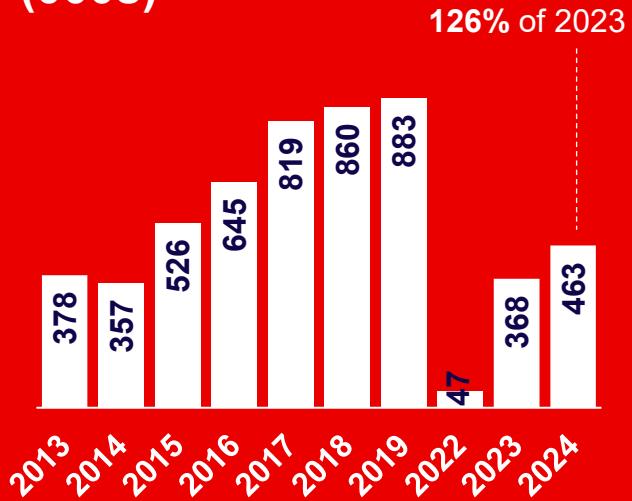
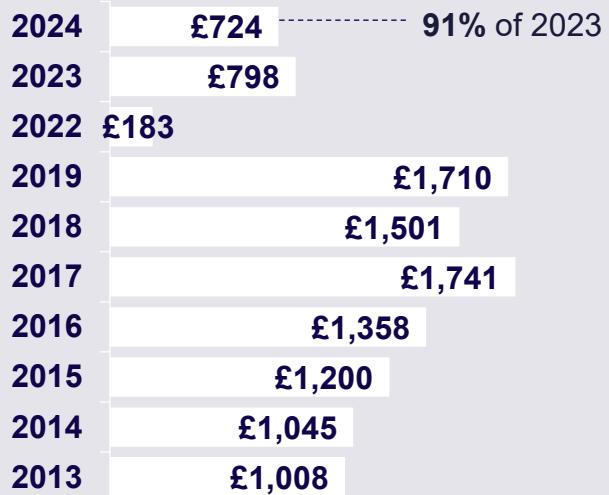




## Annual visits (000s)



## Annual visitor spend (£m)



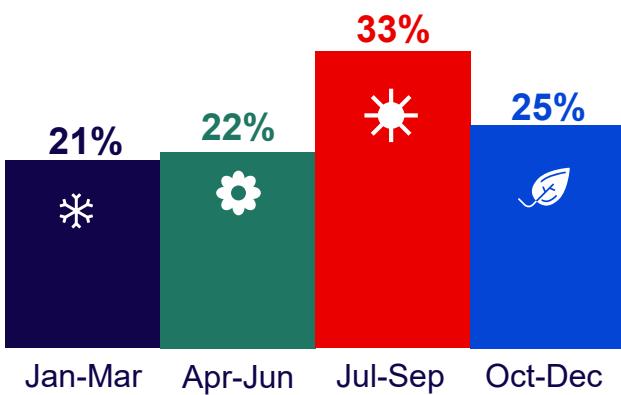
#19

Global ranking for inbound visits to the UK in 2024

#12

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.

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## Average nights stayed



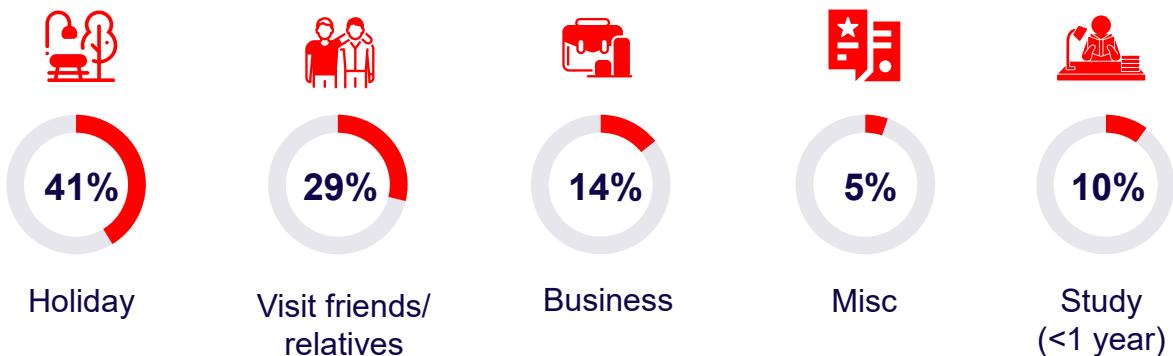
On average, Chinese visitors stay **twice** as long as the **global average** of 7 nights in Britain in 2024. Visitors from China also spent **almost double** the **global average** per visit to Britain (£818).

