

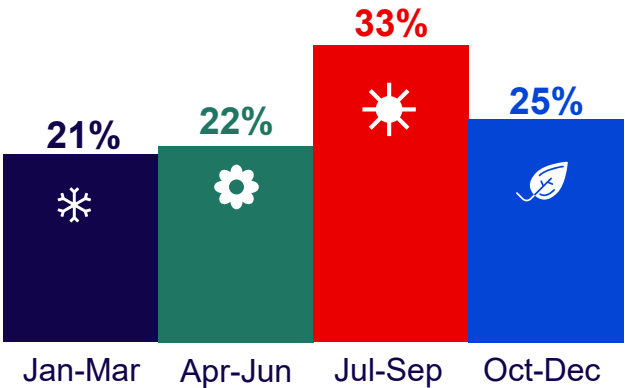
#19

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



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).

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

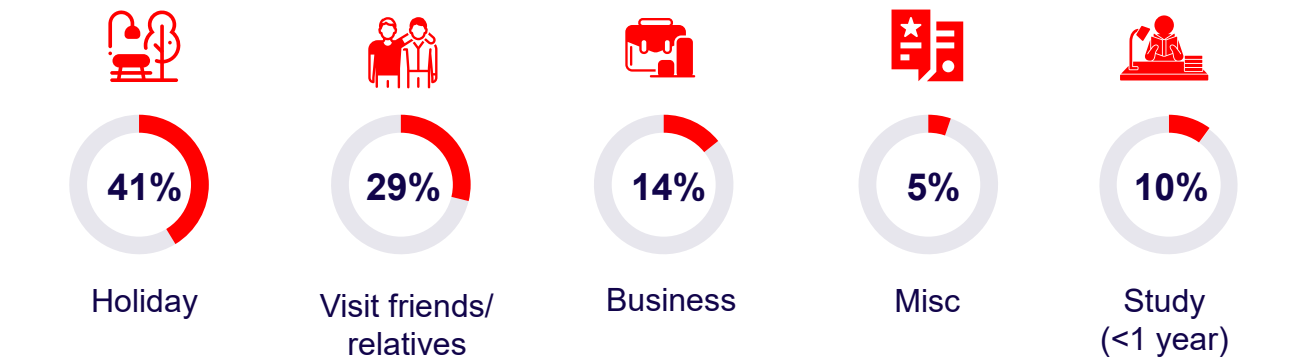
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£1,563
2024 average spend per visit

