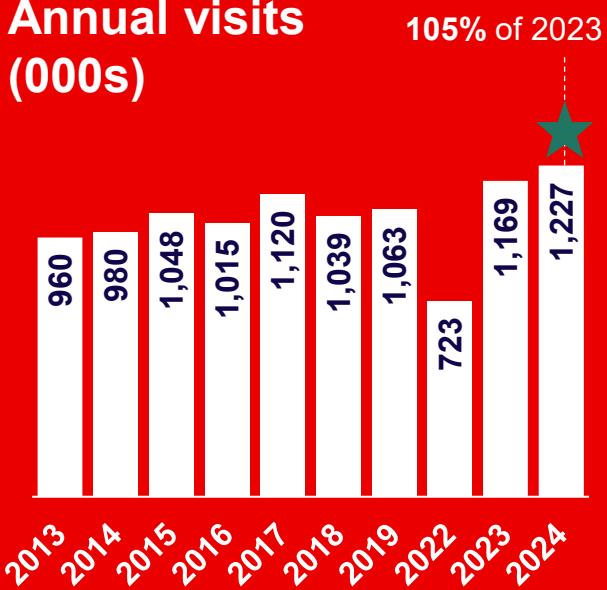


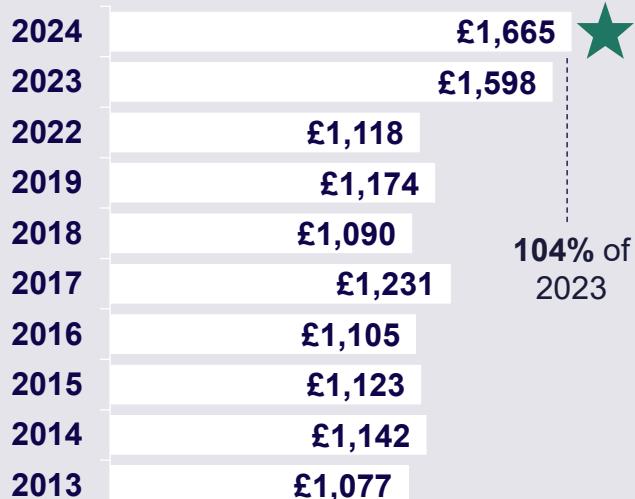


### Annual visits (000s)



105% of 2023

### Annual visitor spend (£m)



104% of 2023

★ Records marked with a star

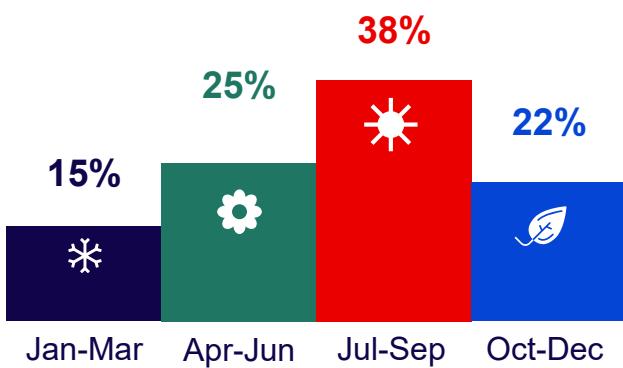


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel



**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](mailto:kristen.angus@visitbritain.org)

### Average nights stayed

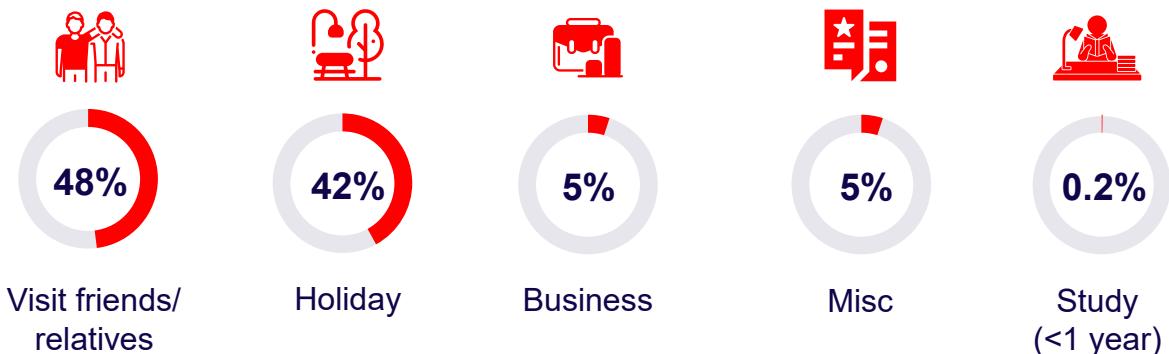


In 2024, average trip length (13 nights) and spend per visit (£1,358) amongst visitors from Australia to GB were both 1.7 times the global averages of 7.4 nights and £818 per trip, respectively.

