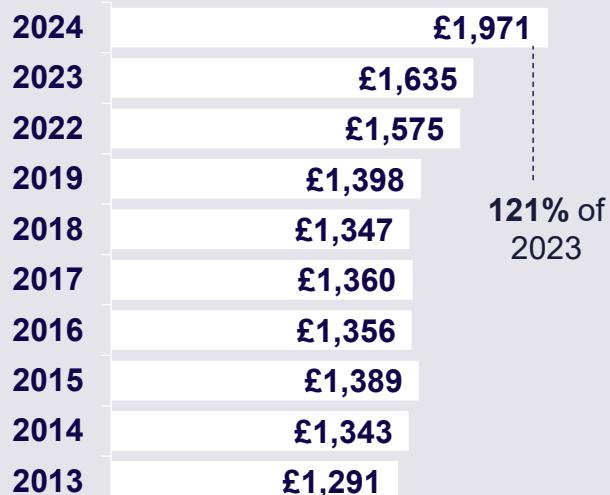


### Annual visits (000s)

114% of 2023



### Annual visitor spend (£m)



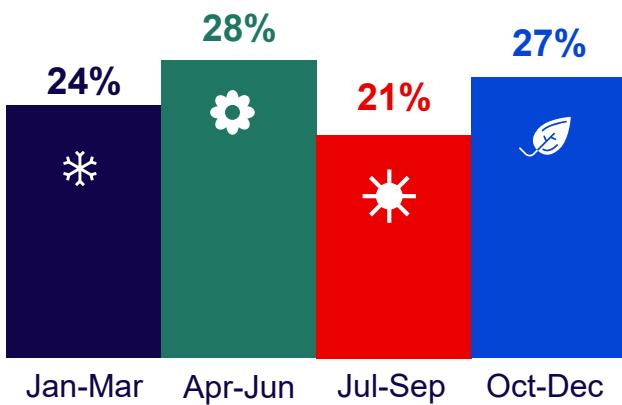
#2

Global ranking for inbound visits to the UK in 2024

#3

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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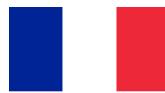
### Average nights stayed



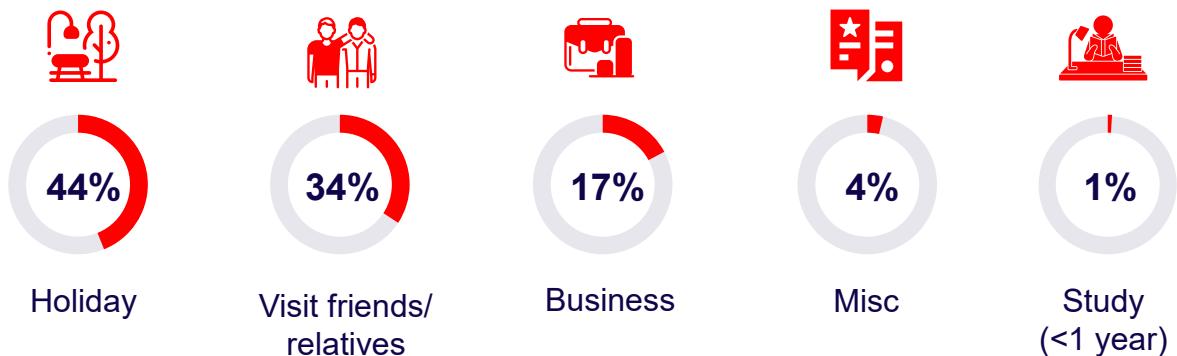
In 2024, average spend per night (£106) and per visit (£546) by French visitors to GB was in line with the European average (£101 and £557 respectively).

