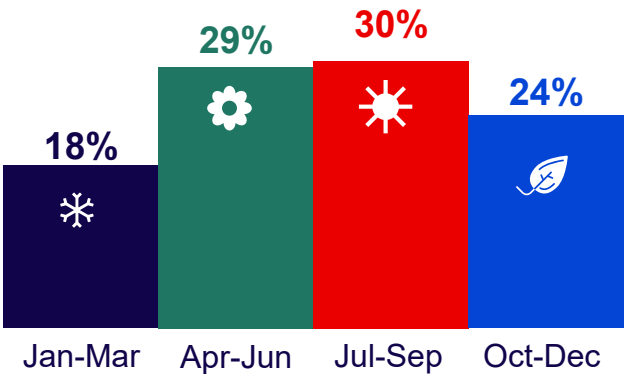


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel



### Average nights stayed



In 2024, visitors from Germany spent an average of £626 per visit compared to the European average of £557.



£626

2024 average spend per visit

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

**Holger Lenz**

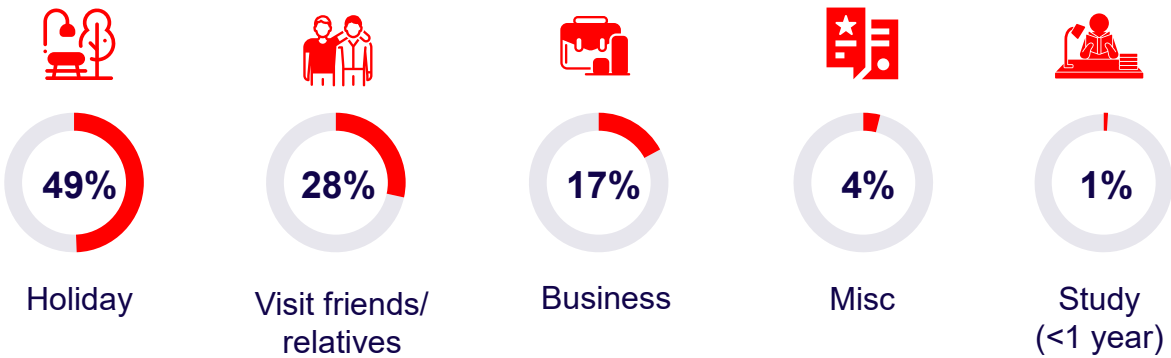
Country Manager Central Europe & Nordics  
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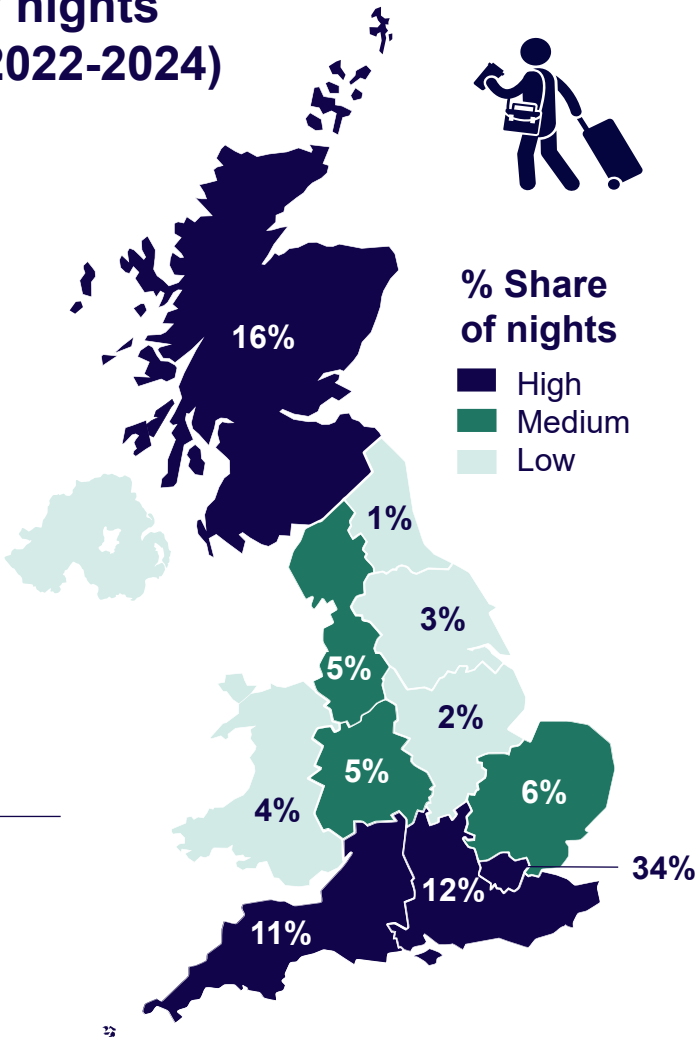


