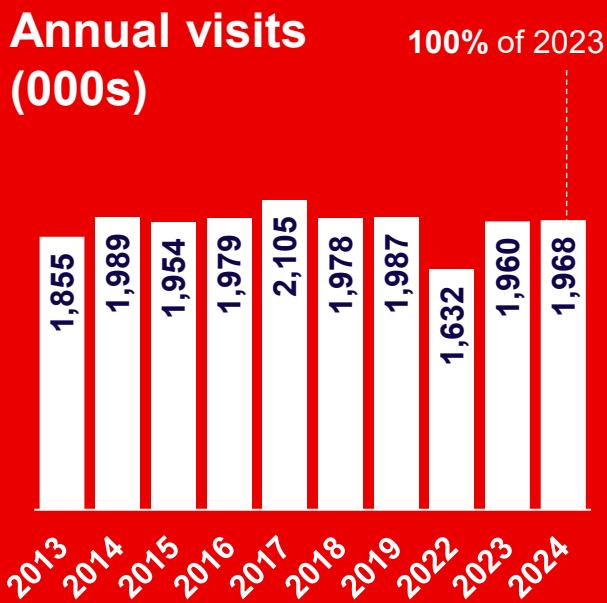


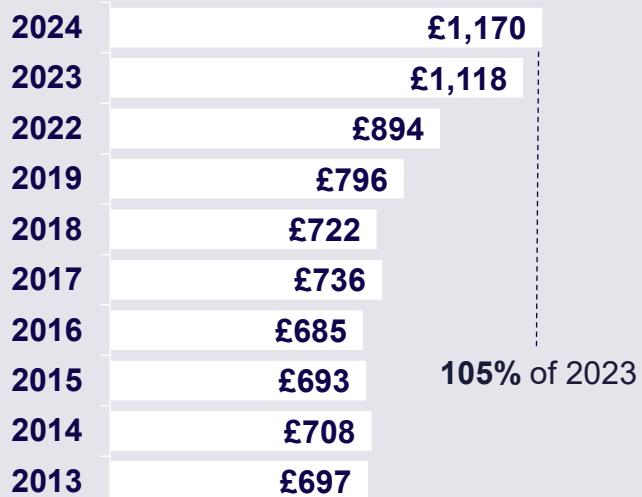


Annual visits (000s)



100% of 2023

Annual visitor spend (£m)



105% of 2023

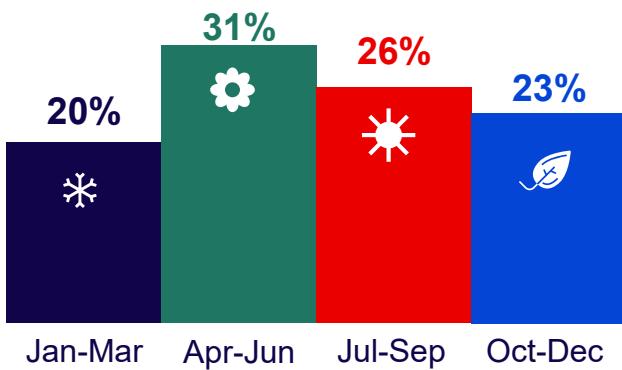
#6

Global ranking for inbound visits to the UK in 2024

#6

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



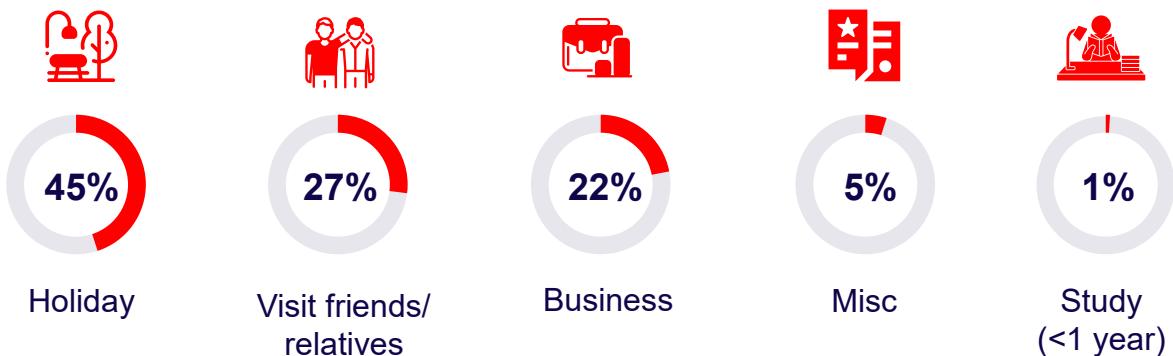
With an average spend of £118 per night, this was 1.2 times the European average of £101.

