

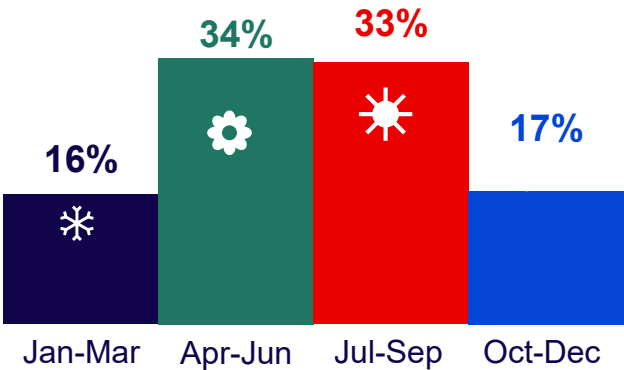
#10

Global ranking for inbound visits to the UK in 2024

#9

Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



2024 was a record-breaking year for visits to the UK in Apr-Jun. **318,000** visitors from Canada contributed **£344m** spend to the UK visitor economy in these 3 months alone.

£943

2024 average spend per visit

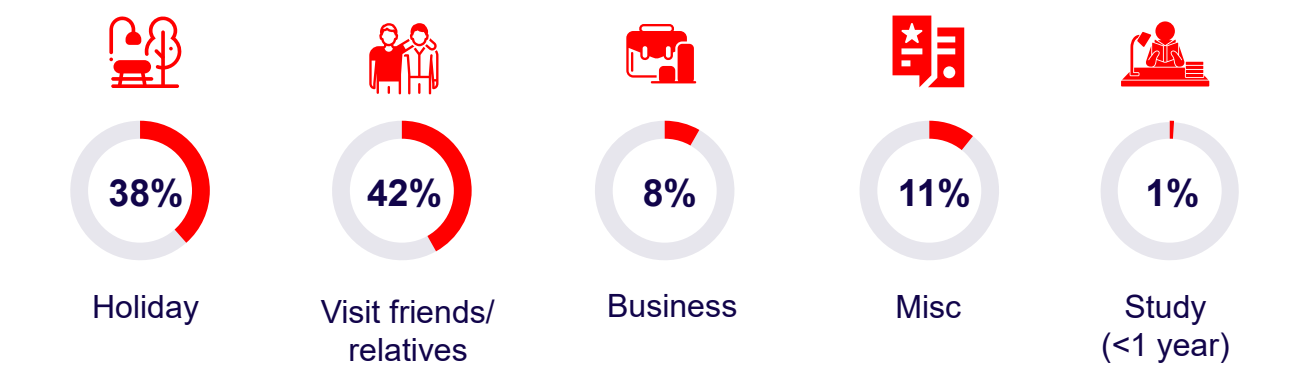
Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

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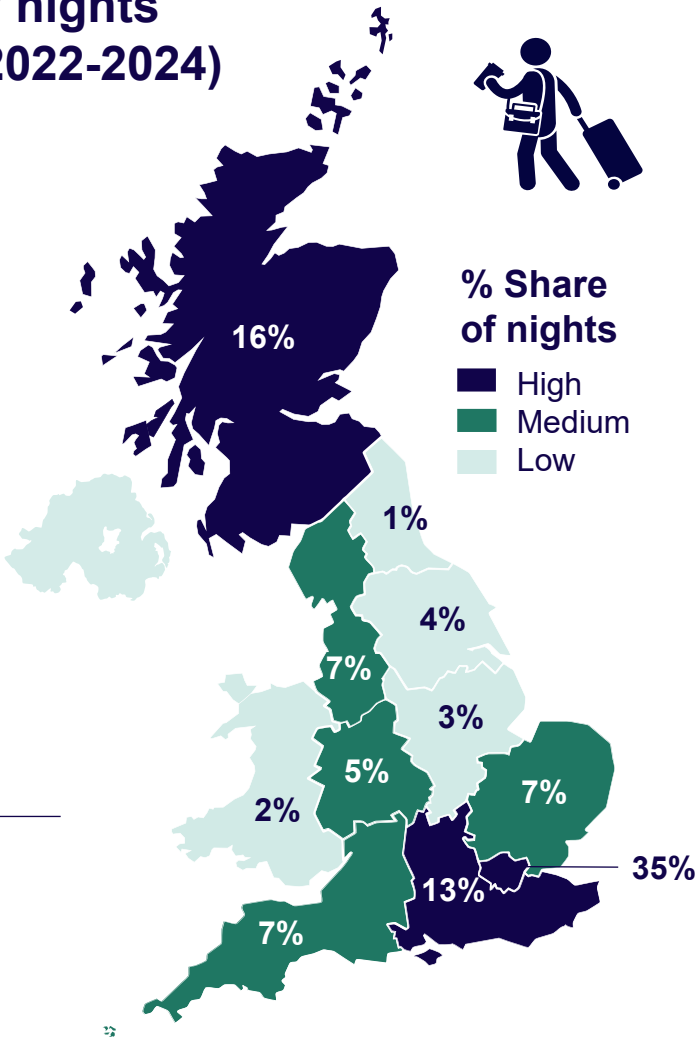


Purpose of travel* (2024)

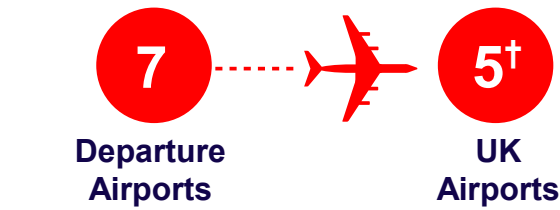


Regional spread of travel by nights spent per region* (average 2022-2024)

Nation / Region	% share of nights
England:	
London	35%
South East	13%
North West	7%
South West	7%
East Of England	7%
West Midlands	5%
Yorkshire	4%
East Midlands	3%
North East	1%
Scotland	16%
Wales	2%



Departure & Destination Airports** (2025)



[†]WestJet has announced it will launch a service from Toronto to Cardiff in May 2026, increasing the number of UK airports to 6.

