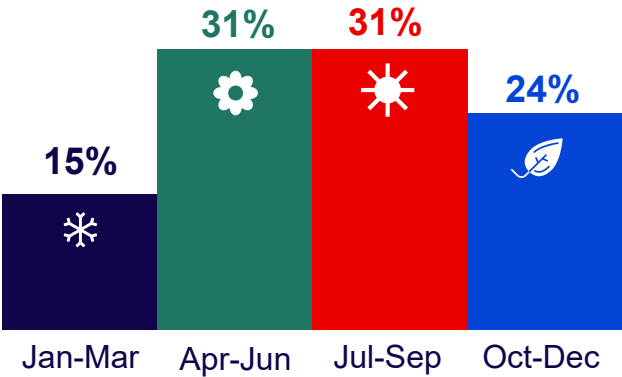


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel (2023)



### Average nights stayed



**Source:** International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only. Please note, 2024 IPS data is badged as ‘official statistics in development’. VisitBritain analysis for India has found that the year-on-year trend suggested by IPS for the second half of 2024 was much lower than the trend seen by other sources, so seasonality data for 2023 is shown instead.

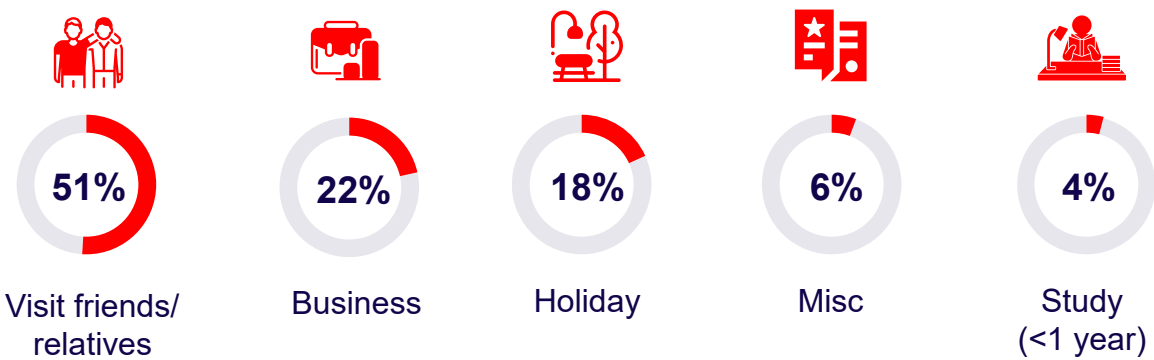
**Ritu Varma**  
Country Manager India  
[ritu.varma@visitbritain.org](mailto:ritu.varma@visitbritain.org)

India had one of the highest **average nights per visit** to Britain in 2024, **3.8 times** the **global average of 7.4 nights**.

