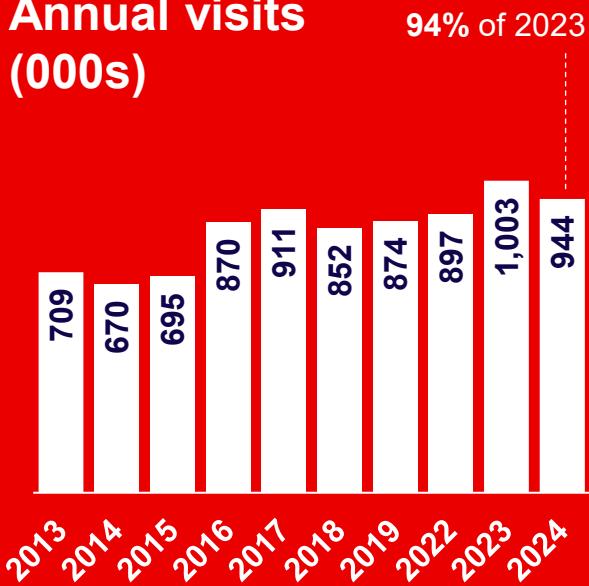
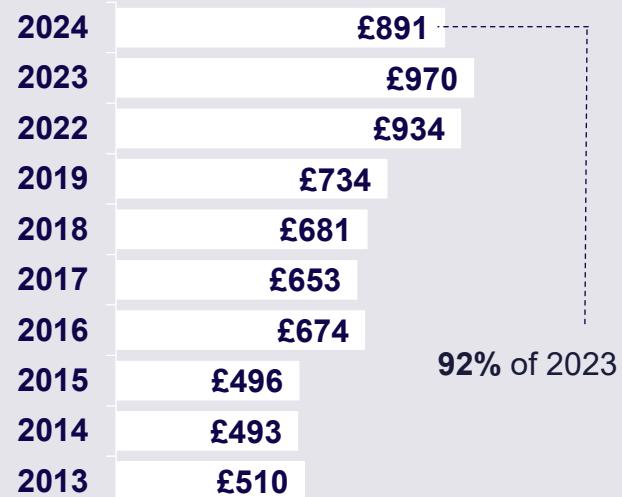




Annual visits (000s)



Annual visitor spend (£m)



