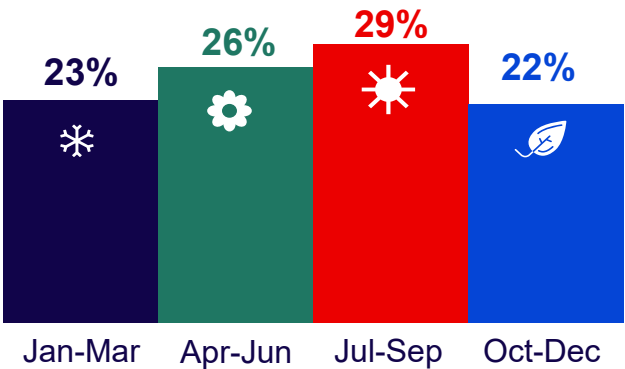


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



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

Cristina Bernabé
Country Manager Southern Europe
Cristina.Bernabe@visitbritain.org

Simona Blandi
Travel Trade Manager Italy
Simona.Blandi@visitbritain.org

Silvia Bocciarelli
Communications Manager Italy
Silvia.Bocciarelli@visitbritain.org

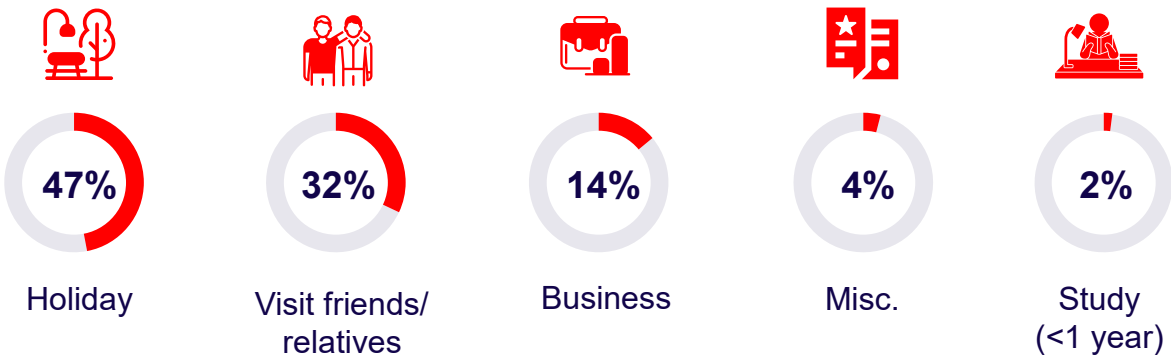
On average, visitors from Italy stayed longer and spent more than the European average of 5.5 nights and £557 per visit.

