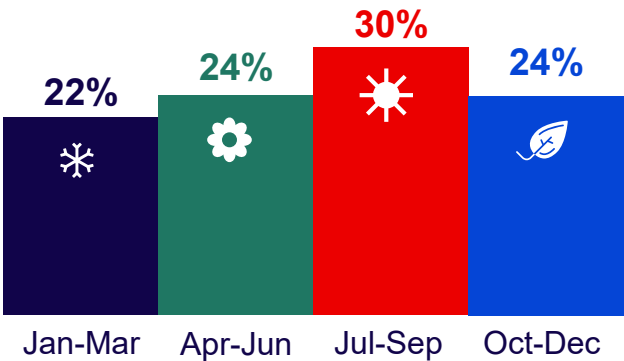


Global ranking for inbound visits to the UK in **2024**.



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**

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**Robin Kagenaar**

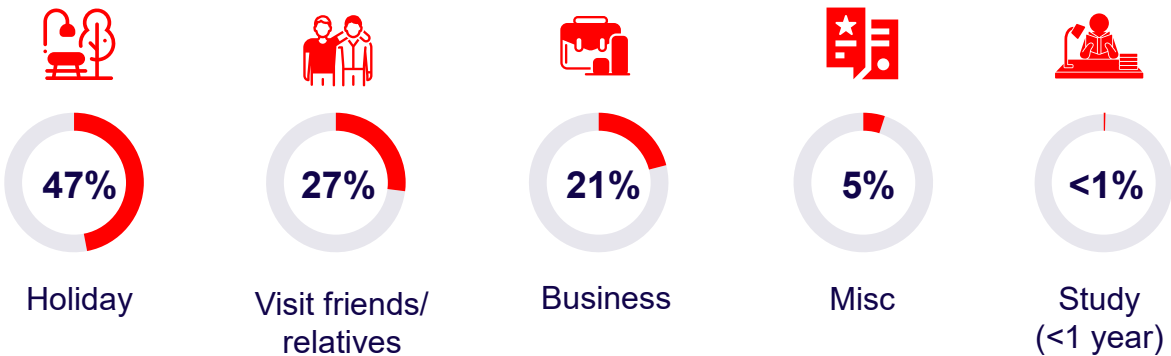
Travel Trade Manager Benelux  
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**£579**

2024 average spend per visit

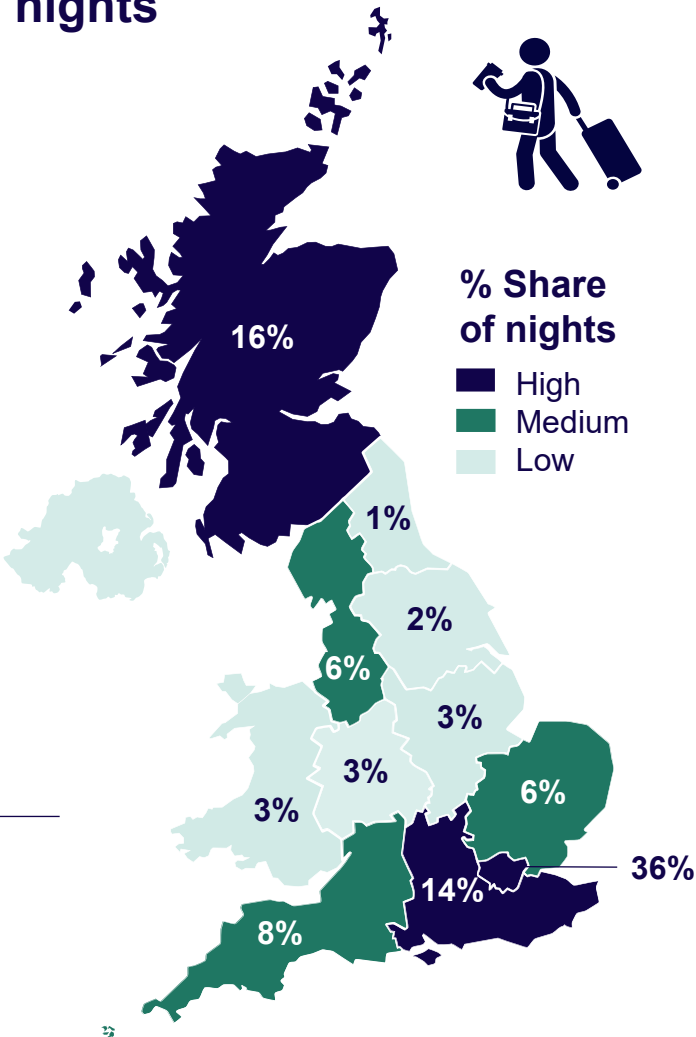


Purpose of travel

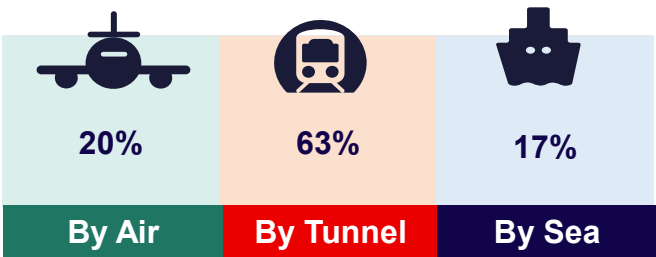


Regional spread of travel by nights spent per region

|    | 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.