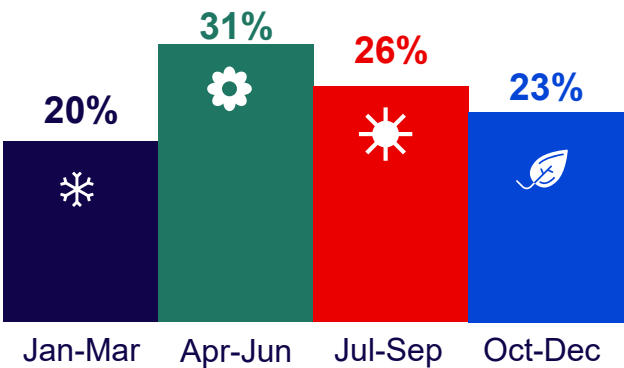


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



With an average spend of £118 per night, this was 1.2 times the European average of £101.

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

Séverine Tharreau
Country Manager France & Benelux
Severine.Tharreau@visitbritain.org

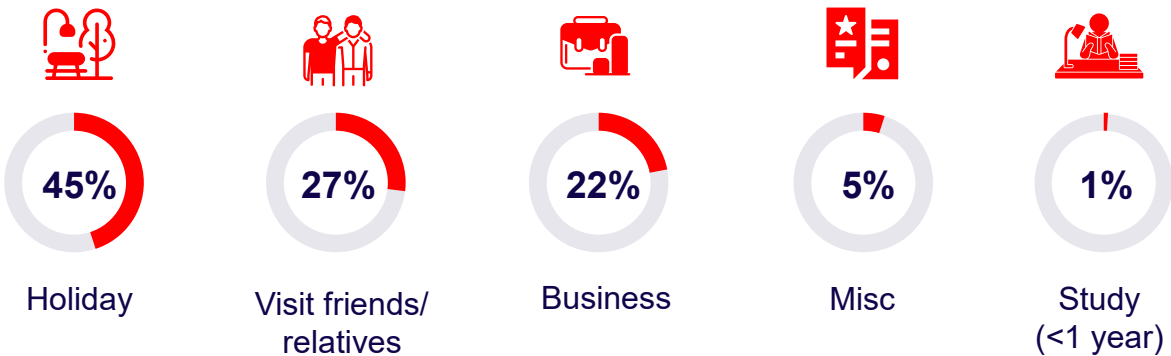
Robin Kagenaar
Travel Trade Manager Benelux
Robin.Kagenaar@visitbritain.org

£595

2024 average spend per visit

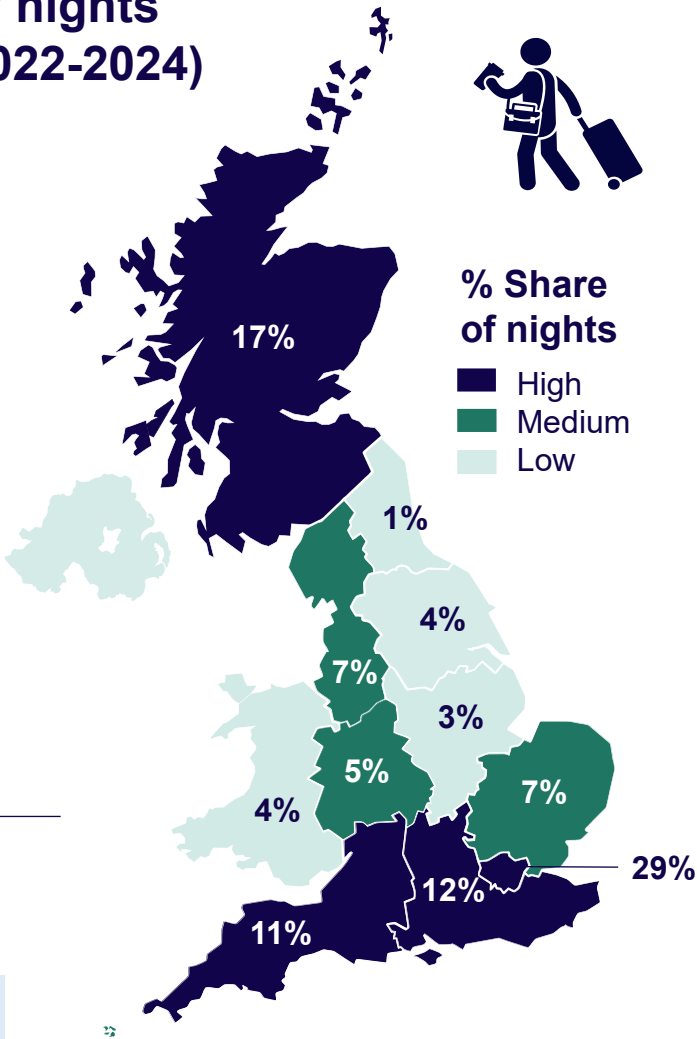


Purpose of travel (2024)

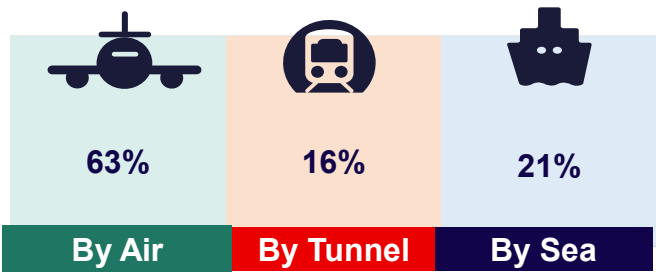


Regional spread of travel by nights spent per region (average 2022-2024)

	Region	% share of nights
1	London	29%
2	Scotland	17%
3	South East	12%
4	South West	11%
5	North West	7%
6	East of England	7%
7	West Midlands	5%
8	Wales	4%
9	Yorkshire	4%
10	East Midlands	3%
11	North East	1%



Market Access



Source: International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes.



