

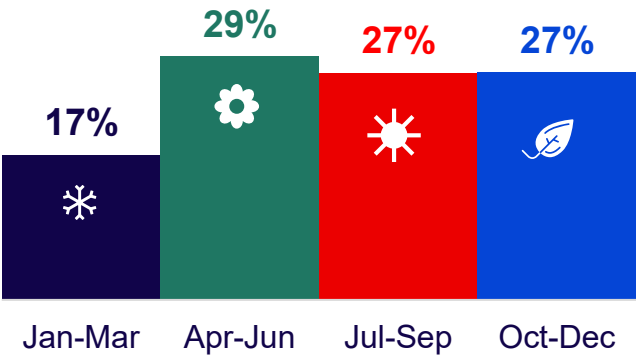
#14

Global ranking for inbound visits to the UK in 2024

#18

Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



Visitors from Denmark spend 1.2 times the European average (£557) during their stay, with an average spend per night of £131.

£653

2024 average spend per visit

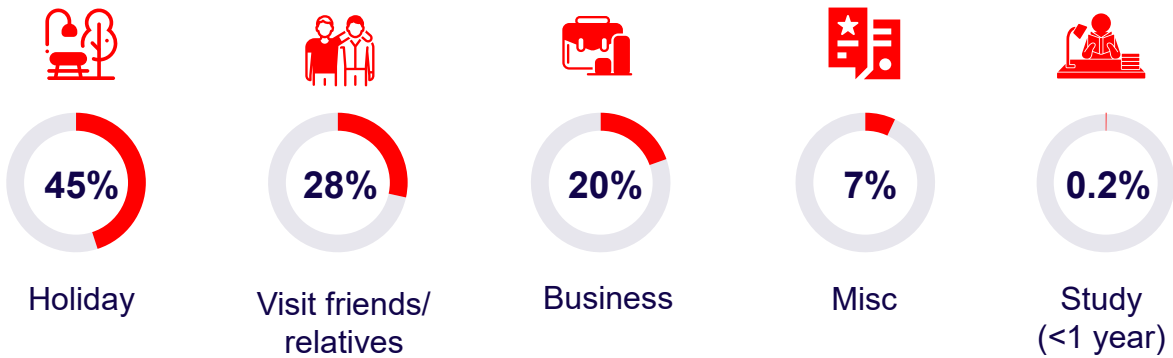
Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

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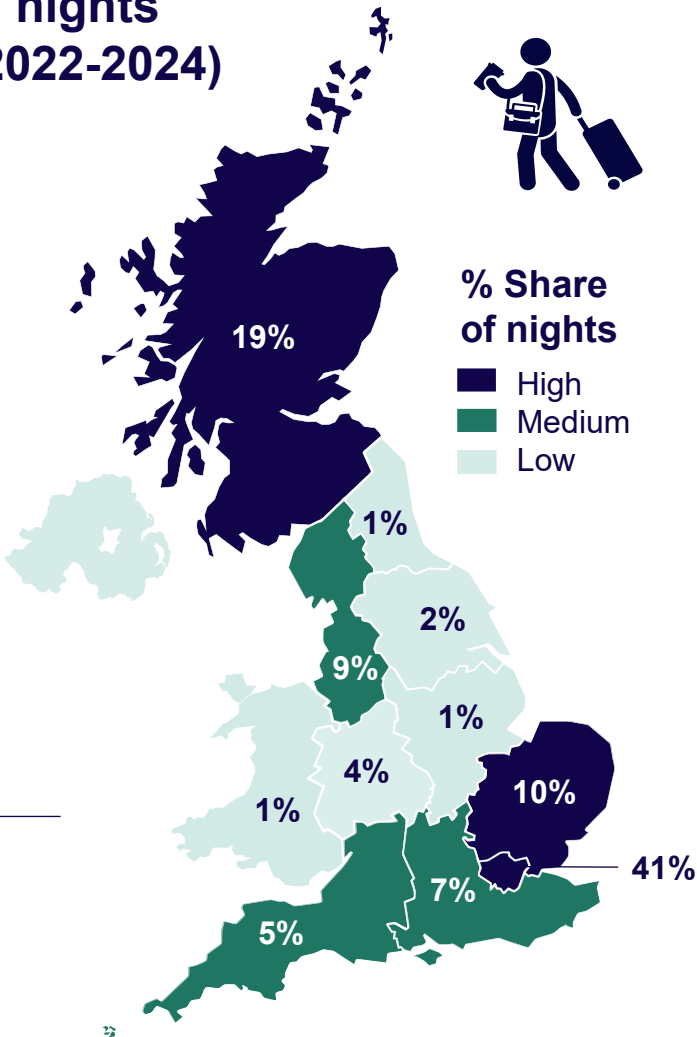


Purpose of travel* (2024)