Purpose of travel\* (2024)

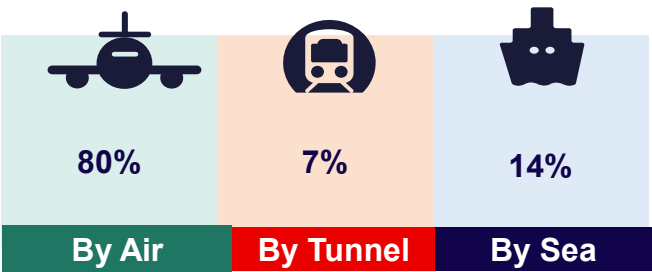


Regional spread of travel by nights  
spent per region\* (average 2022-2024)

	Region	% share of nights
1	London	34%
2	Scotland	16%
3	South East	12%
4	South West	11%
5	East Of England	6%
6	North West	5%
7	West Midlands	5%
8	Wales	4%
9	Yorkshire	3%
10	East Midlands	2%
11	North East	1%



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.



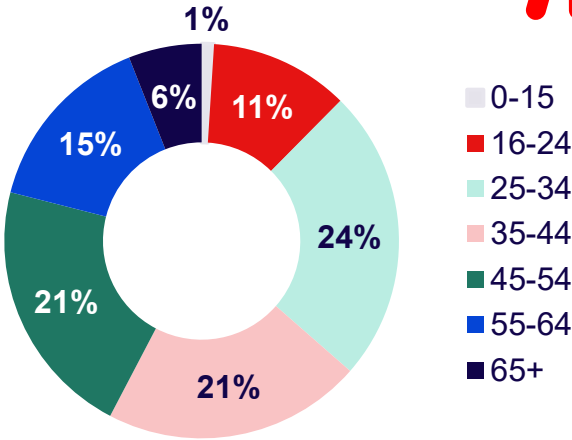
Visitors' origin\* (2022)



Top 10 regions by visitor origin %

	%
Nordrhein Westfalen	19%
Bayern (Bavaria)	16%
Berlin	15%
Hessen (Hesse)	11%
Baden Württemberg	11%
Hamburg	9%
Niedersachsen (Lower Saxony)	5%
Rheinland Pflaz	4%
Sachsen (Saxony)	2%
Bremen	2%

Key demographics\* (2024)



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	6 <sup>th</sup>
Vibrant cities	7 <sup>th</sup>
Sport	7 <sup>th</sup>
Cultural Heritage	8 <sup>th</sup>

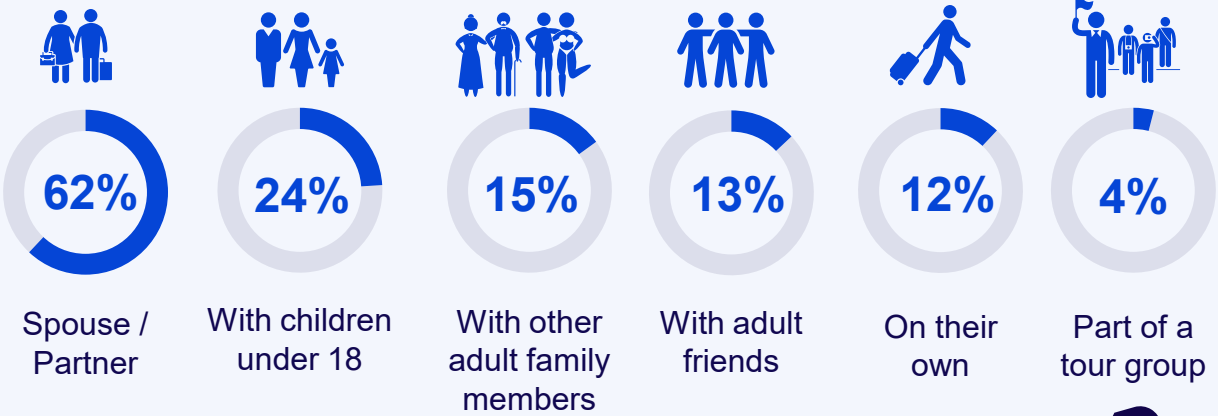


Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.

\*\*2025 Anholt Nation Brand Index Report



## Travel companions



## Top sources of inspiration



## Share of German travellers who book all trip elements separately



## Share of Germans 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.