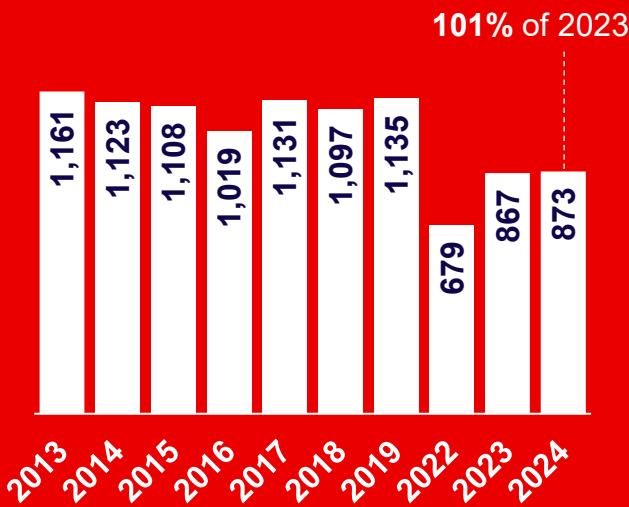
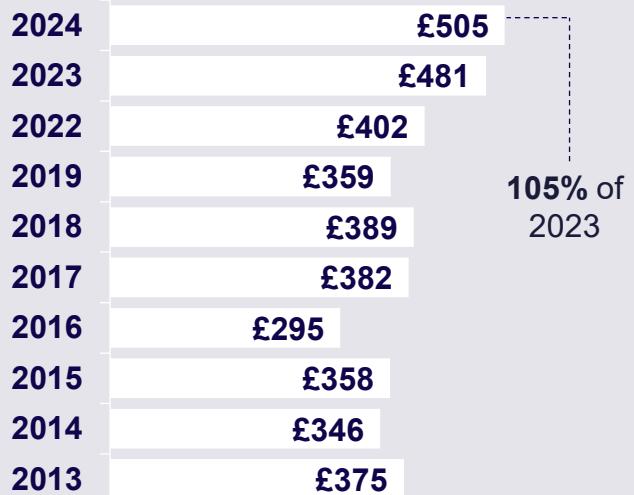




Annual visits (000s)



Annual visitor spend (£m)



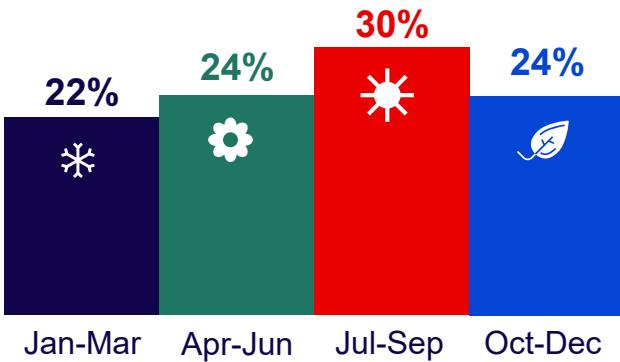
#11

Global ranking for inbound visits to the UK in 2024.

#15

Global ranking for inbound spend in the UK in 2024.

Seasonal spread of travel



Average nights stayed



Although visitors from Belgium stay fewer nights than the European average of 5.5 nights, average nightly spend (£141) is 1.4 times the European average (£101).