**£1,563**

2024 average spend per visit

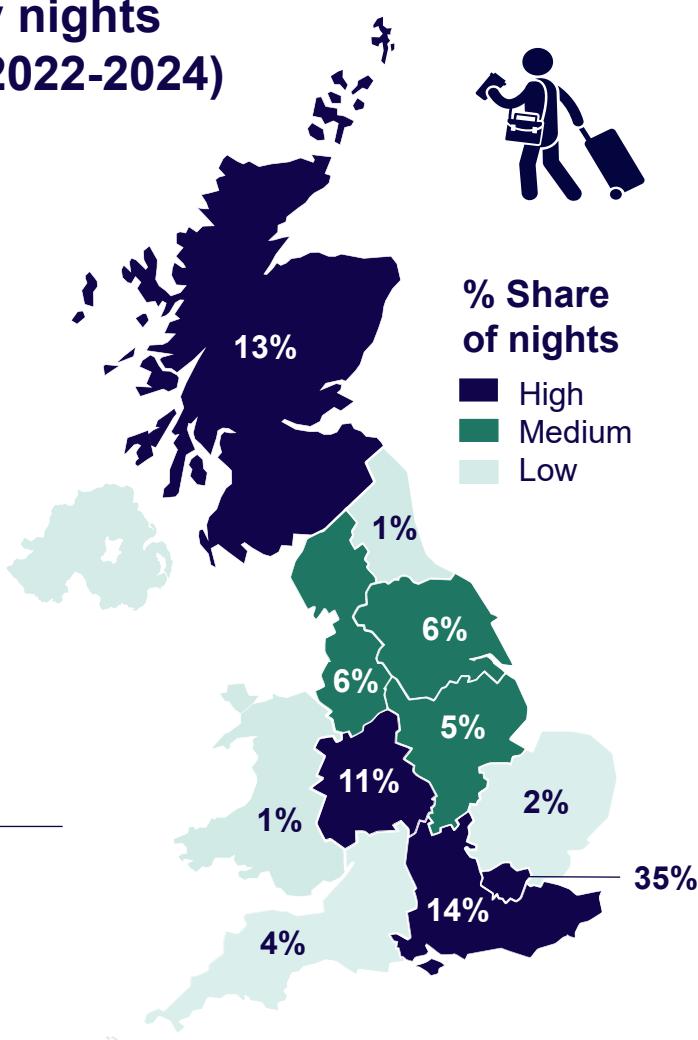


## Purpose of travel\* (2024)



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

Region	% share of nights
1 London	35%
2 South East	14%
3 Scotland	13%
4 West Midlands	11%
5 Yorkshire	6%
6 North West	6%
7 East Midlands	5%
8 South West	4%
9 East Of England	2%
10 Wales	1%
11 North East	1%



## China to UK Connectivity (2025)\*\*



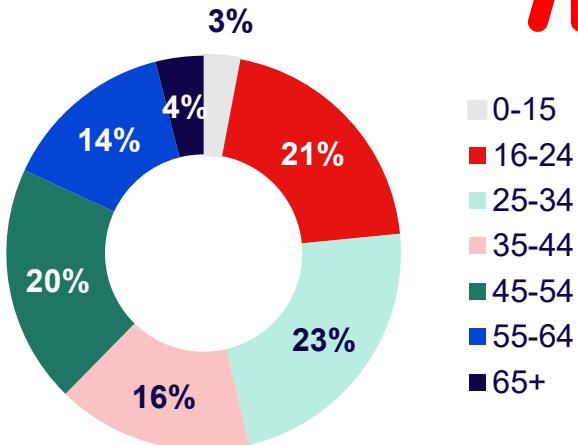
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.



### Visitors' origin\* (2024)



### Key demographics\* (2024)



### Regions & cities by visitor origin

	%
EAST	37%
Shanghai	31%
Nanjing	4%
NORTH	34%
Beijing	33%
SOUTH CENTRAL	24%
Guangzhou	16%
Shenzhen	5%
SOUTH WEST	5%
Chengdu	3%

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

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

	Rank
Contemporary culture	2 <sup>nd</sup>
Culture	4 <sup>th</sup>
Sport	7 <sup>th</sup>
Cultural heritage	7 <sup>th</sup>
Historic buildings	8 <sup>th</sup>
Welcome	9 <sup>th</sup>

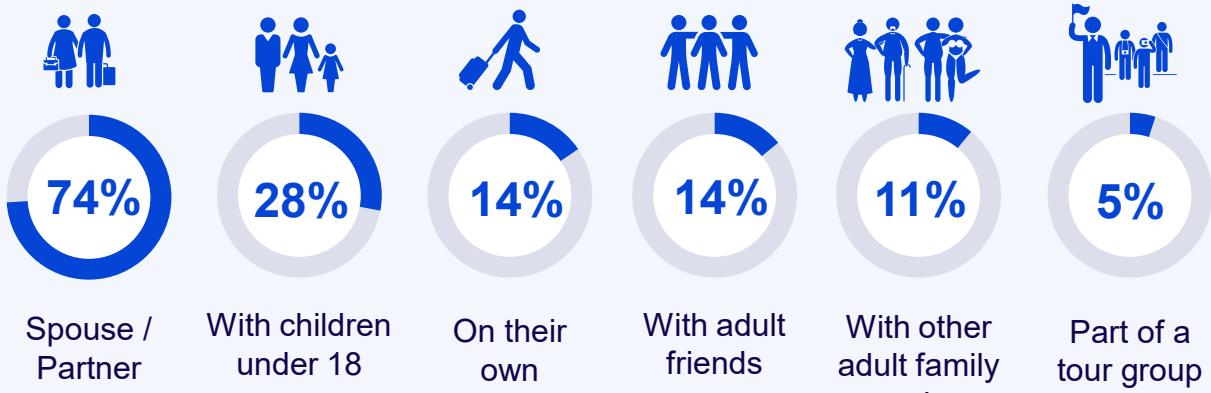
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.

\*\*2025 Anholt Nation Brand Index Report





### Travel companions



### Top sources of inspiration

- #1** Social media – travel bloggers, influencers
- #2** Social media - recommendations from family/friends
- #3** Photography, GIFs or videos on social media



### Share of Chinese travellers who book all trip elements as a package



### Share of Chinese travellers who have (or travels with someone who has) a health condition or impairment

