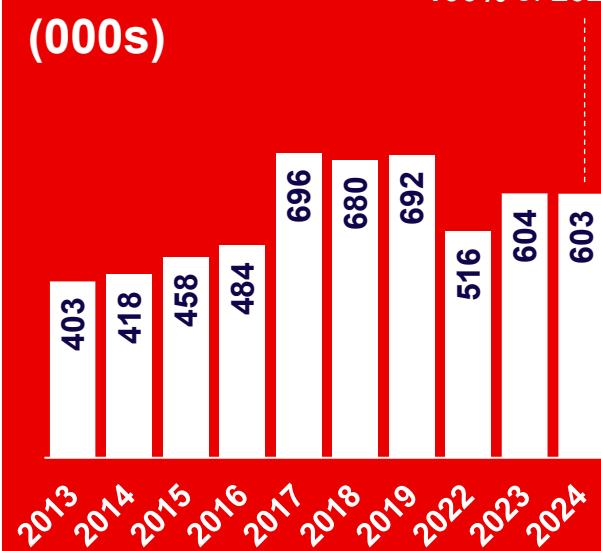


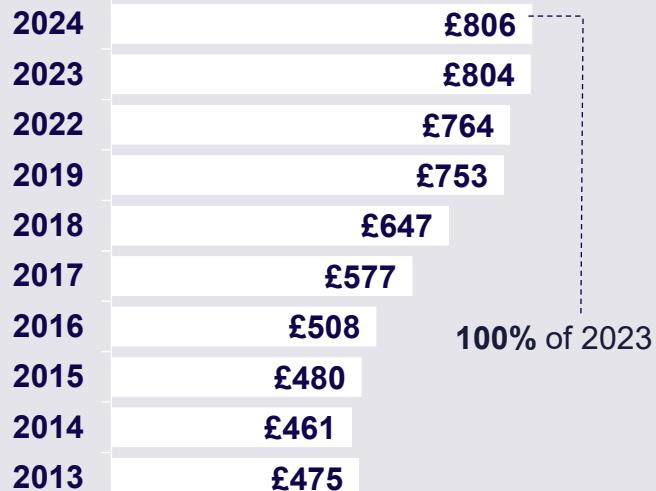


#### Annual visits (000s)

100% of 2023



#### Annual visitor spend (£m)

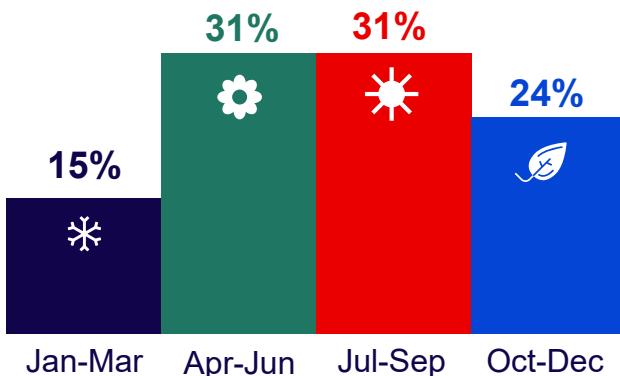


Global ranking for inbound spend in the UK in 2024

#17

#10

#### Seasonal spread of travel (2023)



#### Average nights stayed



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

**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

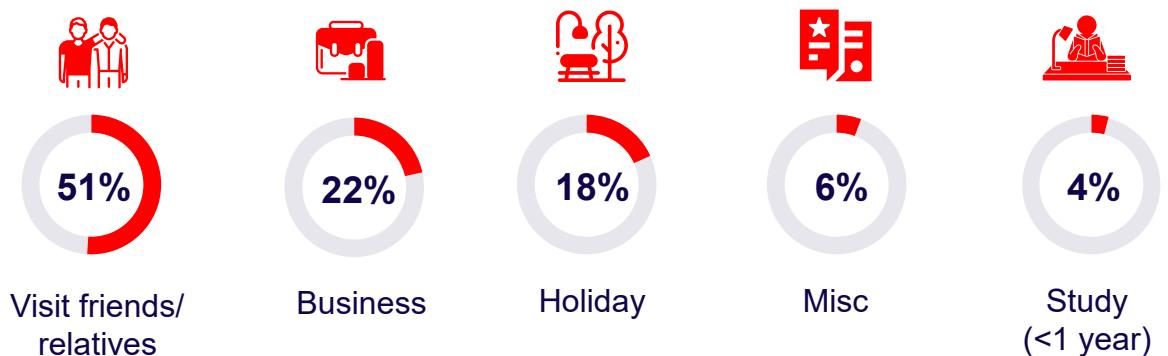
[ritu.varma@visitbritain.org](mailto:ritu.varma@visitbritain.org)

**£1,338**

2024 average  
spend per visit

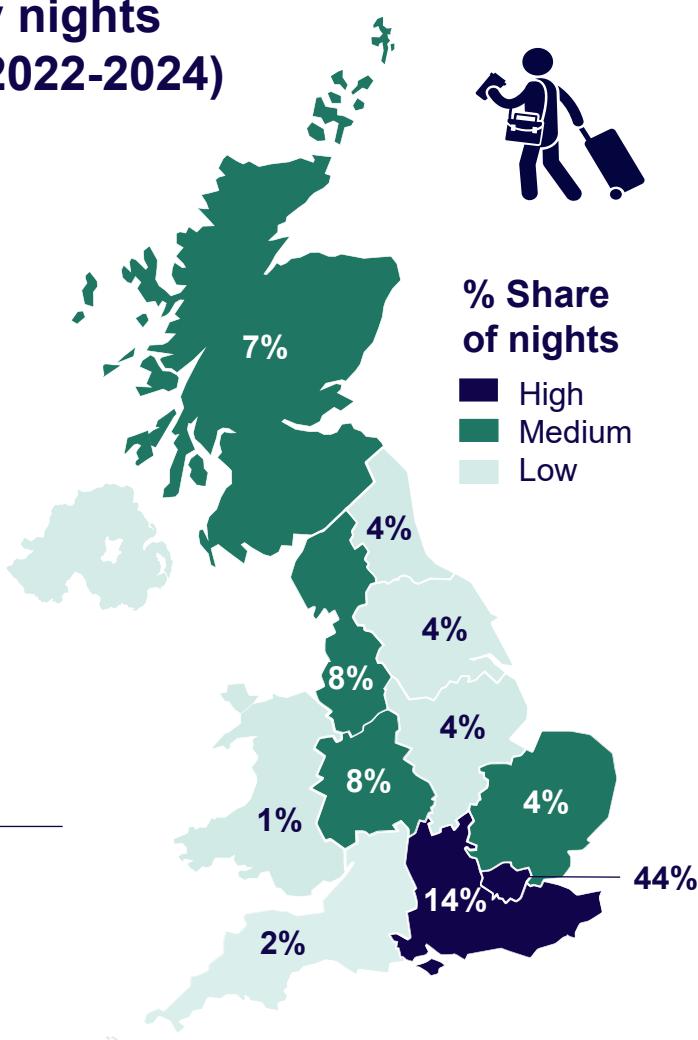


## Purpose of travel\* (2024)



## 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)



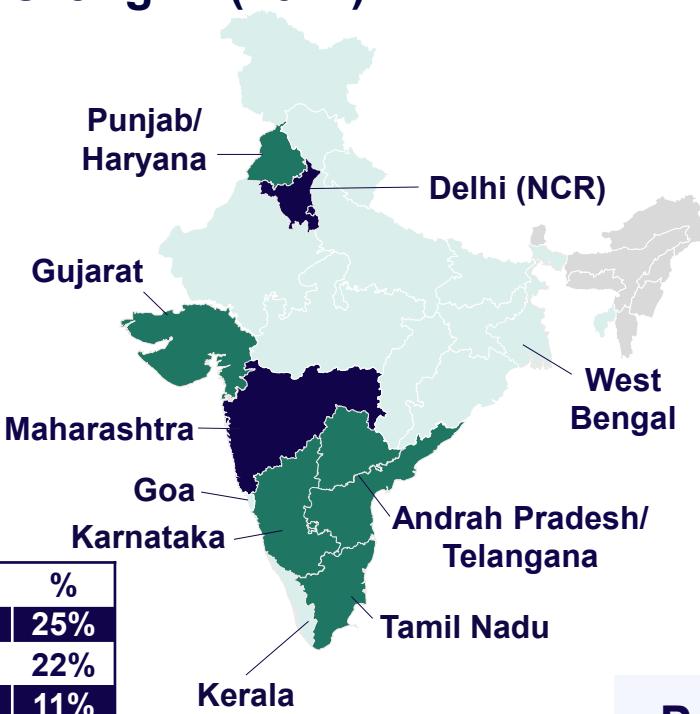
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.



## Visitors' origin\* (2024)

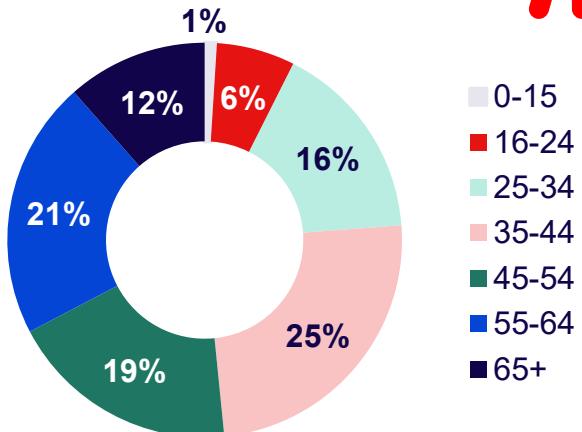
### % Share of visits

High
Medium
Low
None



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

## Key demographics\* (2024)



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%

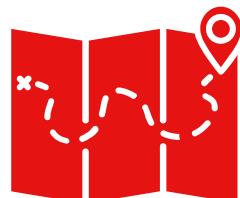
## Perceptions of the UK\*\* (2025)

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>

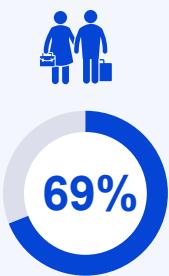
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.

\*\*2025 Anholt Nation Brand Index Report

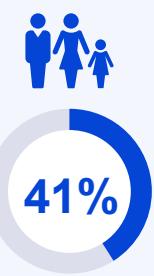




## Travel companions



Spouse /  
Partner



With children  
under 18



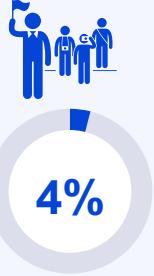
With other  
adult family  
members



With adult  
friends



On their  
own



Part of a  
tour group

## Top sources of inspiration



Social media -  
travel  
bloggers,  
influencers



Social media –  
recommendations  
from friends  
and family



Travel  
websites via  
search  
engines



## 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

