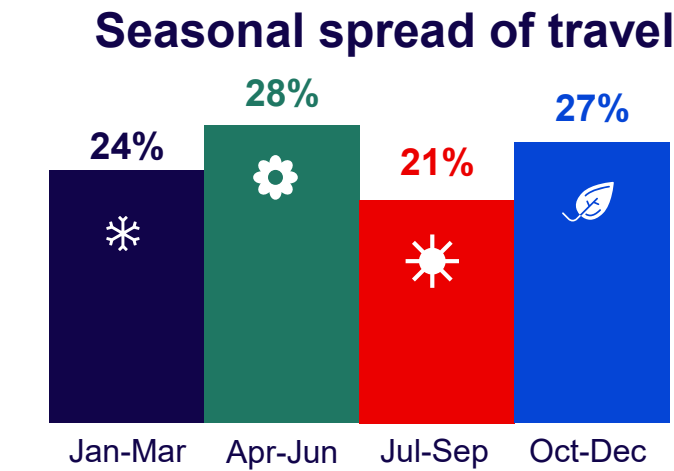


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024



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

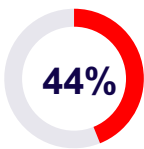
Severine Tharreau
Country Manager France & Benelux
Severine.Tharreau@visitbritain.org

Juliette Suan
Travel Trade Manager France
Juliette.Suan@visitbritain.org

£546
2024 average spend per visit



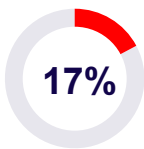
Purpose of travel



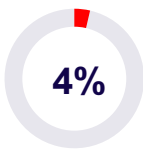
Holiday



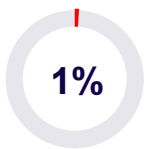
Visit friends/
relatives



Business



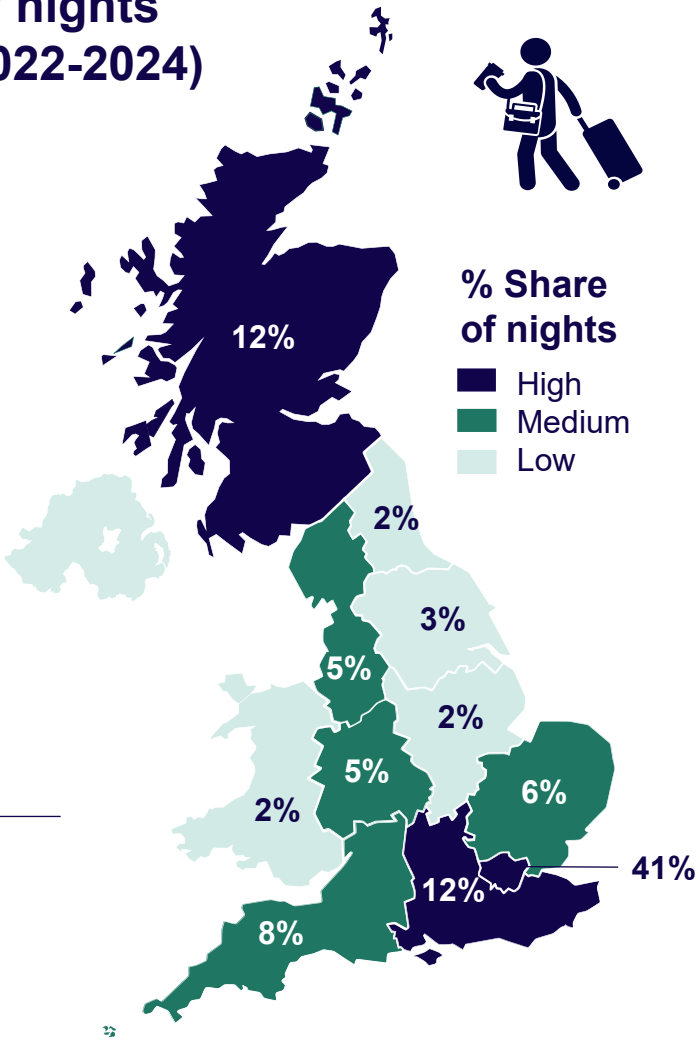
Misc



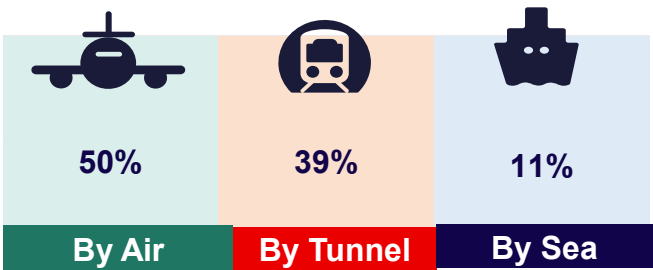
Study
(<1 year)