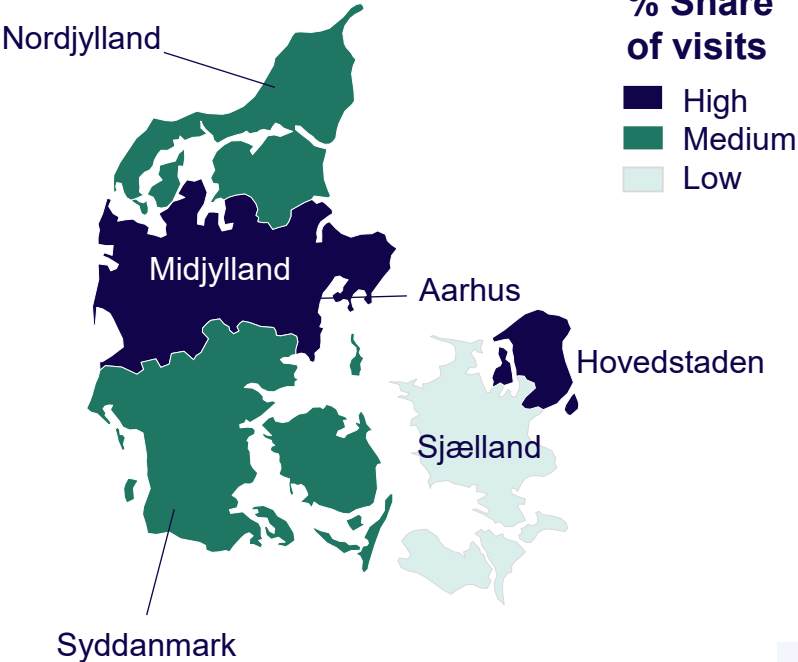
Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	41%
2	Scotland	19%
3	East of England	10%
4	North West	9%
5	South East	7%
6	South West	5%
7	West Midlands	4%
8	Yorkshire	2%
9	North East	1%
10	East Midlands	1%
11	Wales	1%



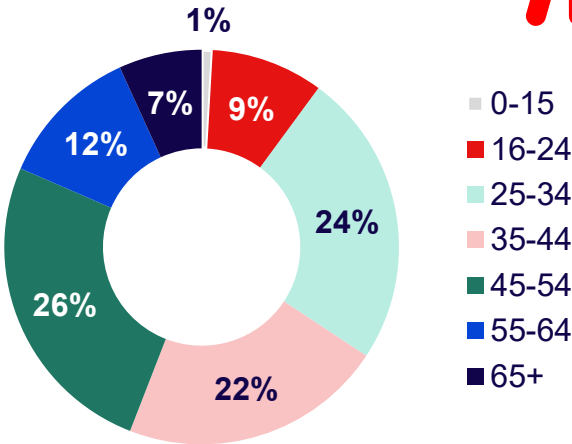


Visitors' origin* (2023)



Regions & cities by visitor origin	%
Hovedstaden (Capital Region)	49%
Copenhagen	46%
Midjylland	25%
Aarhus	10%
Syddanmark	13%
Nordjylland	8%
Sjælland	5%

Key demographics* (2024)



Perceptions of Britain** (2022)

Top associations with Britain:

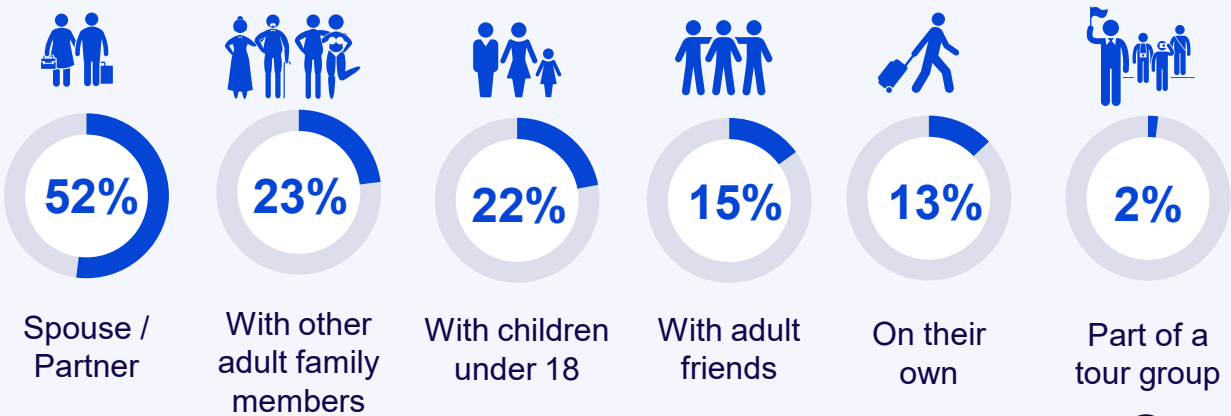
- Vibrant cities
- I can roam around visiting many types of places
- It is a mixture of old and new
- Offers a lot of different experiences
- Is inclusive and accessible for visitors
- Easy to get around once here



Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
** VisitBritain/Kubi Kalloo MIDAS research project 2022



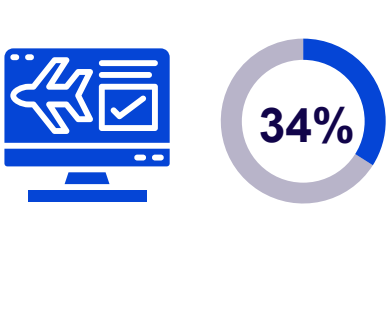
Travel companions



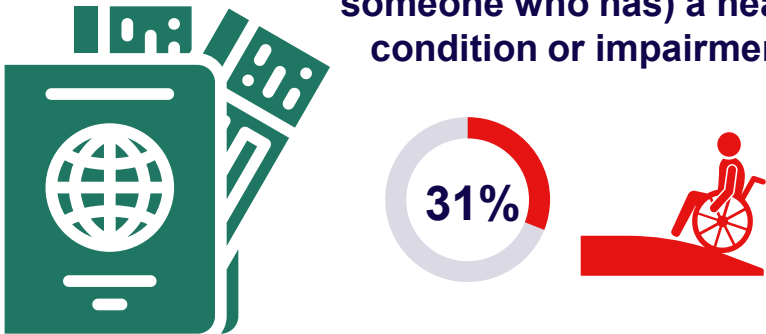
Top sources of inspiration



Share of Danish travellers who book all trip elements separately



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



Sources: *BFI/Yonder 2021 International perceptions of and engagement with UK screen content, base previous visitors. All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.