£546

2024 average  
spend per visit

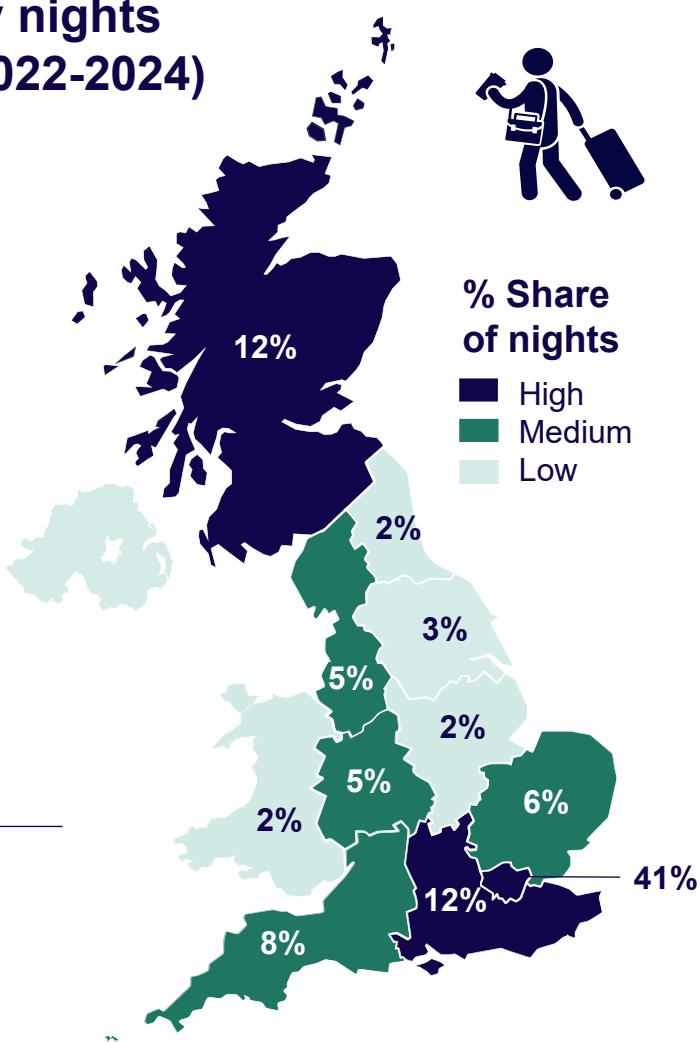


## Purpose of travel



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

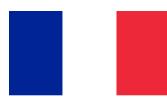
Region	% share of nights
1 London	41%
2 Scotland	12%
3 South East	12%
4 South West	8%
5 East Of England	6%
6 West Midlands	5%
7 North West	5%
8 Yorkshire	3%
9 Wales	2%
10 East Midlands	2%
11 North East	2%



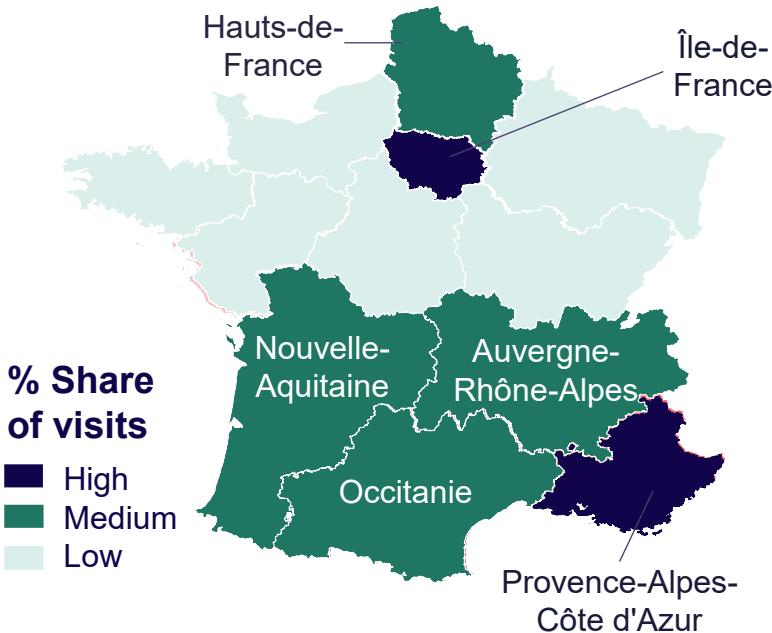
## Market Access



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

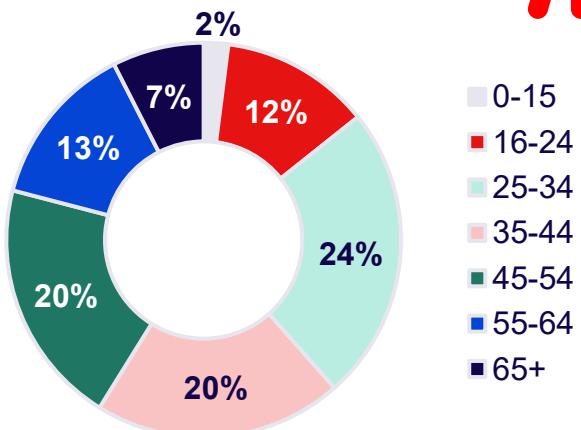


## Visitors' origin\* (2023)



Regions by visitor origin	%
Île-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)