£588

2024 average spend per visit

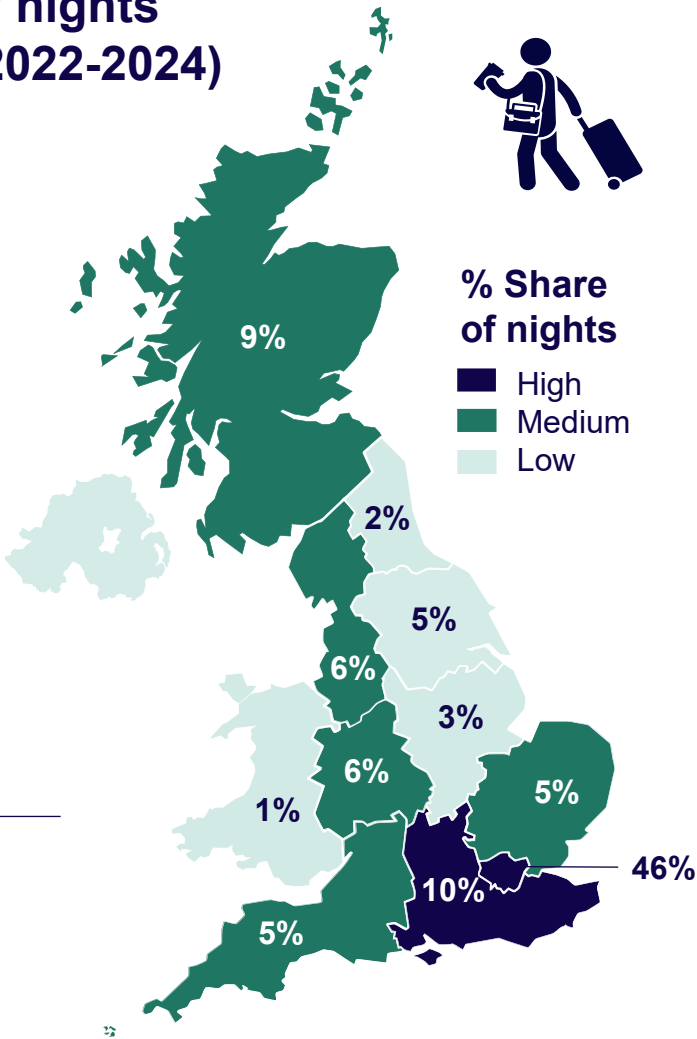


Purpose of travel* (2024)



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.



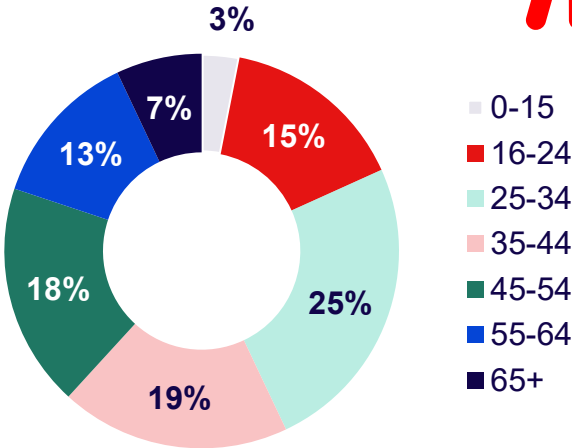
Visitors' origin* (2019)



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)



Perceptions of the UK** (2025)

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

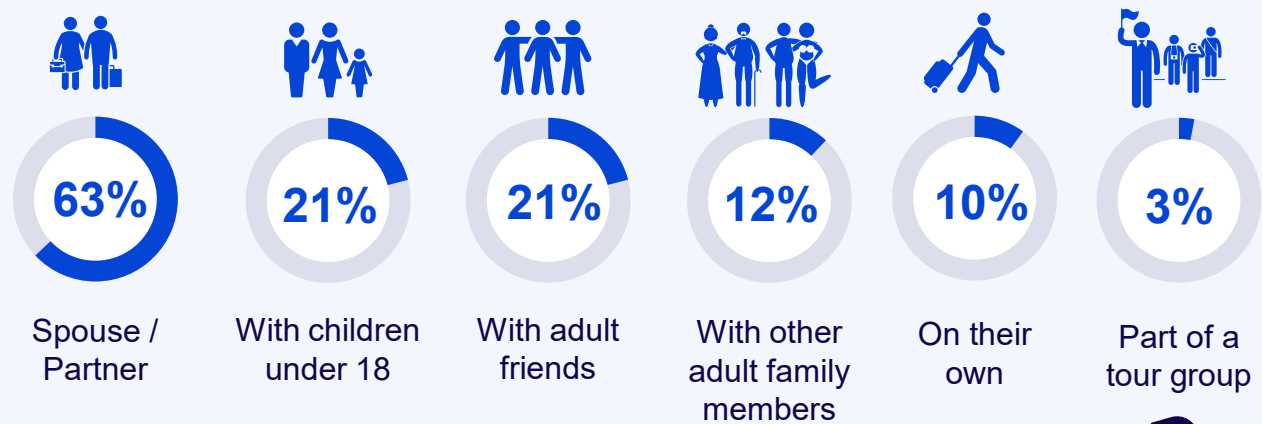
	Rank
Contemporary culture	2 nd
Culture	3 rd
Historic buildings	5 th
Vibrant cities	5 th
Sport	5 th
Cultural heritage	6 th
Tourism	7 th

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 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



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.