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

	Region	% share of nights
1	London	41%
2	Scotland	12%
3	South East	12%
4	South West	8%
5	East Of England	6%
6	West Midlands	5%
7	North West	5%
8	Yorkshire	3%
9	Wales	2%
10	East Midlands	2%
11	North East	2%



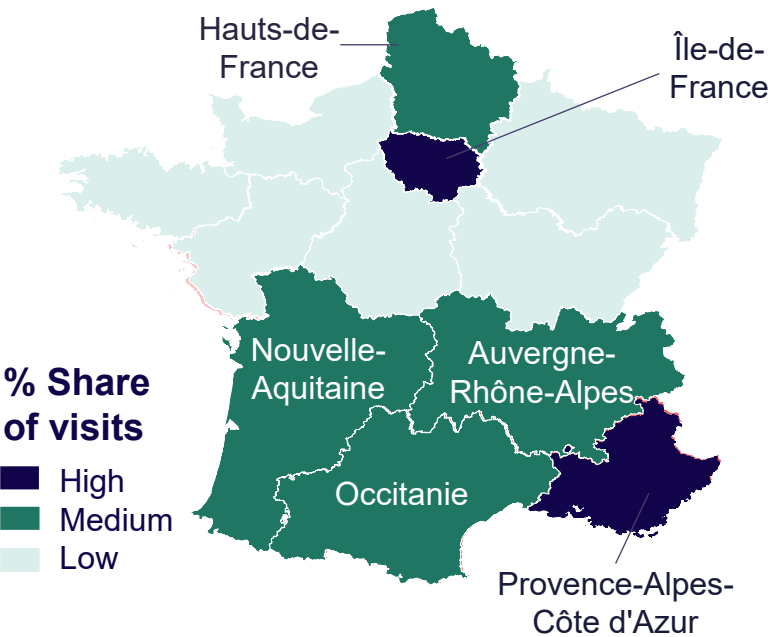
Market Access



Sources: International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes.

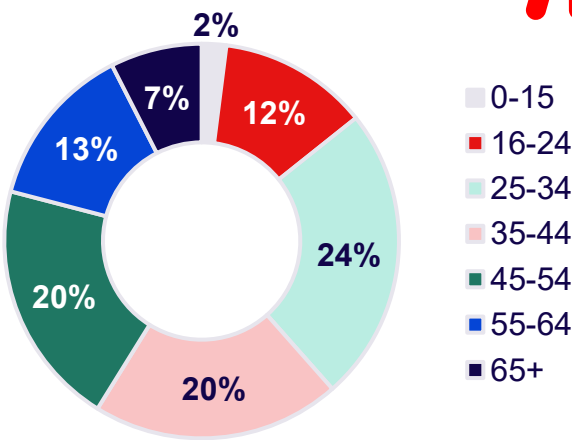


Visitors' origin* (2023)



Regions by visitor origin	%
Ile-de-France	39%
Auvergne-Rhône-Alpes	11%
Provence-Alpes-Côte-d'Azur	10%
Occitanie	8%
Nouvelle-Aquitaine	7%
Hauts-de-France	6%
Pays-de-la-Loire	4%
Normandie	4%
Grand-Est	4%
Bretagne	4%
Centre-Val-de-Loire	2%
Bourgogne-Franche-Comté	1%

Key demographics* (2024)



Perceptions of the UK** (2025)