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

Severine Tharreau

Country Manager France & Benelux
Severine.Tharreau@visitbritain.org

Robin Kagenaar

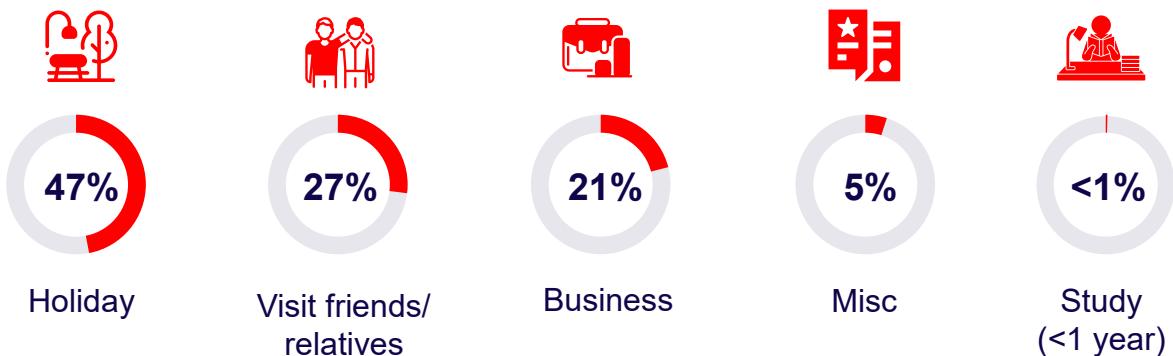
Travel Trade Manager Benelux
Robin.Kagenaar@visitbritain.org

£579

2024 average
spend per visit

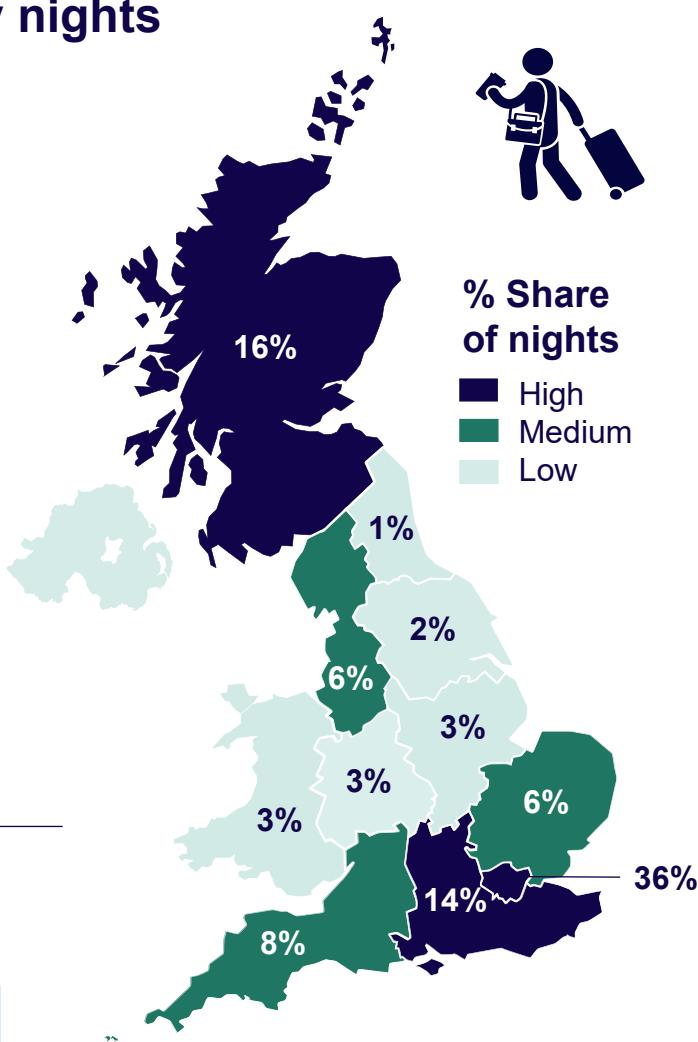


Purpose of travel



Regional spread of travel by nights spent per region

Region	% share of nights
1 London	36%
2 Scotland	16%
3 South East	14%
4 South West	8%
5 East of England	6%
6 North West	6%
7 West Midlands	3%
8 Wales	3%
9 East Midlands	3%
10 Yorkshire	2%
11 North East	1%



Market Access



Sources: International Passenger Survey (IPS) by ONS. 2024 data GB only.
Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes.