

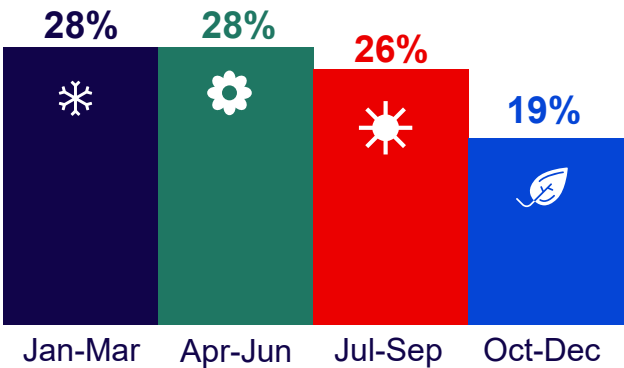
#25

Global ranking for inbound visits to the UK in 2024

#23

Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel



### Average nights stayed



Visitors from Brazil stay 3 nights longer than the global average of 7.4 nights. Average spend per visit is 1.2 times the market average (£818).

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

Priscila Moraes

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Iris Schardt

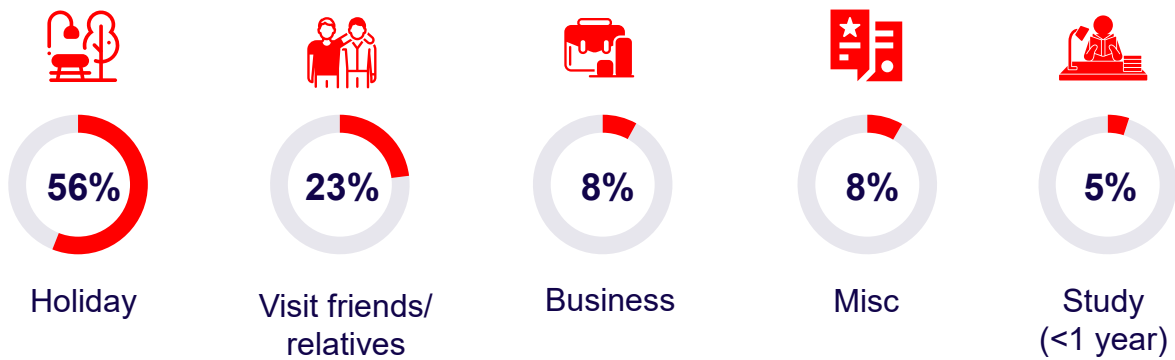
Communications Manager Brazil  
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£996

2024 average spend per visit

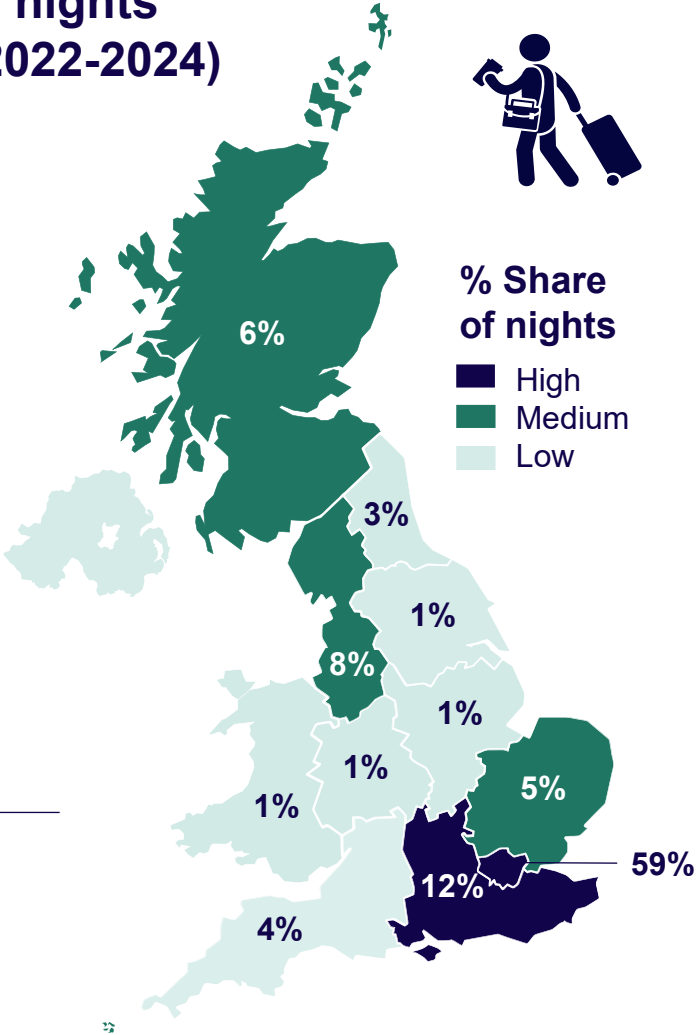


### Purpose of travel\* (2024)

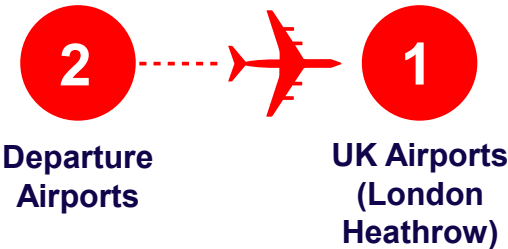


### Regional spread of travel by nights spent per region\* (average 2022-2024)

	Region	% share of nights
1	London	59%
2	South East	12%
3	North West	8%
4	Scotland	6%
5	East of England	5%
6	South West	4%
7	North East	3%
8	Wales	1%
9	West Midlands	1%
10	Yorkshire	1%
11	East Midlands	1%