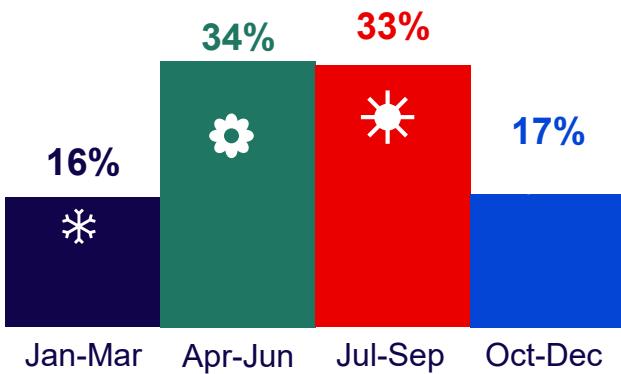
#10

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



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

Cathy Stapells

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Average nights stayed



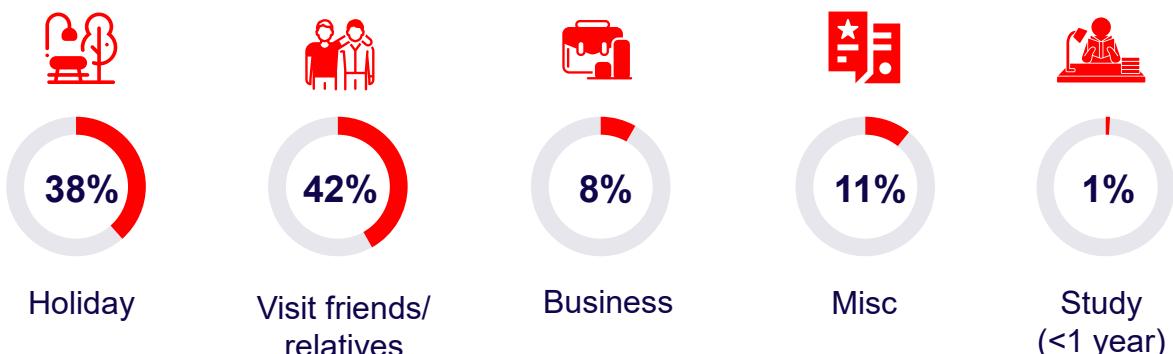
2024 was a record-breaking year for visits to the UK in Apr-Jun. **318,000** visitors from Canada contributed **£344m** spend to the UK visitor economy in these 3 months alone.

£943

2024 average spend per visit

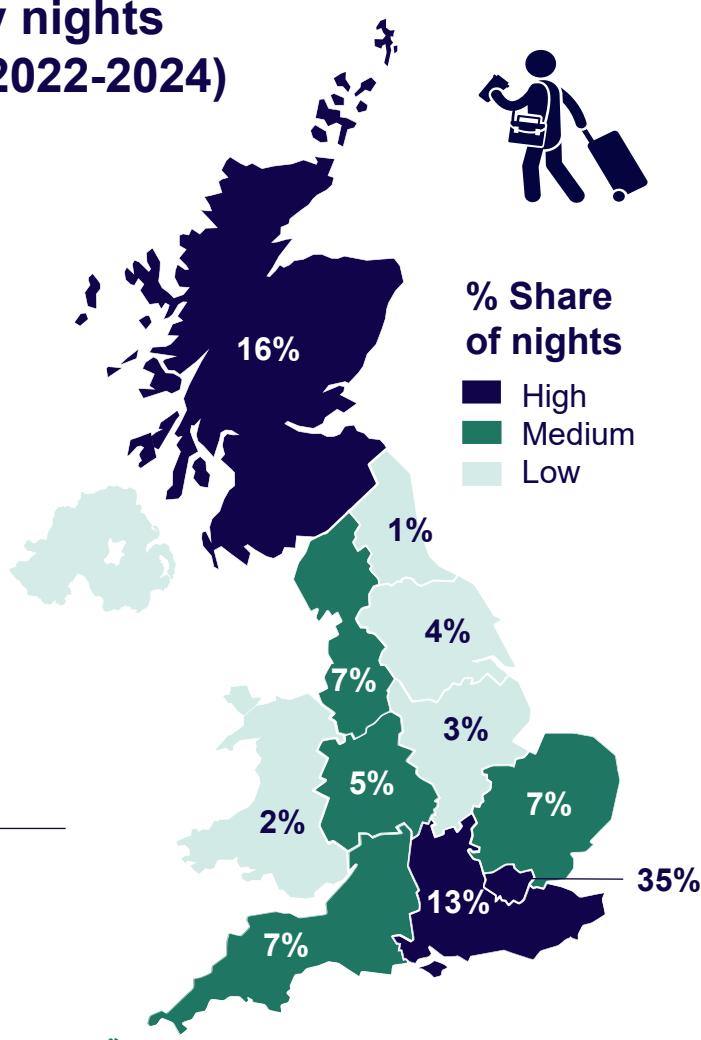


Purpose of travel* (2024)

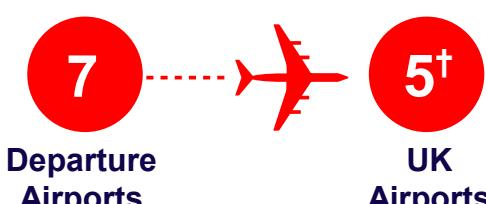


Regional spread of travel by nights spent per region* (average 2022-2024)

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.

