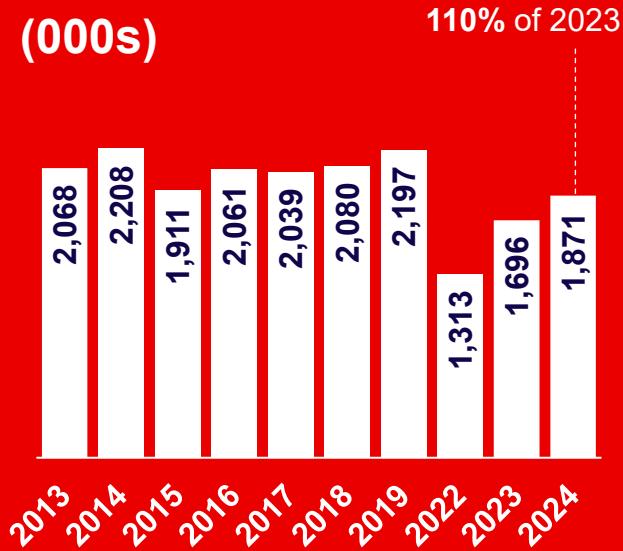
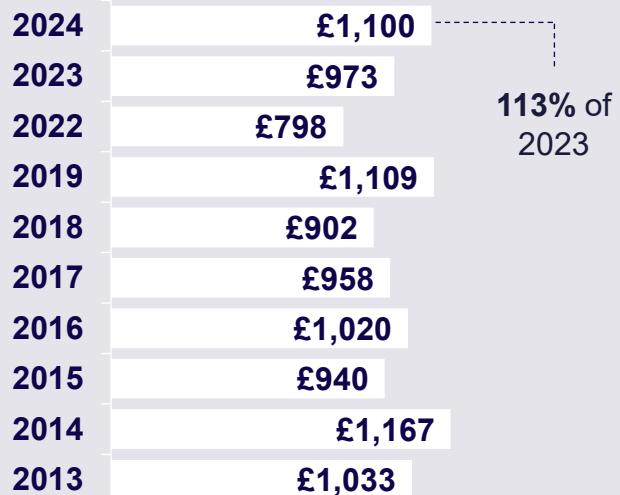




#### Annual visits (000s)



#### Annual visitor spend (£m)



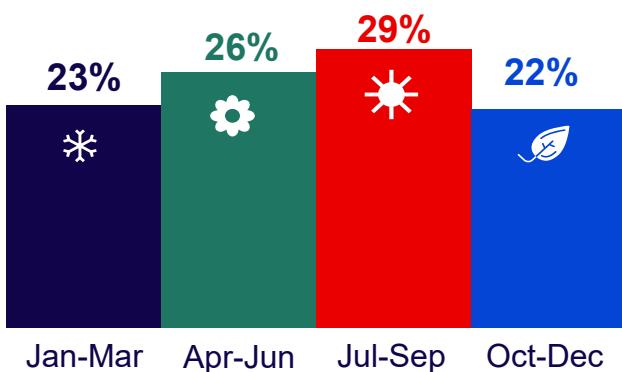
#7

Global ranking for inbound visits to the UK in 2024

#7

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



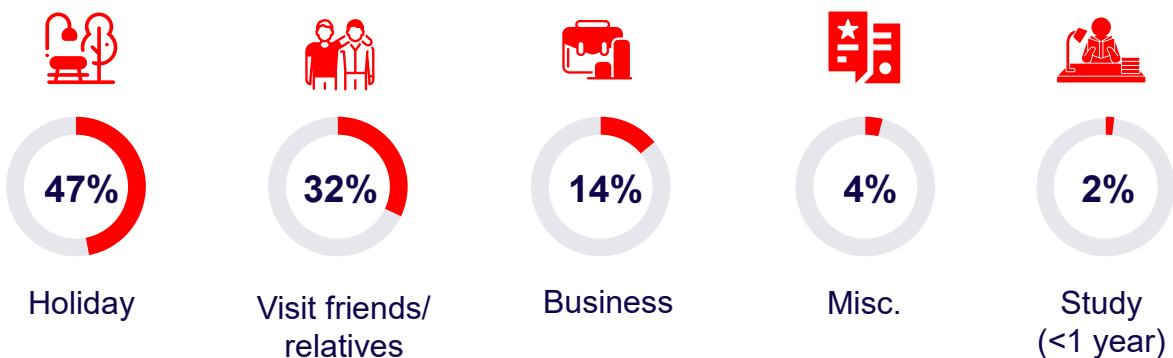
On average, visitors from Italy stayed longer and spent more than the European average of 5.5 nights and £557 per visit.