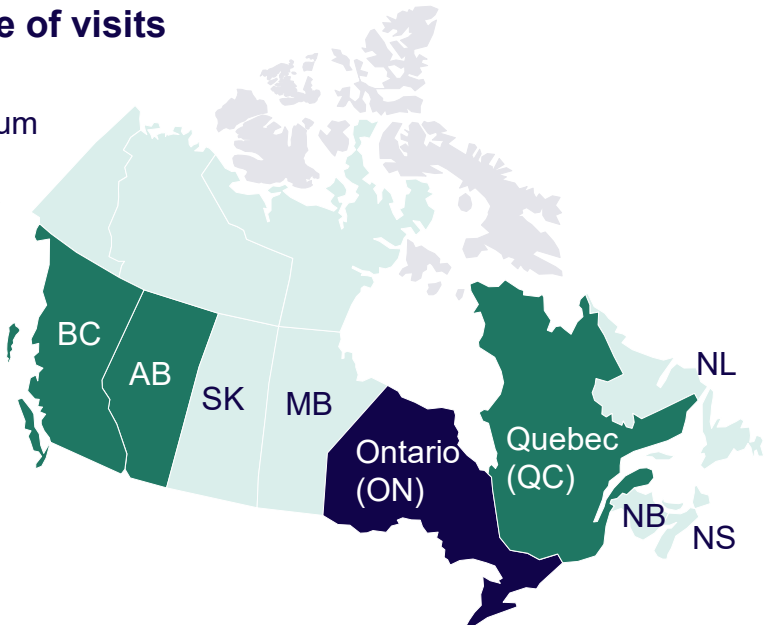
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.



Visitors' origin* (2022)

% Share of visits

- High
- Medium
- Low
- None

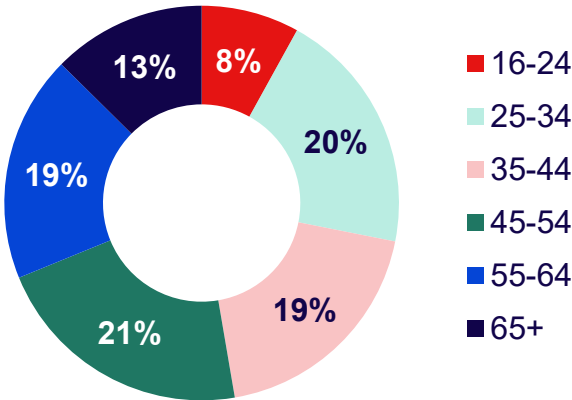


Provinces by visitor origin

Ontario (ON)	47%
British Colombia (BC)	20%
Alberta (AB)	14%
Quebec (QC)	10%
Nova Scotia (NS)	4%
Manitoba (MB)	1%
Saskatchewan (SK)	1%
Newfoundland & Labrador (NL)	1%
New Brunswick (NB)	1%

Provinces <1% not shown

Key demographics* (2024)



Perceptions of the UK** (2025)

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

	Rank
Historic Buildings	4 th
Contemporary culture	4 th
Culture	5 th
Vibrant cities	6 th
Cultural heritage	7 th
People	7 th
Tourism	8 th
Sport	8 th



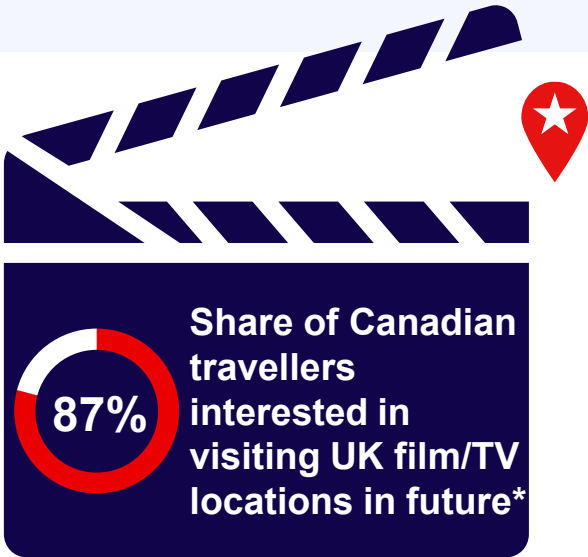
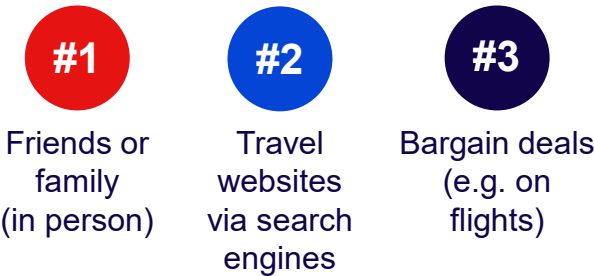
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**2025 Anholt Nation Brand Index Report



Travel companions



Top sources of inspiration



Share of Canadian travellers who identify as LGBTQIA+



Share of Canadian 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.