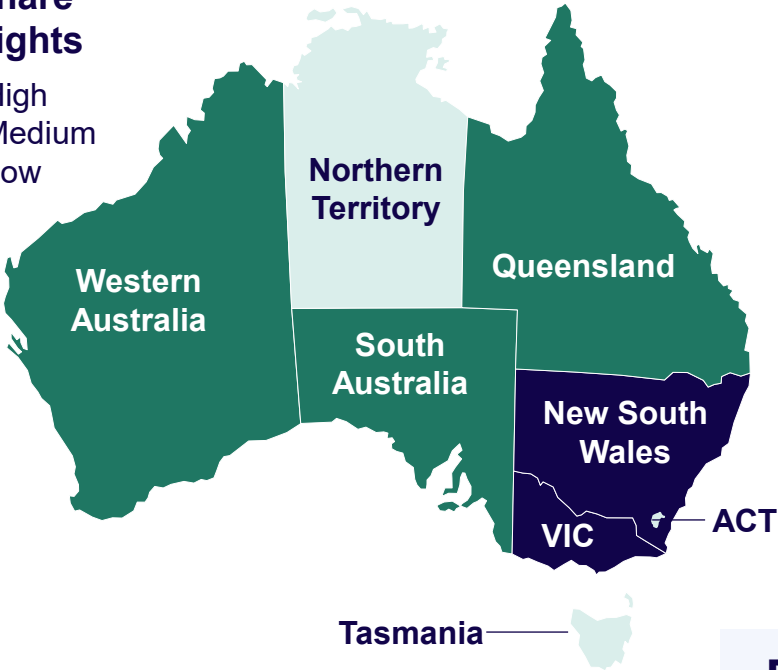




Visitors' origin* (2024)

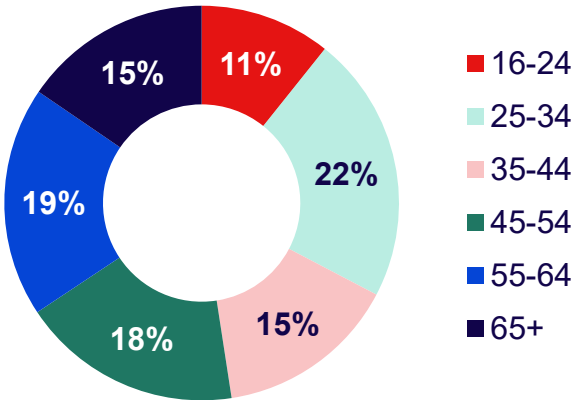
% Share of nights

- High
- Medium
- Low



Regions by visitor origin	%
New South Wales	30%
Victoria (VIC)	21%
Queensland	16%
South Australia	14%
Western Australia	13%
Australian Capital Territory (ACT)	4%
Northern Territory	2%
Tasmania	1%

Key demographics* (2024)



Perceptions of the UK** (2025)

The UK ranks within the top 10 out of 50 nations for:

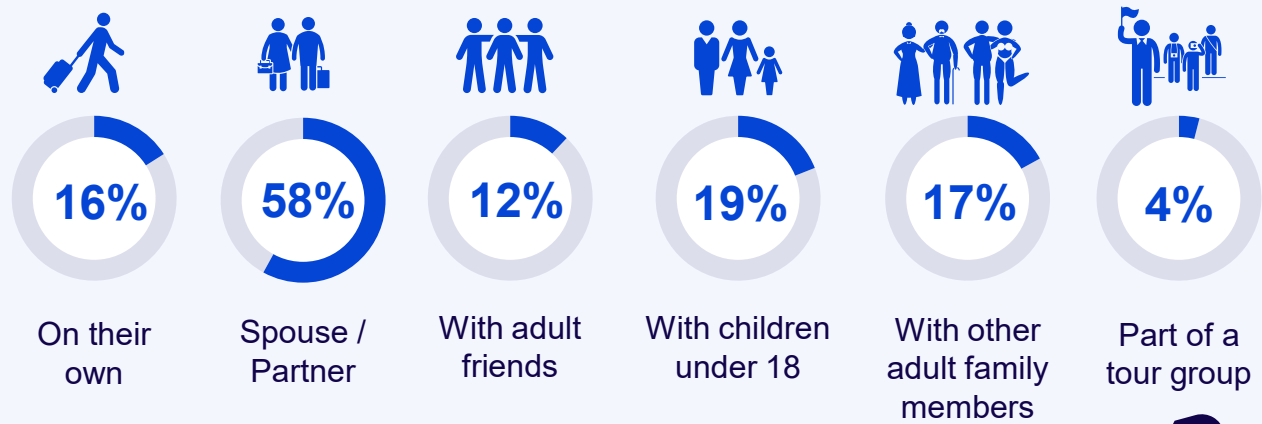
	Rank
Historic buildings	3 rd
Vibrant Cities	3 rd
Culture	3 rd
Contemporary culture	3 rd
Sport	4 th
People	4 th
Tourism	5 th
Visit if £ was no object	7 th
Cultural heritage	7 th



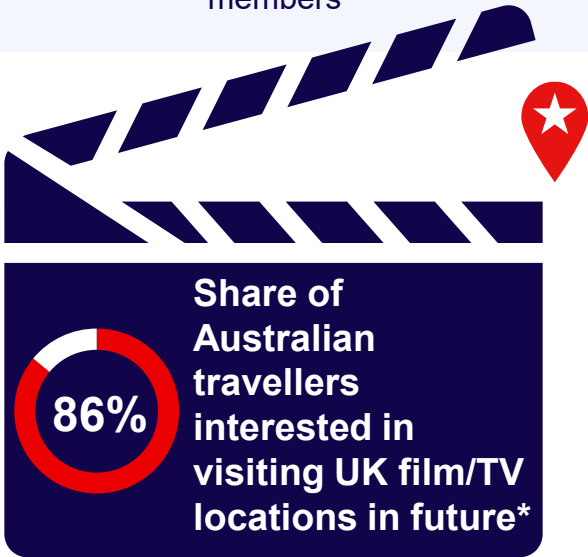
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**2025 Anholt Nation Brand Index Report



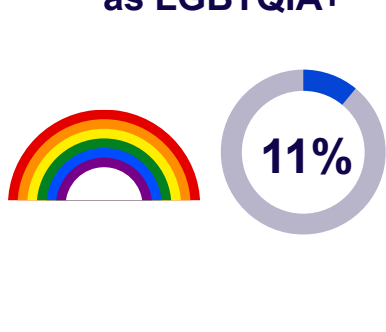
Travel companions



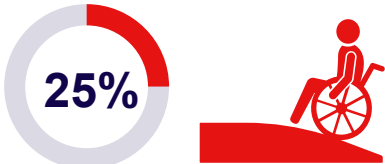
Top sources of inspiration



Share of Australian travellers who identify as LGBTQIA+



Share of Australian travellers who have (or travels with someone who has) a health condition or impairment



Sources: *Anholt-Ipsos Nation Brands Index: TV/film locations, 2023, base: UK considerers. All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.