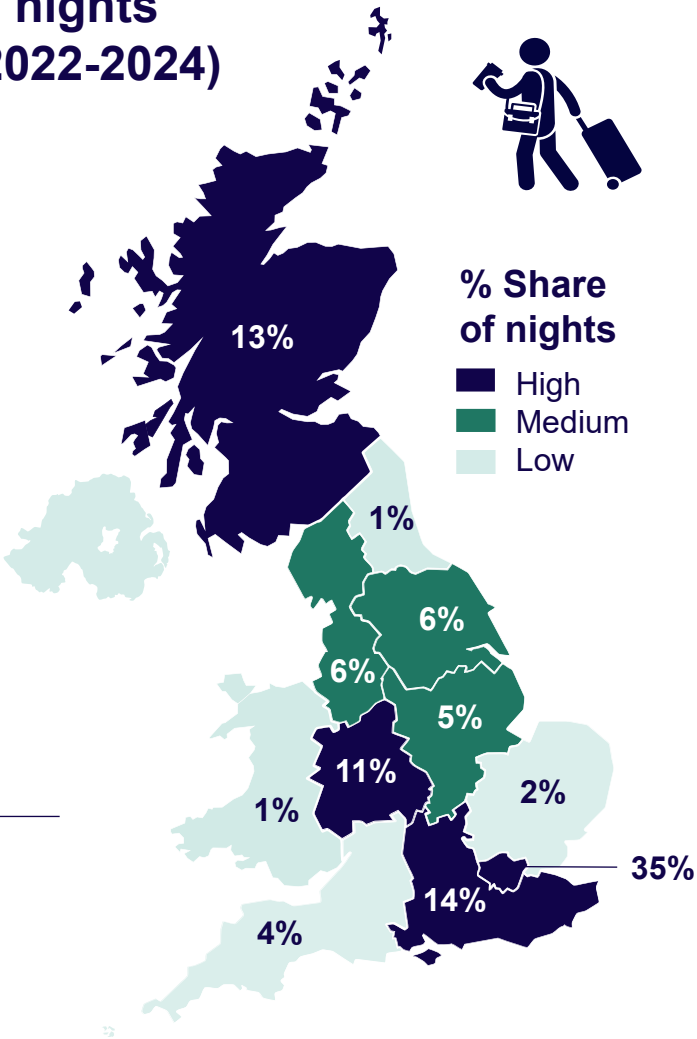


Purpose of travel* (2024)



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%

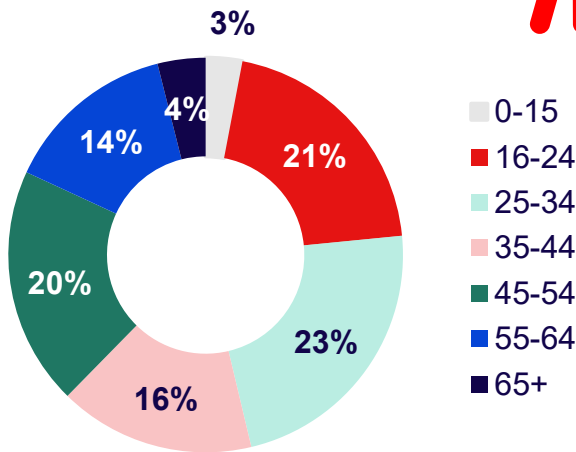




Visitors' origin* (2024)



Key demographics* (2024)



Perceptions of the UK** (2025)

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

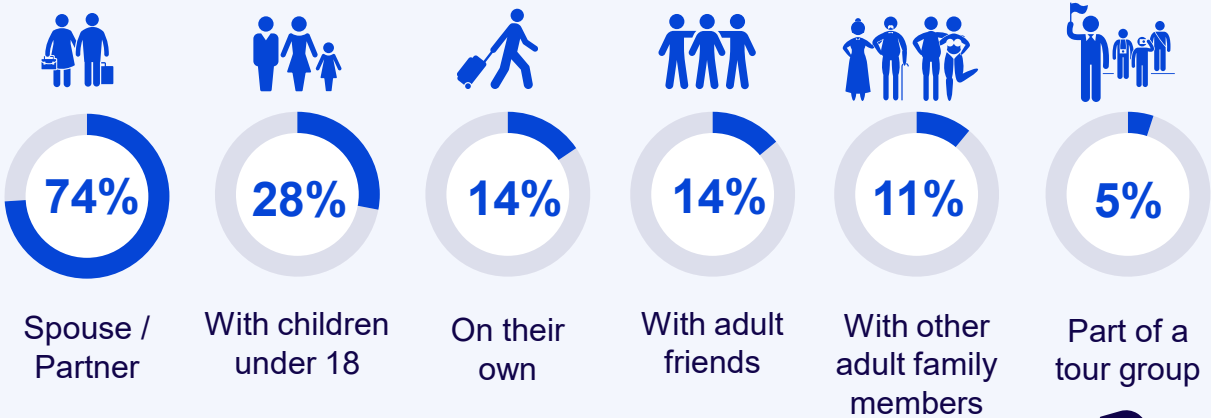
	Rank
Contemporary culture	2 nd
Culture	4 th
Sport	7 th
Cultural heritage	7 th
Historic buildings	8 th
Welcome	9 th



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



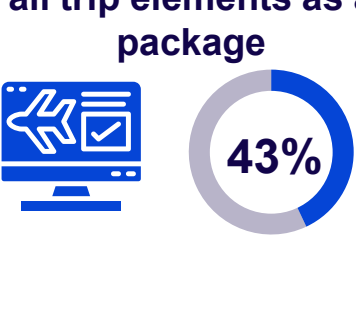
Travel companions



Top sources of inspiration



Share of 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



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.