**£1,338**  
2024 average spend per visit

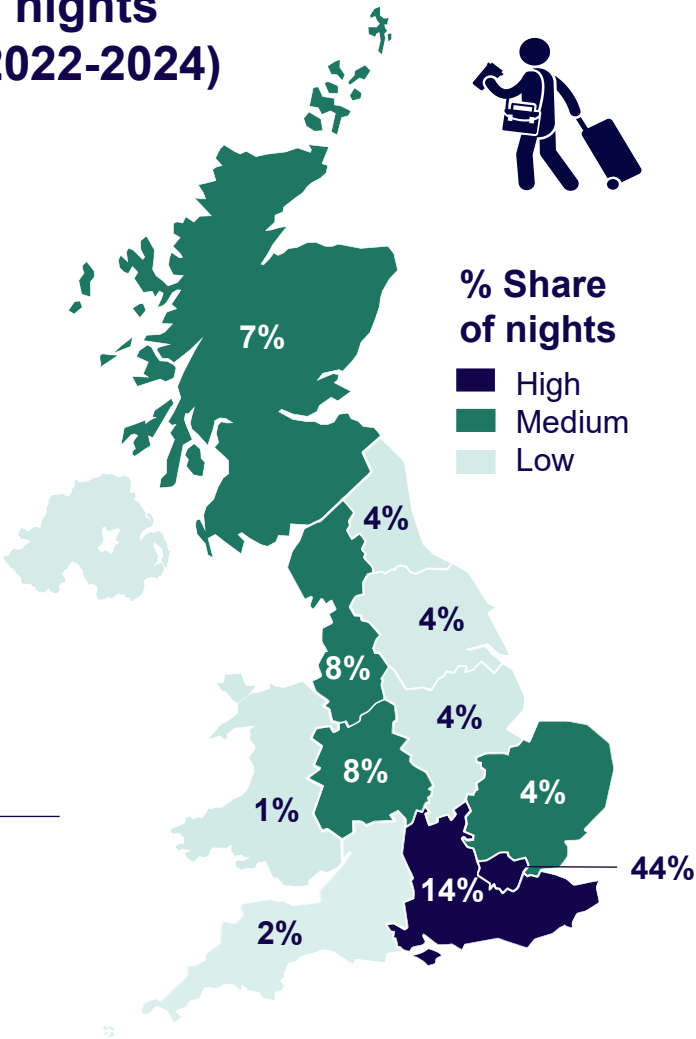


Purpose of travel\* (2024)



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

	Region	% share of nights
1	London	44%
2	South East	14%
3	West Midlands	8%
4	North West	8%
5	Scotland	7%
6	East Midlands	4%
7	North East	4%
8	East Of England	4%
9	Yorkshire	4%
10	South West	2%
11	Wales	1%



Departure & Destination  
Airports\*\* (2025)



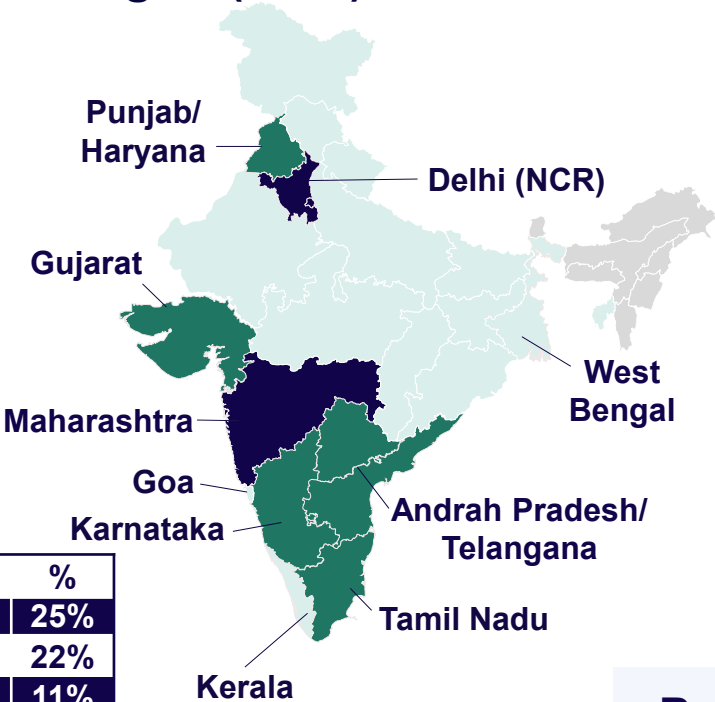
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.



### Visitors' origin\* (2024)

% Share  
of visits

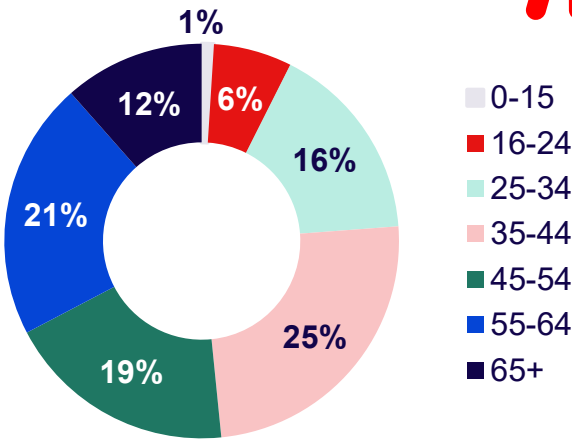
- High
- Medium
- Low
- None



Top 5 cities	%
Mumbai	25%
Delhi	22%
Bangalore	11%
Chennai	6%
Hyderabad	5%

Top 10 regions	%
Maharashtra	29%
Delhi (NCR)	23%
Karnataka	11%
Tamil Nadu	8%
Gujarat	6%
Andhra Pradesh / Telangana	5%
Haryana/Punjab	5%
Kerala	4%
West Bengal	4%
Goa	3%

