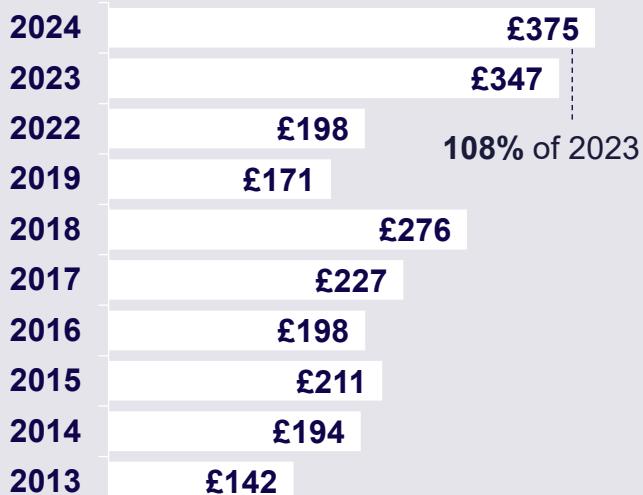


Annual visitor spend (£m)

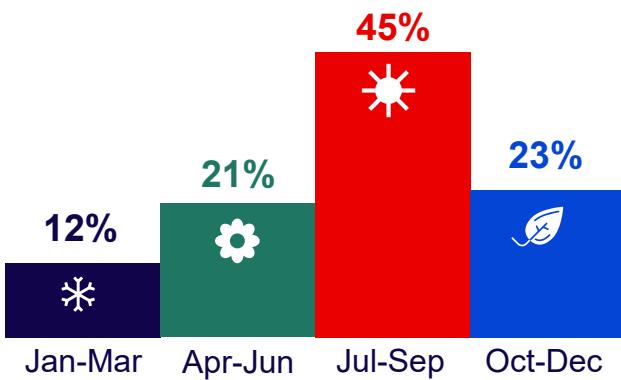


Global ranking for inbound visits to the UK in **2024**



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.

Kristen Angus

Country Manager Australia & New Zealand
kristen.angus@visitbritain.org

Average nights stayed

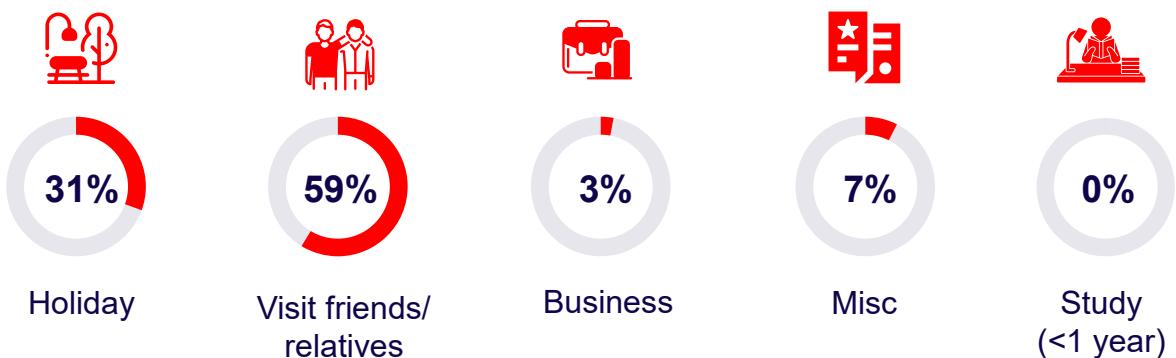


At £1,279 per trip, visitors from New Zealand spent **1.6 times** the market average (£818). They also stayed an average of 17 nights, **more than double** the market average of 7.4.

£1,279
2024 average
spend per visit

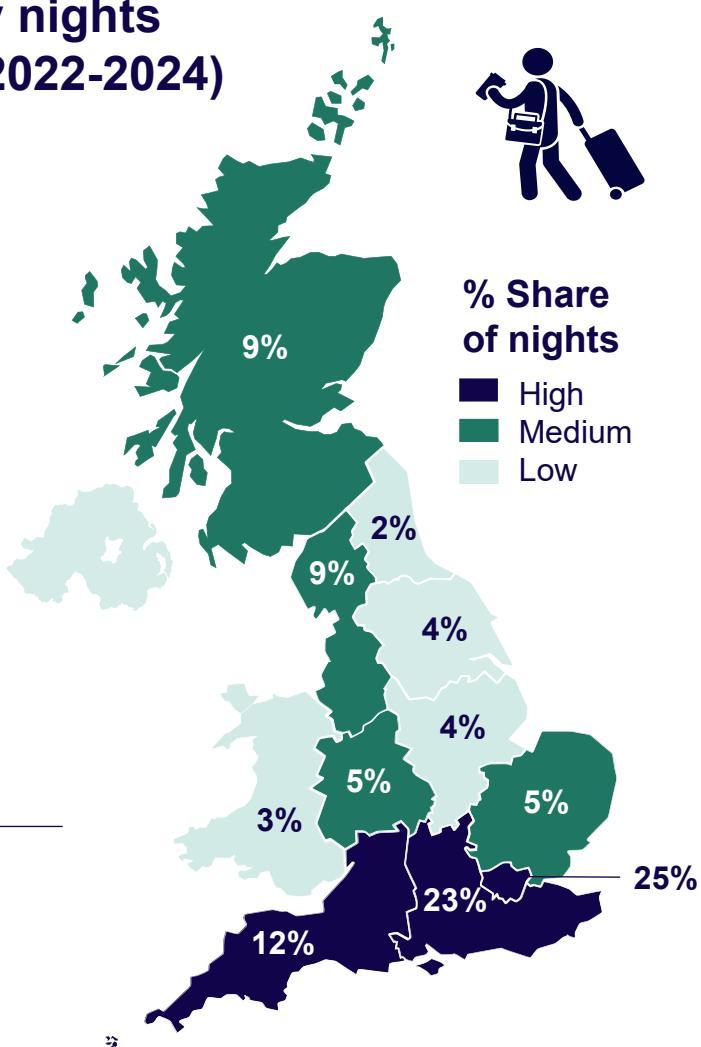


Purpose of travel* (2024)



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)**

21



53,000

International airports with connecting flights to the UK from New Zealand

Average weekly departing seats to gateway cities which have routes to the UK

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.