

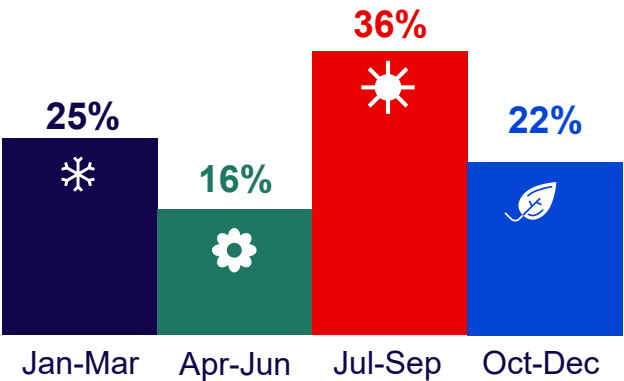
#29

Global ranking for inbound visits to the UK in 2024

#28

Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel (2023)



Average nights stayed



In 2024, Japanese visitors to Britain spent £1,093 per visit, 1.3 times the global average of £818. Average spend per night was £134 vs. the market average of £111.

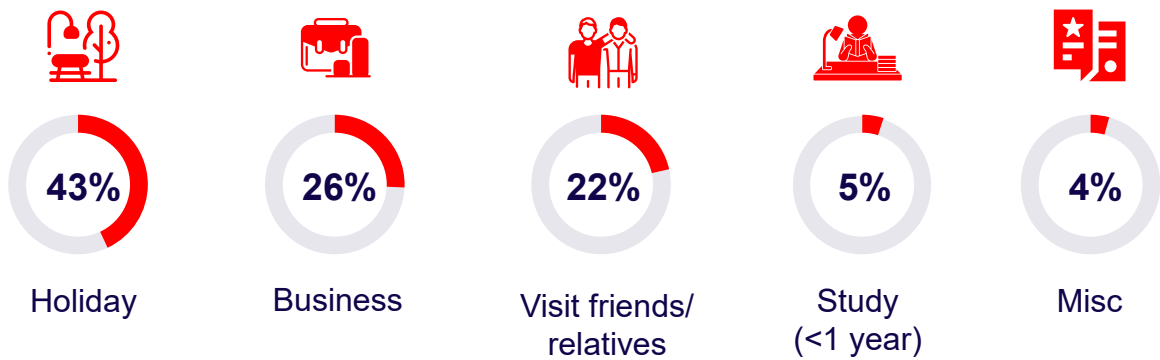
£1,093
2024 average spend per visit

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 Japan 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.

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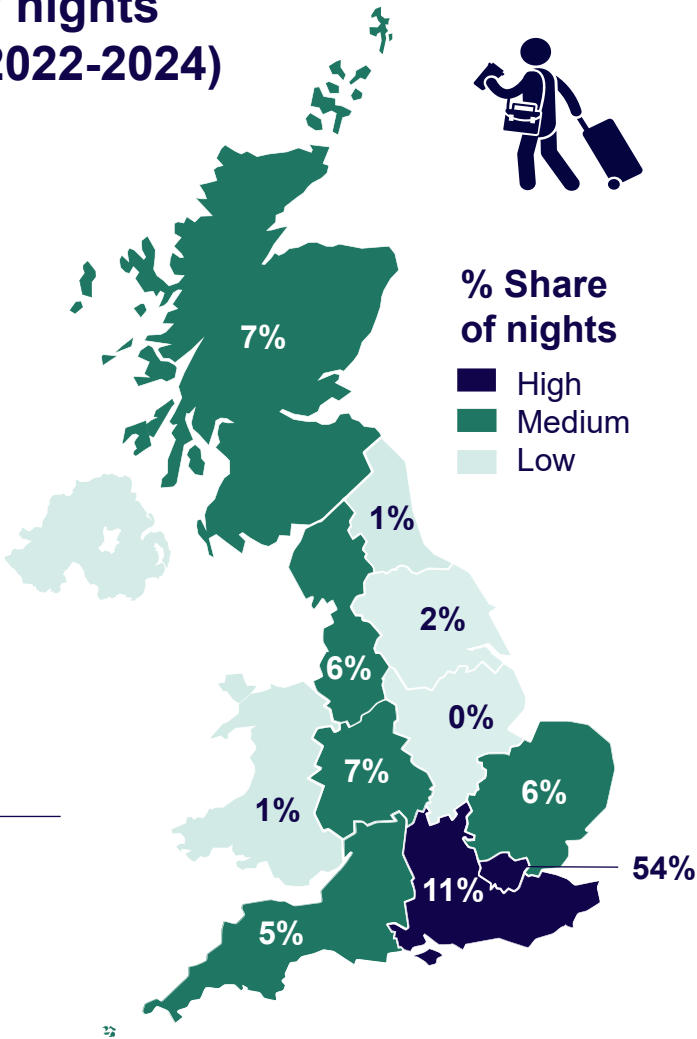
Purpose of travel* (2024)