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

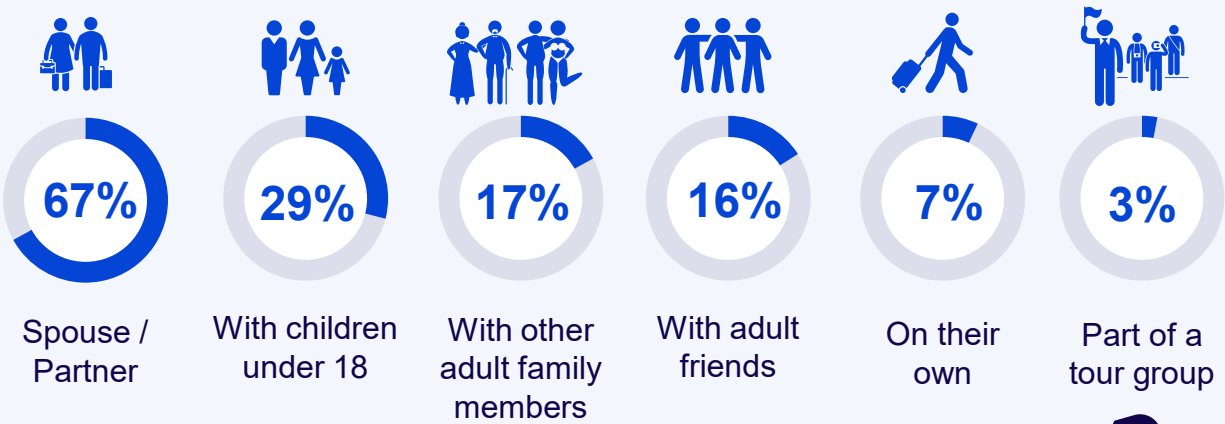
	Rank
Contemporary culture	3 rd
Culture	4 th
Historic Buildings	5 th
Cultural Heritage	7 th
Vibrant cities	8 th
Sport	9 th



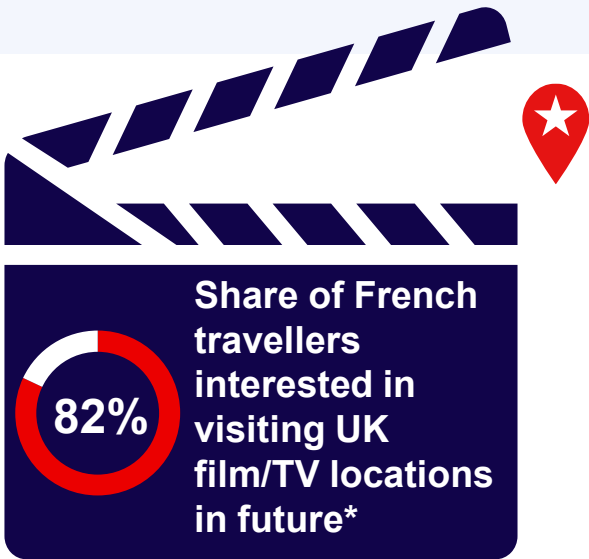
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**2025 Anholt Nation Brand Index Report



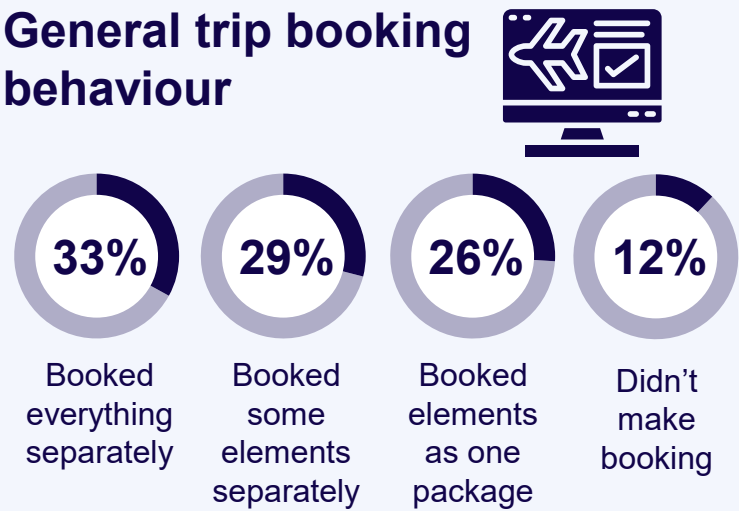
Travel companions



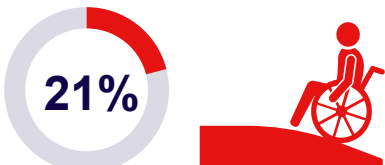
Top sources of inspiration



General trip booking behaviour



Share of French 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.