£595

2024 average spend per visit

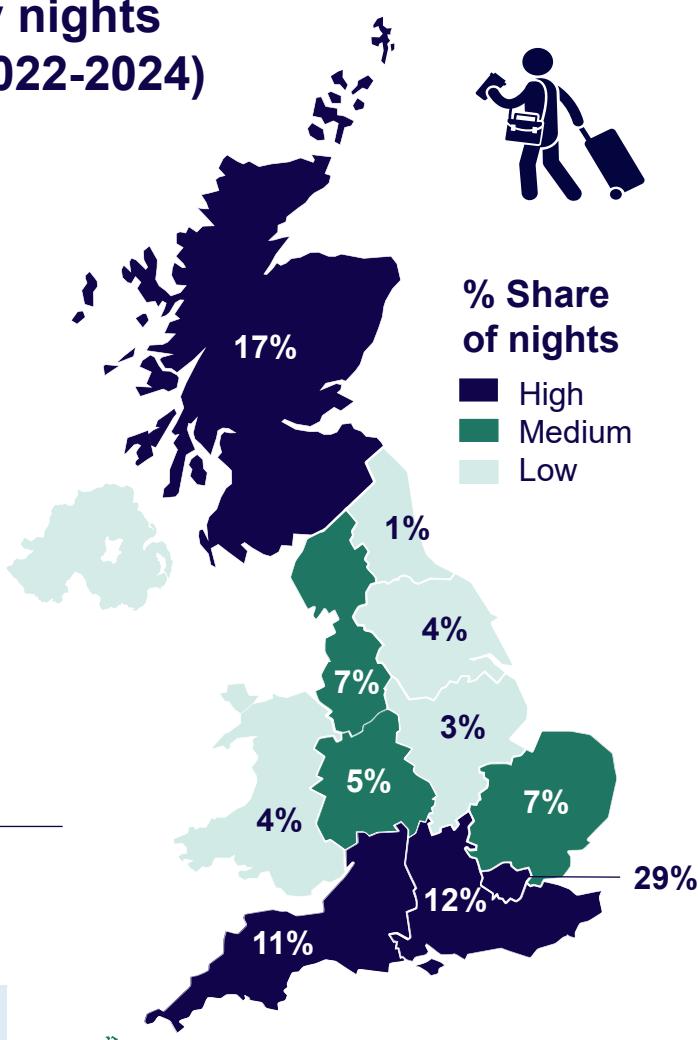


Purpose of travel (2024)



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

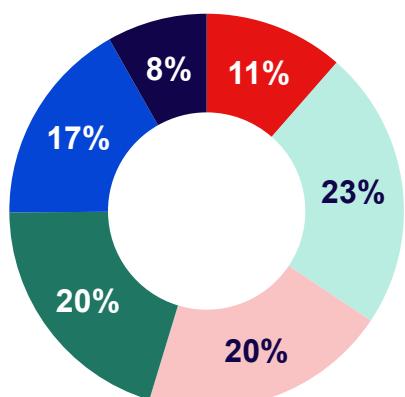
- High
- Medium
- Low
- No data



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)



- 16-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+

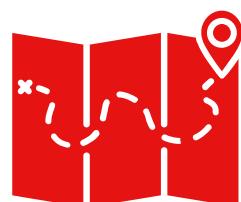
Perceptions of the UK** (2022)

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



57%

Spouse /
Partner



26%

With children
under 18



18%

With other
adult family
members



14%

On their
own



13%

With adult
friends



2%

Part of a
tour group

Top sources of inspiration



#1
Friends or
family
(in person)



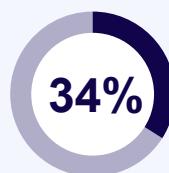
#2
Travel
websites
via search
engines



#3
Information
on National
Tourist Board
website



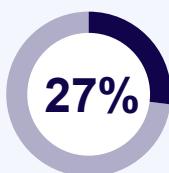
General trip booking behaviour



Booked
everything
separately



Booked
some
elements
separately

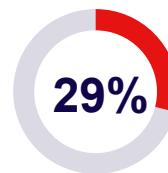


Booked
elements
as one
package



Didn't
make
booking

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.