**£1,358**  
 2024 average  
 spend per visit

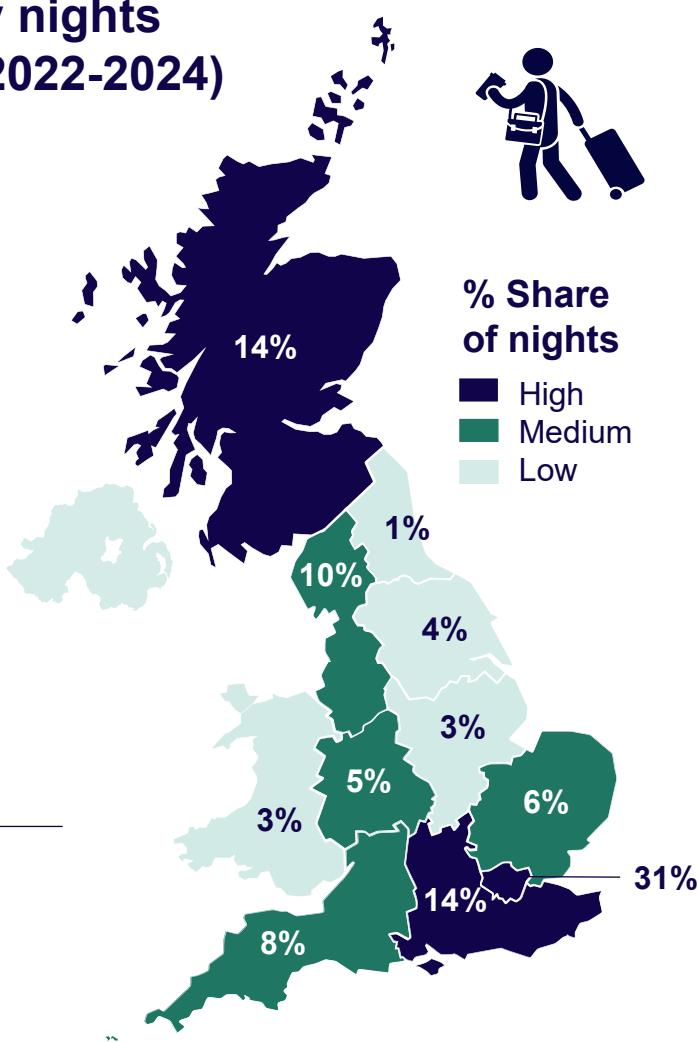


## Purpose of travel\* (2024)



## 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%



## AU to UK Connectivity (2025\*\*)

40



>334,000  
+10% vs. 2024

International airports with connecting flights to the UK from Australia

Average weekly departing seats from Australia to gateway cities which have direct routes to the UK

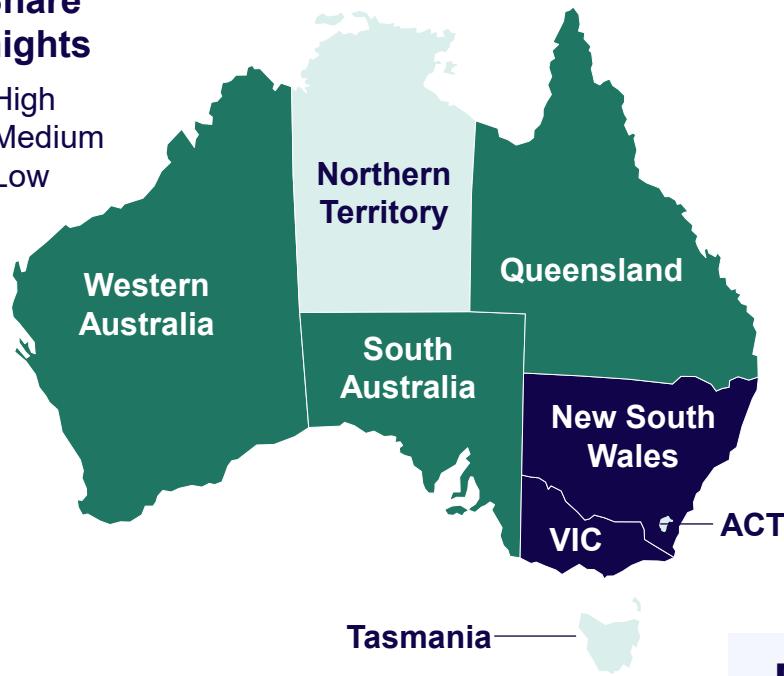
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.



## Visitors' origin\* (2024)

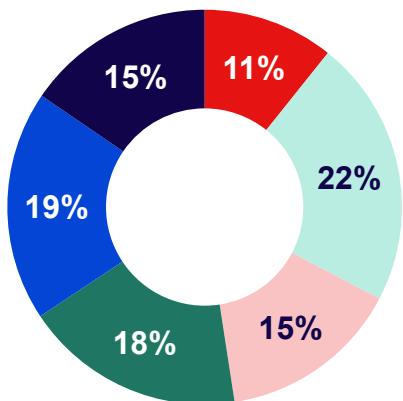
% Share  
of nights

- 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)



- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+



## Perceptions of the UK\*\* (2025)

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

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

Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.

\*\*2025 Anholt Nation Brand Index Report



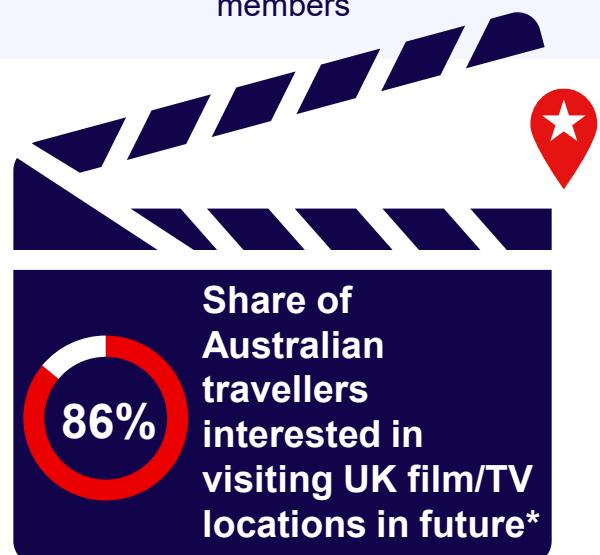


## Travel companions

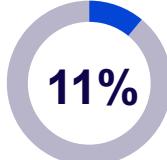


## Top sources of inspiration

- #1 Friends or family (in person)
- #2 Travel websites via search engines
- #3 Social media of friends/ family



## 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