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

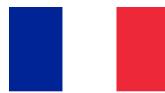
\*\*2025 Anholt Nation Brand Index Report

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

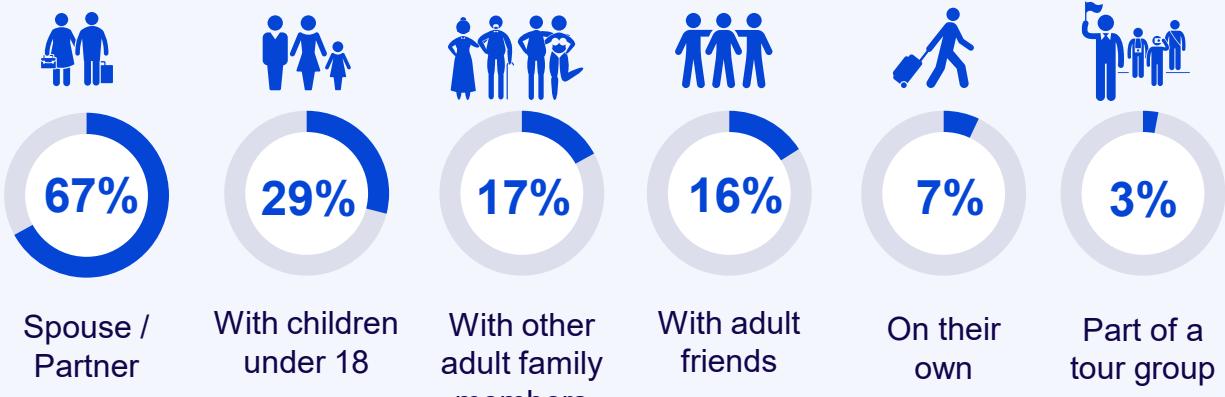
The UK ranks within the top 10 out of 50 nations for:

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



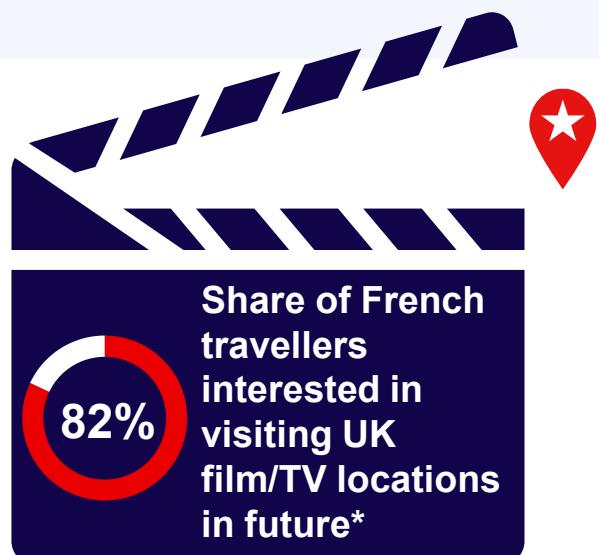


## Travel companions

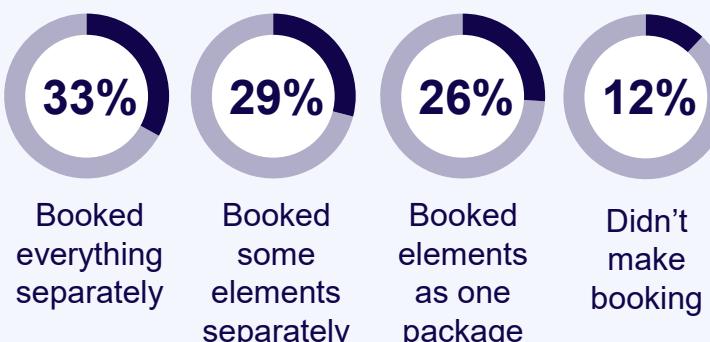


## Top sources of inspiration

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



## General trip booking behaviour



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