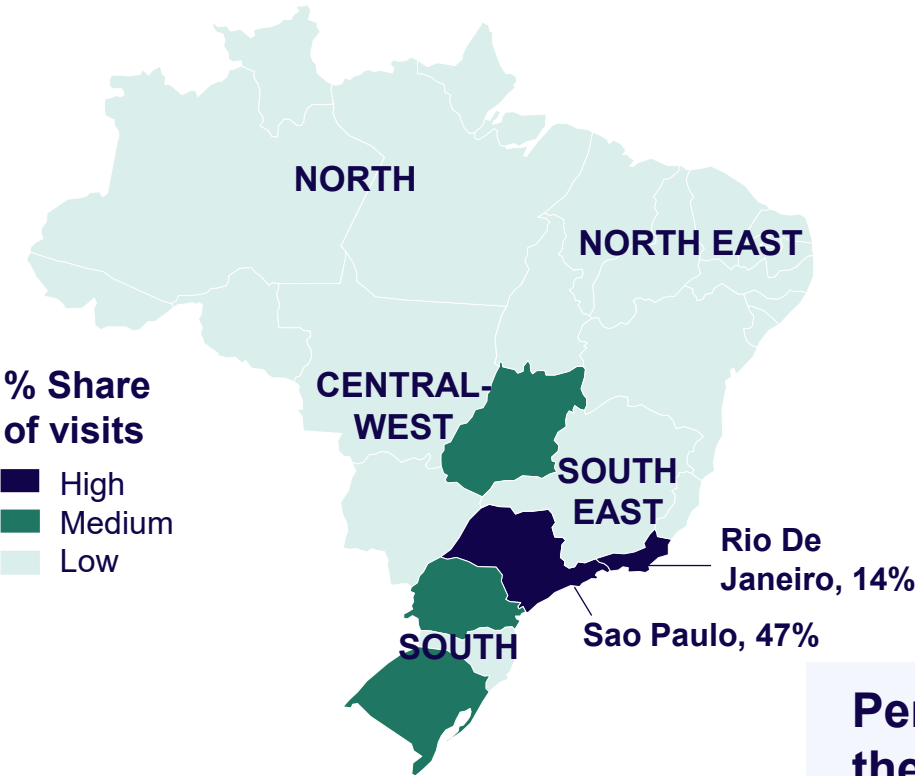
### Departure & Destination Airports\*\* (2025)



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.

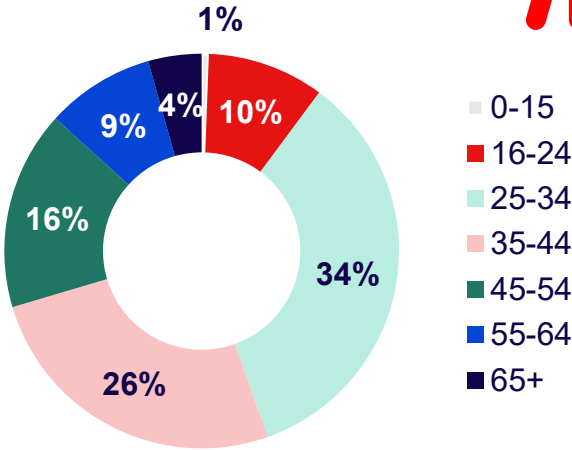


### Visitors' origin\* (2022)



Top regions by share of visits	%
<b>SOUTH EAST</b>	<b>68%</b>
Sao Paulo	47%
Rio De Janeiro	14%
Belo Horizonte	3%
<b>SOUTH</b>	<b>14%</b>
Curitiba	6%
Porto Alegre	5%
<b>CENTRAL WEST</b>	<b>11%</b>
Goiania	4%
Brasilia	4%
<b>NORTH EAST</b>	<b>5%</b>
<b>NORTH</b>	<b>2%</b>

### Key demographics\* (2024)



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

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

	Rank
Contemporary culture	7 <sup>th</sup>
Historic buildings	9 <sup>th</sup>
Culture	9 <sup>th</sup>
Vibrant cities	10 <sup>th</sup>
Cultural Heritage	10 <sup>th</sup>
People	10 <sup>th</sup>



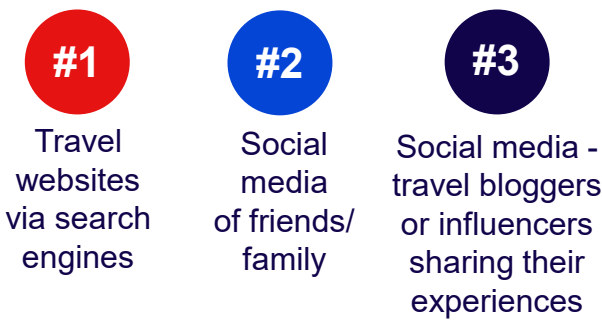
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.  
\*\*2025 Anholt Nation Brand Index Report



## Travel companions



## Top sources of inspiration



## Share of Brazilian travellers who identify as LGBTQIA+



## Share of Brazilian 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.