Visitors' origin* (2024)

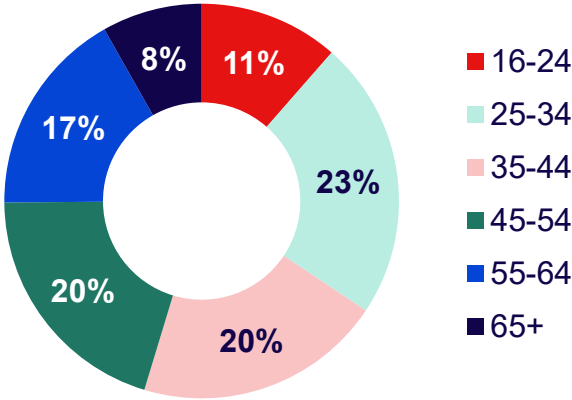
% Share
of visits

- High
- Medium
- Low
- No data



Regions by visitor origin	%
Noord Holland	43%
Zuid Holland	23%
Utrecht region	8%
Noord Brabant	7%
Gelderland	4%
Limburg	3%
Groningen	2%
Zeeland	1%
Friesland	1%
Drenthe	1%
Flevoland	1%

Key demographics* (2024)



Perceptions of the UK** (2022)

The UK ranks within the top 10 out of 60 nations for:

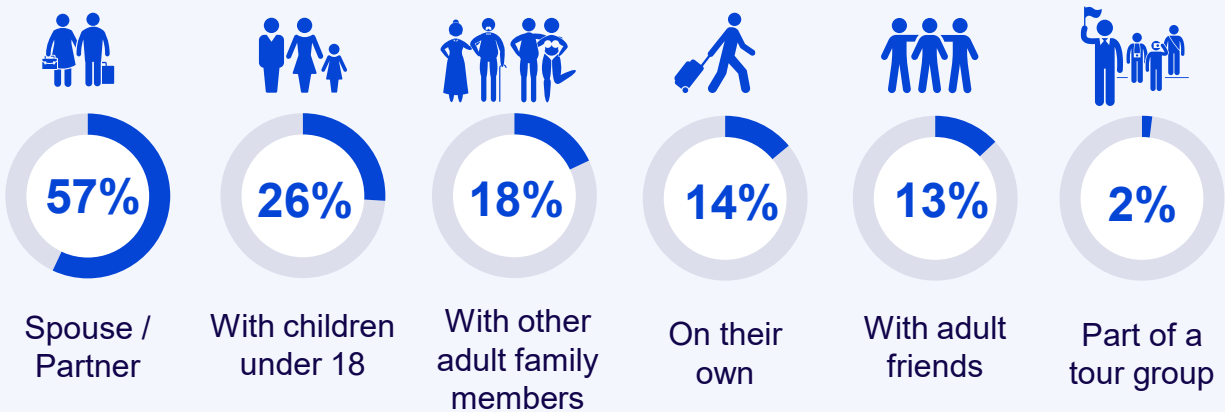
	Rank
Vibrant cities	2 nd
Culture	3 rd
Contemporary culture	3 rd
Excels at sport	4 th
Rich cultural heritage	4 th
Tourism	6 th
Historic buildings	8 th

Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**2022 Anholt Nation Brand Index Report

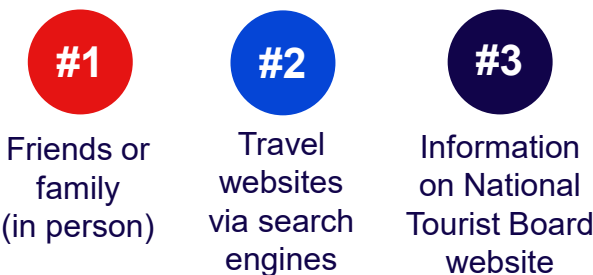




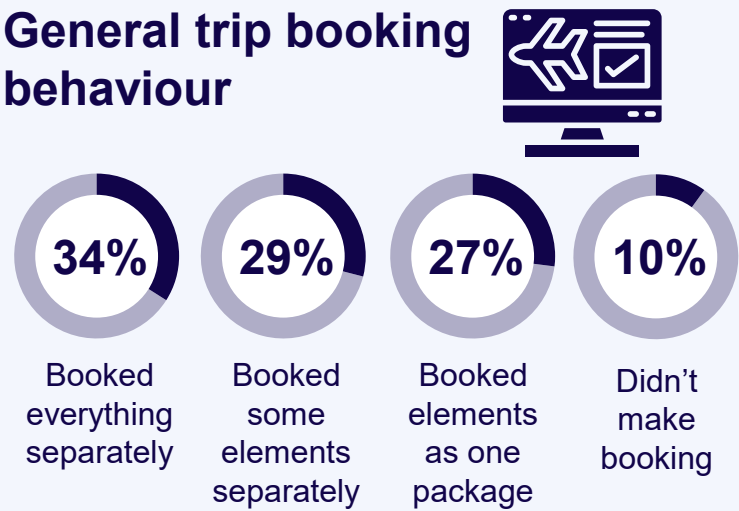
Travel companions



Top sources of inspiration



General trip booking behaviour



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



Sources: *BFI/Yonder 2021 International perceptions of and engagement with UK screen content, base previous visitors
All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.