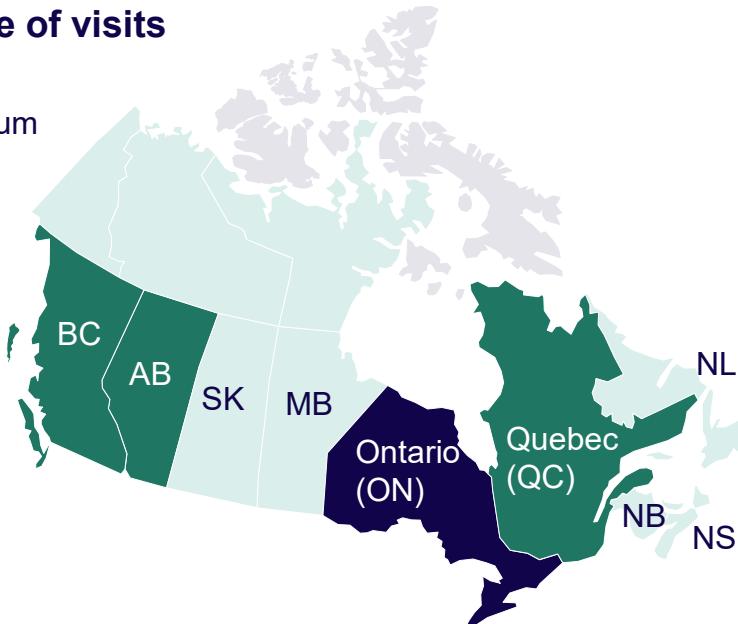
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.



Visitors' origin* (2022)

% Share of visits

- High
- Medium
- Low
- None

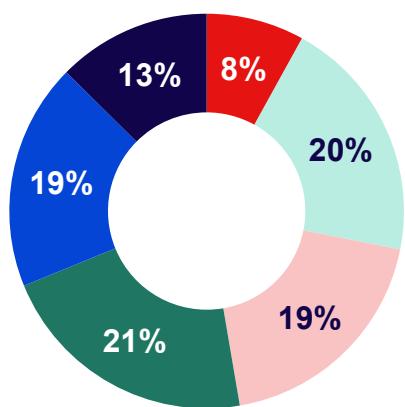


Provinces by visitor origin

Ontario (ON)	47%
British Columbia (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)



- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

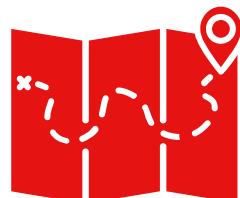
Perceptions of the UK** (2025)

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



55%

Spouse / Partner



21%

With children under 18



18%

With other adult family members



18%

On their own



13%

With adult friends



2%

Part of a tour group

Top sources of inspiration



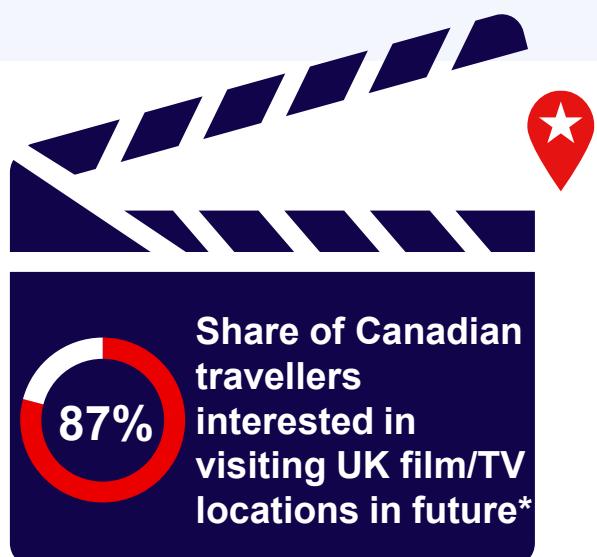
#1
Friends or family (in person)



#2
Travel websites via search engines



#3
Bargain deals (e.g. on flights)



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

