

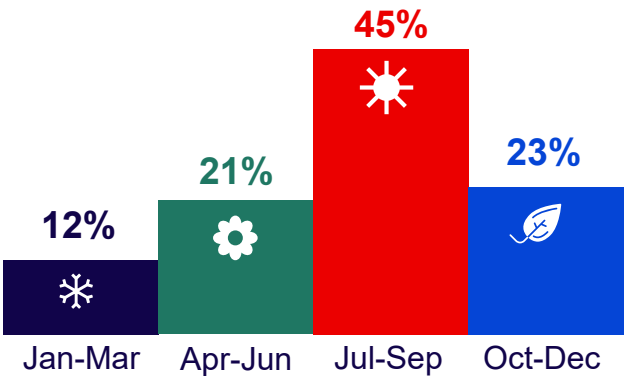
#26

Global ranking for inbound visits to the UK in 2024

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Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



At £1,279 per trip, visitors from New Zealand spent **1.6 times** the market average (£818). They also stayed an average of 17 nights, **more than double** the market average of 7.4.

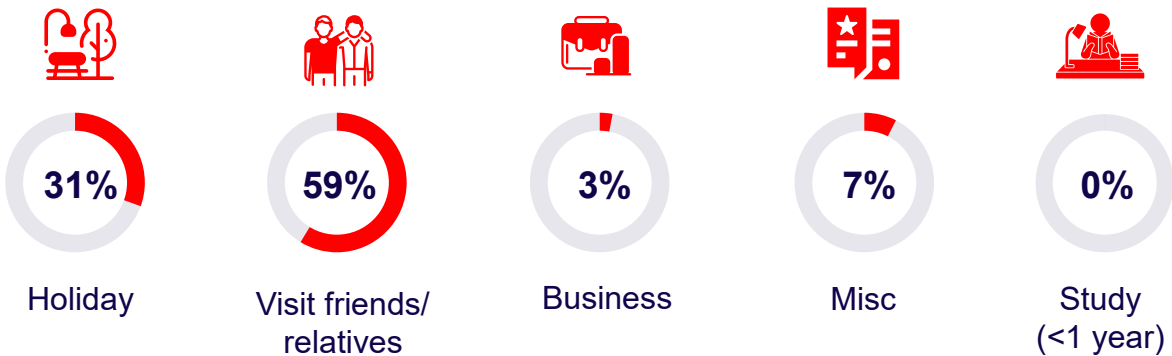
Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

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£1,279
2024 average spend per visit

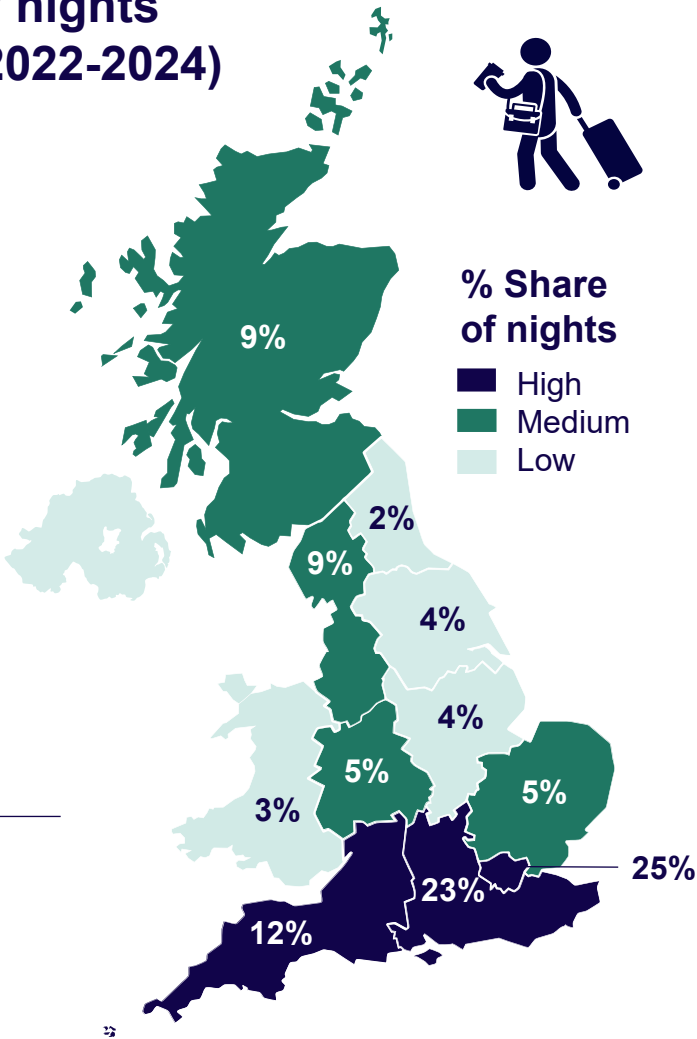


Purpose of travel* (2024)



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

	Region	% share of nights
1	London	25%
2	South East	23%
3	South West	12%
4	North West	9%
5	Scotland	9%
6	West Midlands	5%
7	East Of England	5%
8	Yorkshire	4%
9	East Midlands	4%
10	Wales	3%
11	North East	2%



NZ 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, non-stop flights.