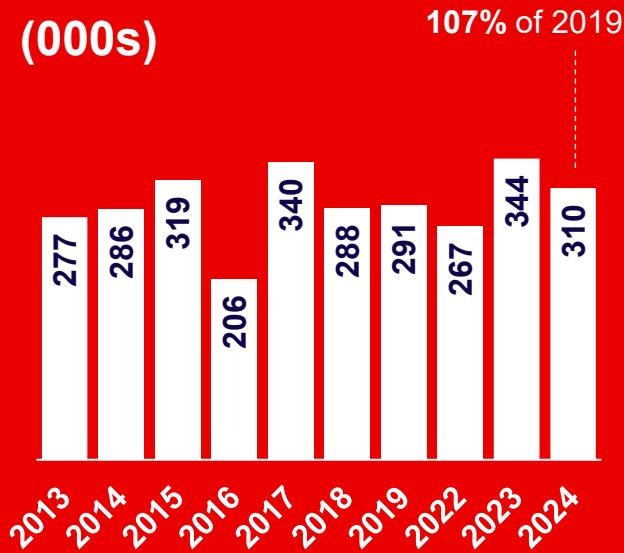
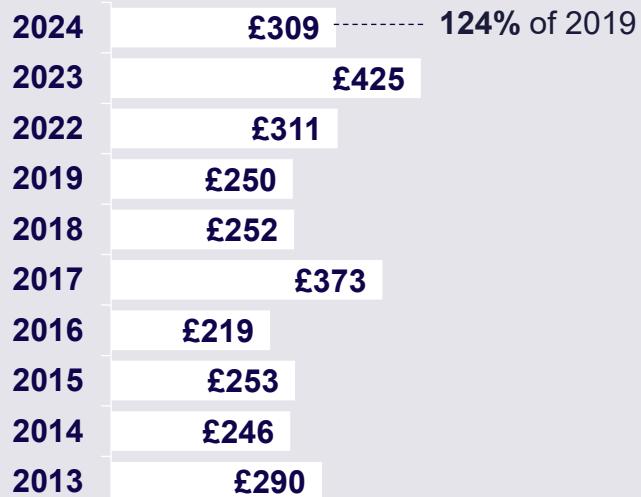




Annual visits (000s)



Annual visitor spend (£m)