**£588**

2024 average  
spend per visit

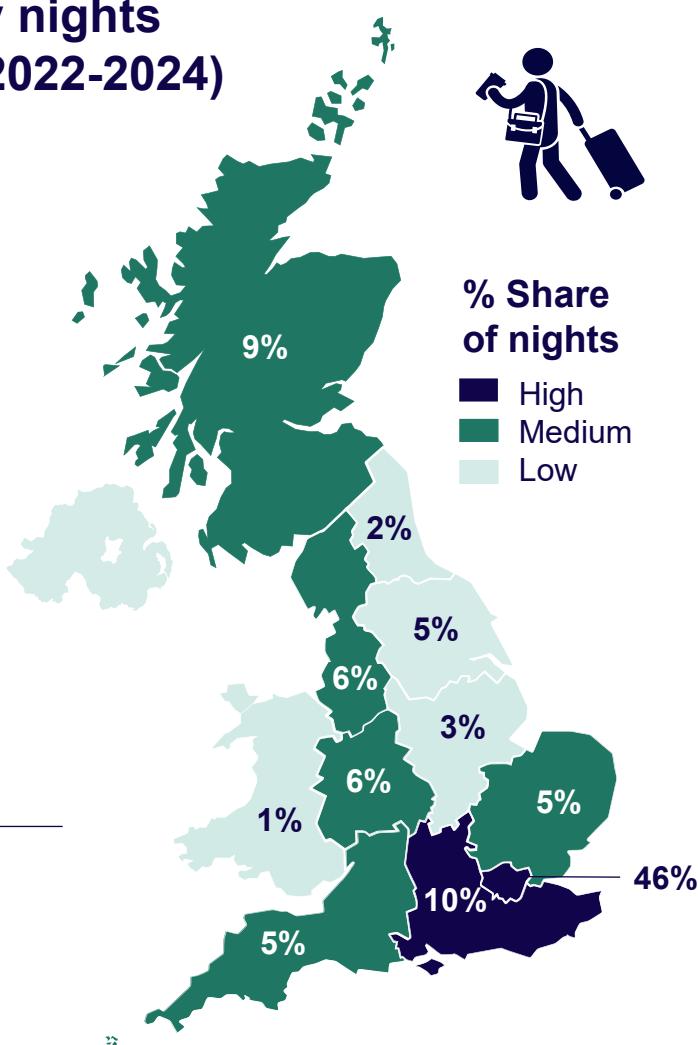


## Purpose of travel\* (2024)



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

Region	% share of nights
1 London	46%
2 South East	10%
3 Scotland	9%
4 West Midlands	6%
5 North West	6%
6 East of England	5%
7 Yorkshire	5%
8 South West	5%
9 East Midlands	3%
10 North East	2%
11 Wales	1%



## Departure & Destination Airports\*\* (2025)



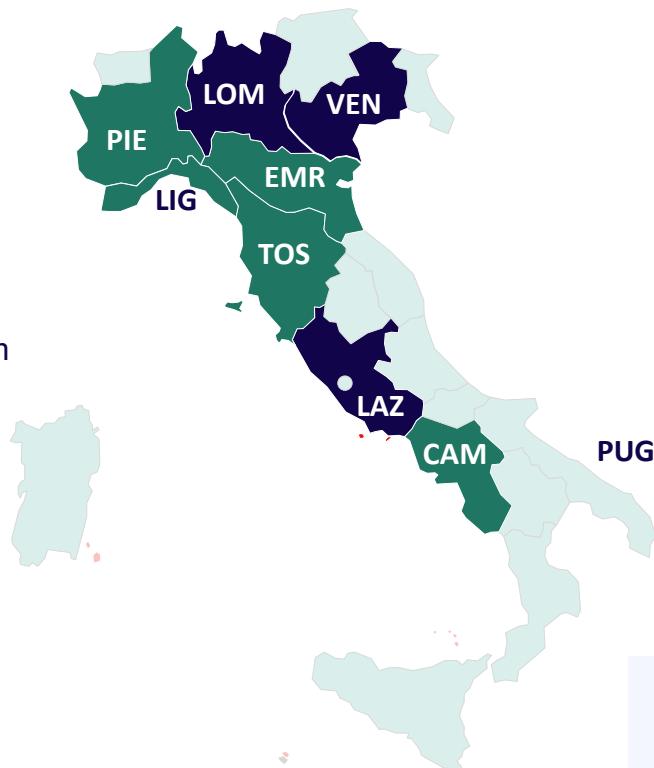
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.



