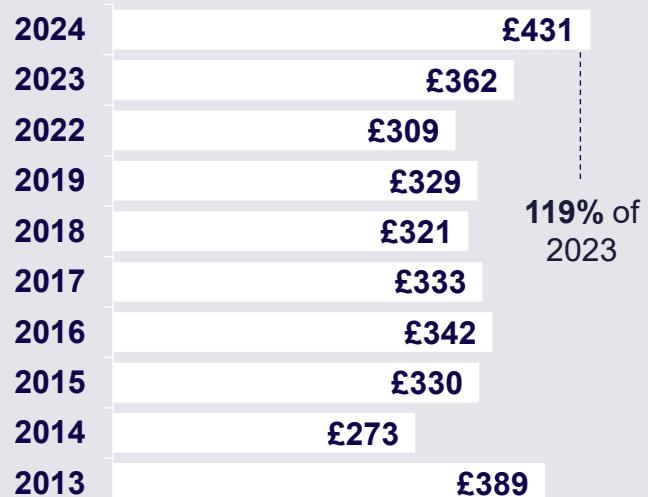


Annual visitor spend (£m)



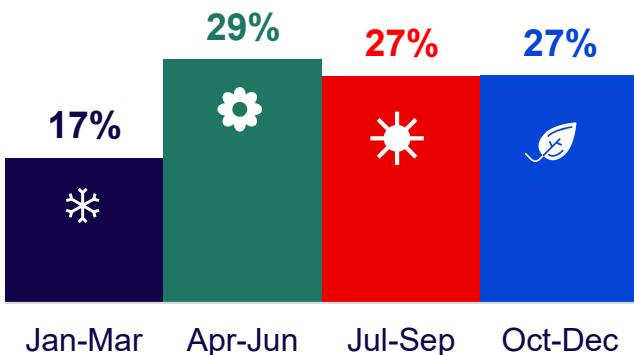
#14

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



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

Holger Lenz

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Average nights stayed

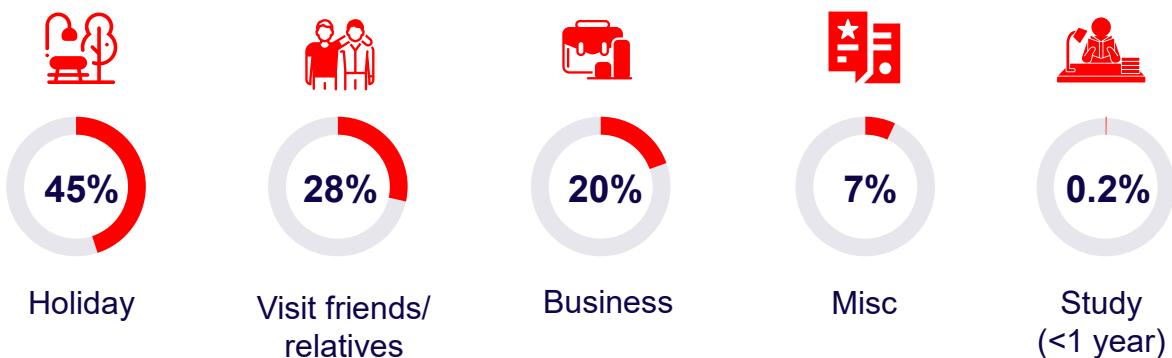


£653

2024 average spend per visit

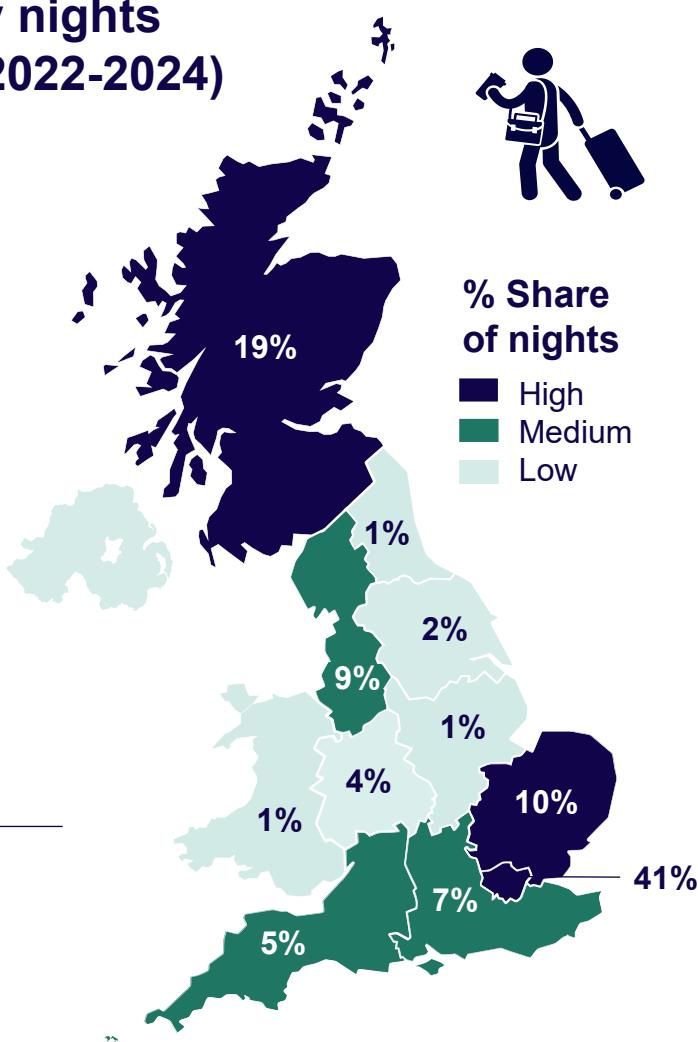


Purpose of travel* (2024)



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

Region	% share of nights
1 London	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%



Departure & Destination Airports** (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* (2023)



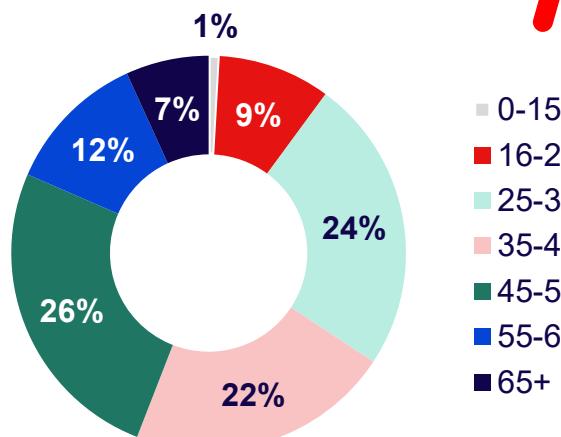
% Share of visits

- High
- Medium
- Low

Regions & cities by visitor origin

	%
Hovedstaden (Capital Region)	49%
Copenhagen	46%
Midjylland	25%
Aarhus	10%
Syddanmark	13%
Nordjylland	8%
Sjælland	5%

Key demographics* (2024)



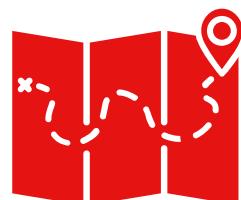
Perceptions of Britain** (2022)

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

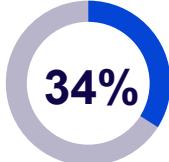


Top sources of inspiration

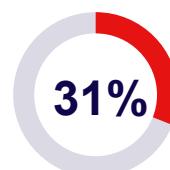
- #1 Friends or family (in person)
- #2 Bargain deals on airfares or tours
- #3 Travel websites via search engines



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.