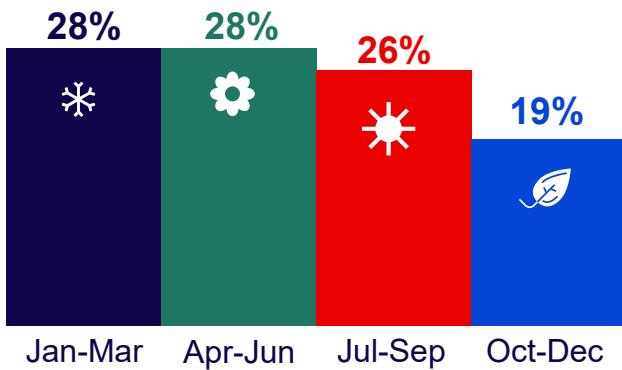
#25

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



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

Priscila Moraes

Country Manager Brazil

Priscila.Moraes@visitbritain.org

Iris Schardt

Communications Manager Brazil

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Average nights stayed

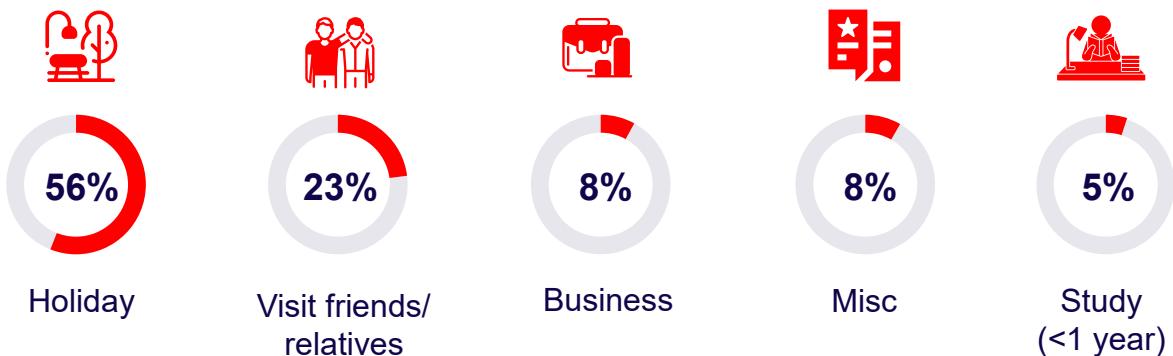


£996

2024 average
spend per visit

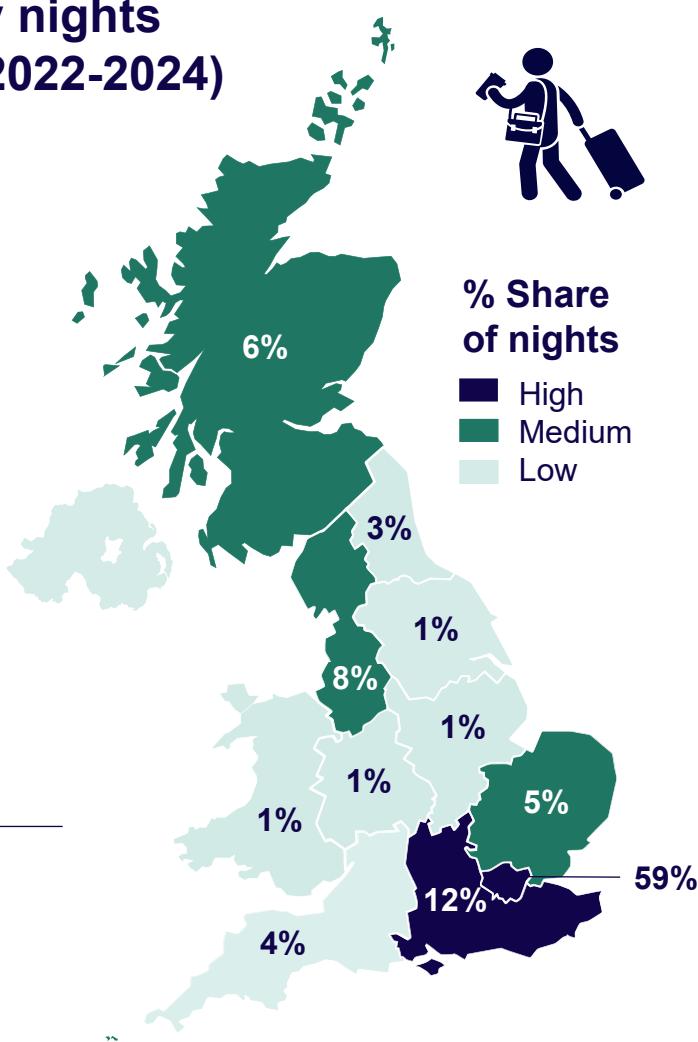


Purpose of travel* (2024)

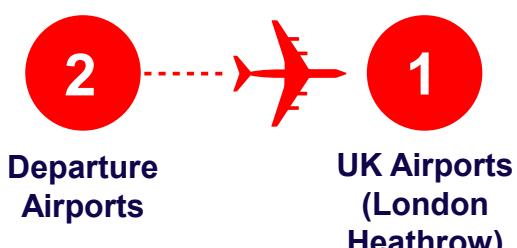


Regional spread of travel by nights spent per region* (average 2022-2024)

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.

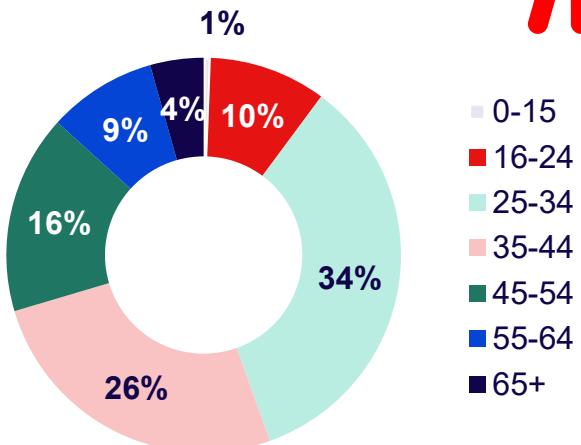


Visitors' origin* (2022)



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

Key demographics* (2024)



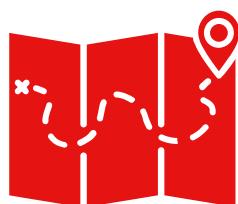
Perceptions of the UK** (2025)

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

	Rank
Contemporary culture	7 th
Historic buildings	9 th
Culture	9 th
Vibrant cities	10 th
Cultural Heritage	10 th
People	10 th

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

**2025 Anholt Nation Brand Index Report





Travel companions



Top sources of inspiration

- #1** Travel websites via search engines
- #2** Social media of friends/ family
- #3** Social media - travel bloggers or influencers sharing their experiences



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