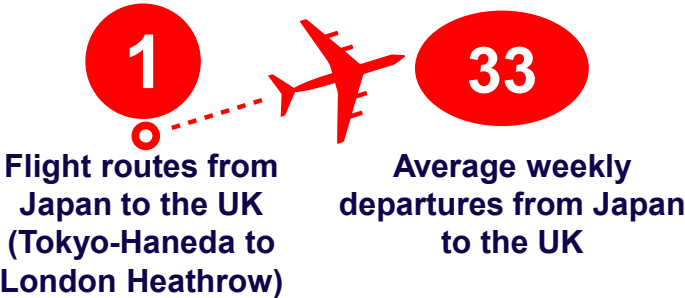
Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	54%
2	South East	11%
3	West Midlands	7%
4	Scotland	7%
5	East Of England	6%
6	North West	6%
7	South West	5%
8	Yorkshire	2%
9	North East	1%
10	Wales	1%
11	East Midlands	0%

Indicative data only due to low sample sizes outside London.



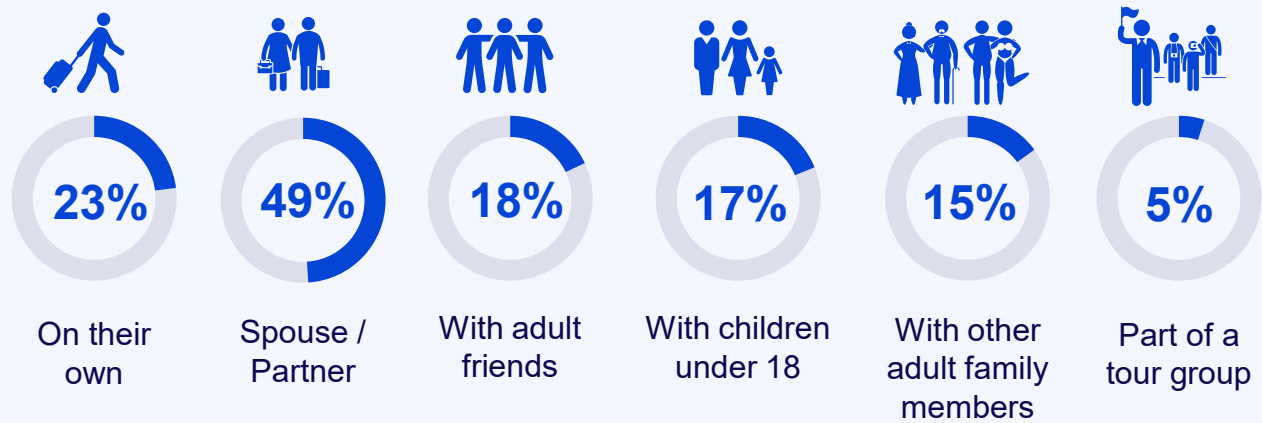
Japan to UK Connectivity
(2025)**



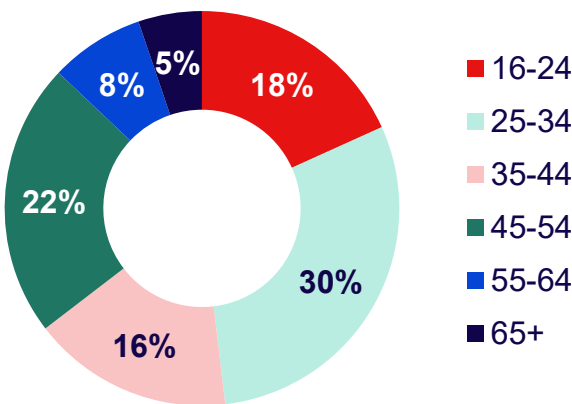
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.



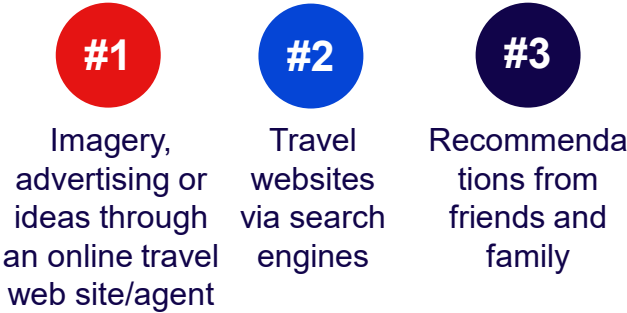
Travel companions



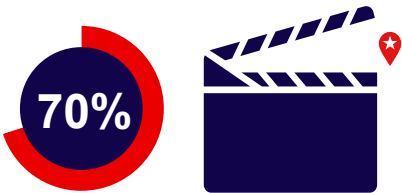
Key demographics*



Top sources of inspiration



Share of Japanese travellers interested in visiting UK film/TV locations in future**



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



Perceptions of the UK** (2025)

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

	Rank
Vibrant cities	4 th
Historic buildings	5 th
Contemporary culture	5 th
Tourism	6 th
Culture	6 th
Cultural heritage	6 th
Visit if £ no object	7 th
Sport	7 th
People	9 th

Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. **2025 Anholt Nation Brand Index Report. All other data from the 2022 VB/Kubi Kalloo MIDAS research project.