## Visitors' origin\* (2019)

% Share of visits

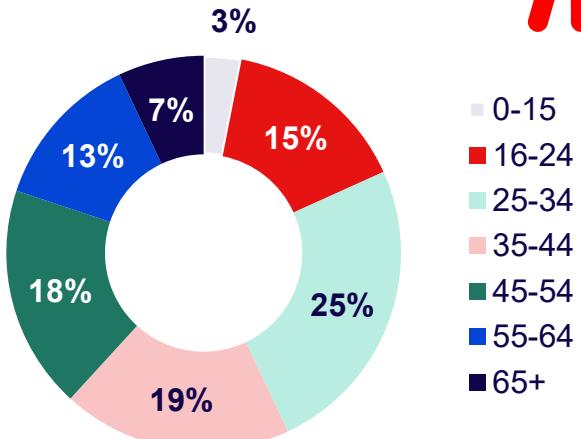
- High
- Medium
- Low



Top regions by share of visits	%
Lombardia (LOM)	31%
Lazio (LAZ)	17%
Veneto (VEN)	14%
Campania (CAM)	7%
Emilia-Romagna (EMR)	7%
Toscana (TOS)	6%
Piemonte (PIE)	5%
Liguria (LIG)	4%
Puglia (PUG)	2%

Other regions <2%

## 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)

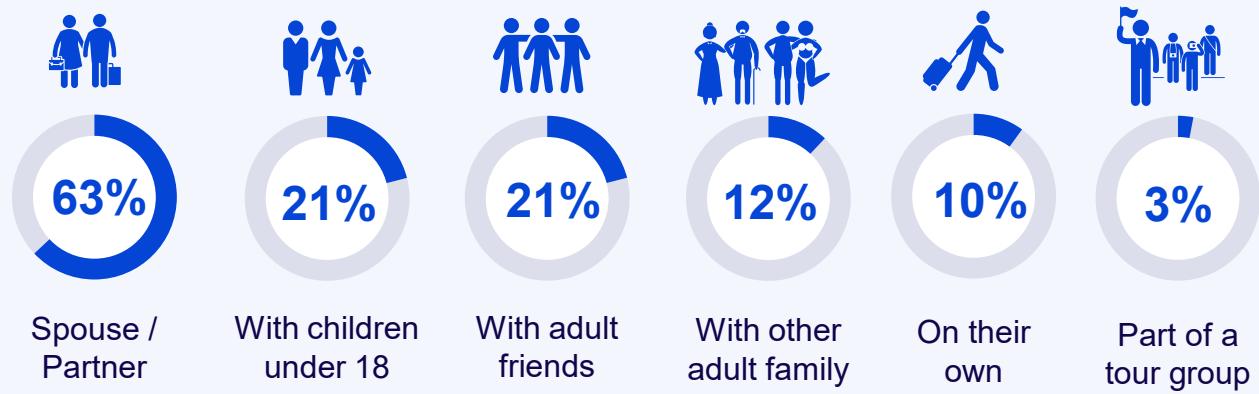
The UK ranks within the top 10 out of 50 nations for:

	Rank
Contemporary culture	2 <sup>nd</sup>
Culture	3 <sup>rd</sup>
Historic buildings	5 <sup>th</sup>
Vibrant cities	5 <sup>th</sup>
Sport	5 <sup>th</sup>
Cultural heritage	6 <sup>th</sup>
Tourism	7 <sup>th</sup>





## Travel companions



## Top sources of inspiration

- #1 Friends or family (in person)
- #2 Travel websites via search engines
- #3 Information on National Tourist Board Website



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



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