### Key demographics\* (2024)



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

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

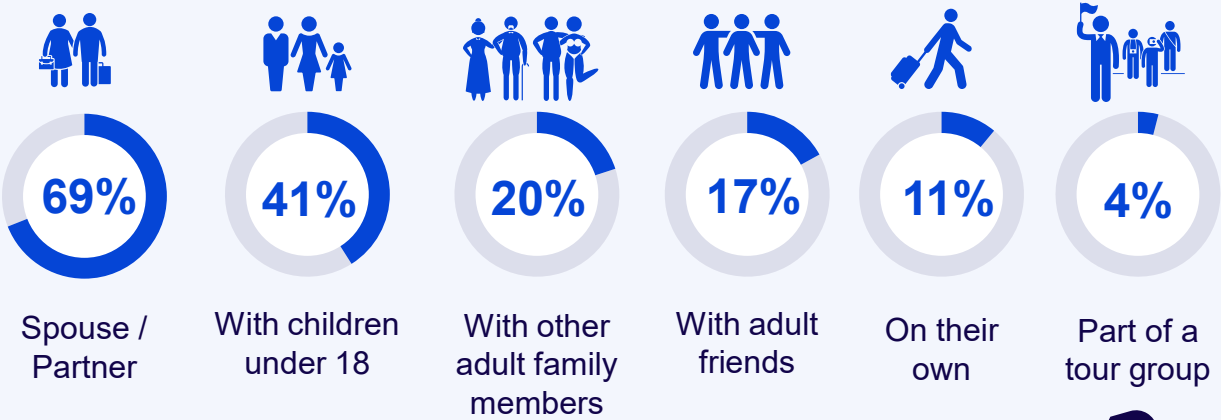
	Rank
Cultural heritage	4 <sup>th</sup>
Historic buildings	5 <sup>th</sup>
Vibrant cities	5 <sup>th</sup>
Culture	5 <sup>th</sup>
Contemporary cities	5 <sup>th</sup>
Sport	5 <sup>th</sup>
Tourism	8 <sup>th</sup>
Visit if £ no object	8 <sup>th</sup>
People	10 <sup>th</sup>

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

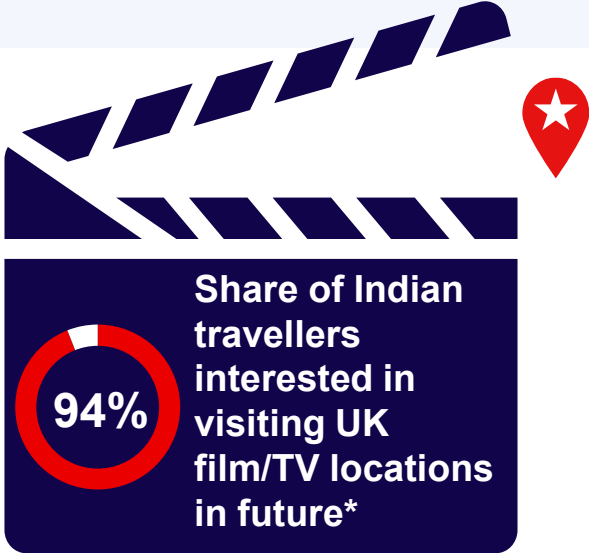




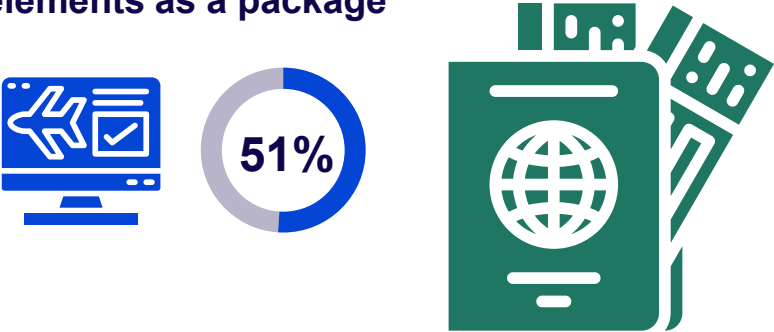
Travel companions



Top sources of inspiration



Share of Indian travellers who book all trip elements as a package



Share of Indian 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.