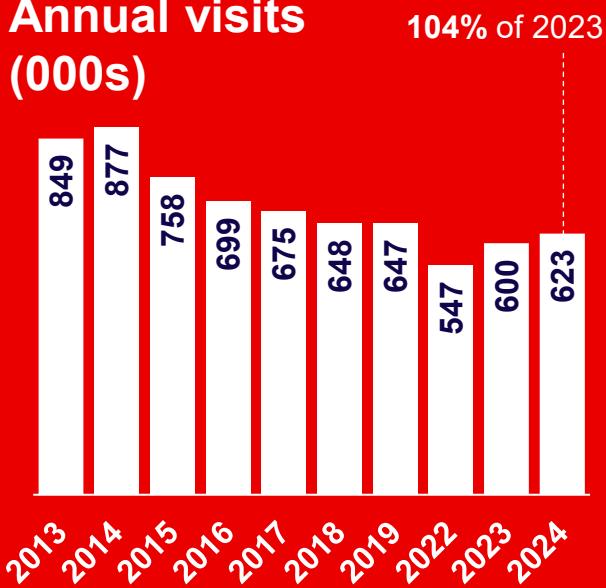
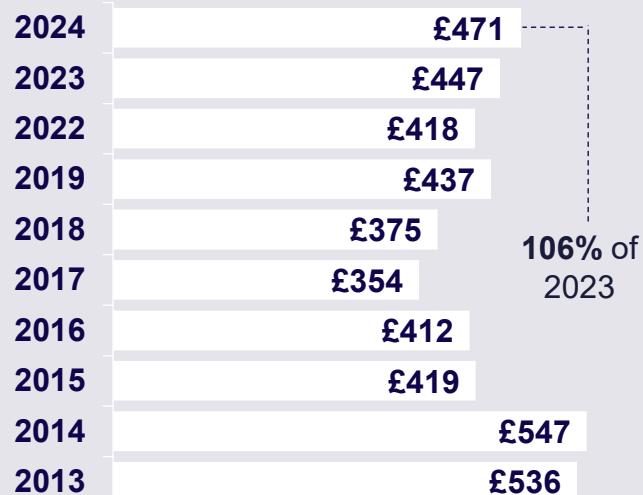




Annual visits (000s)



Annual visitor spend (£m)



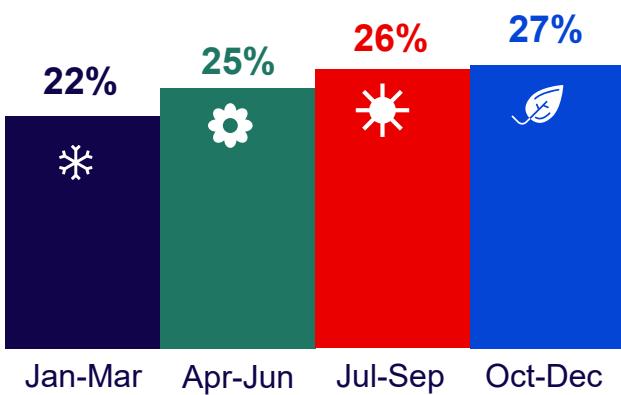
#15

Global ranking for inbound visits to the UK in 2024

#16

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



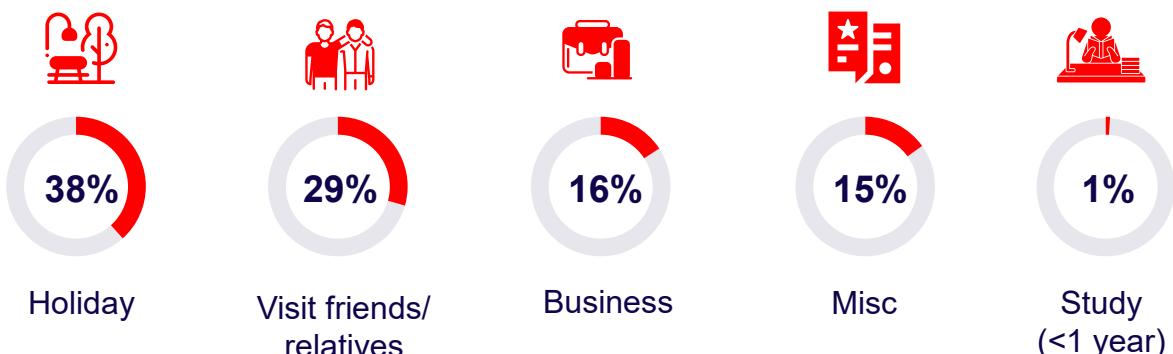
In 2024, Norwegian visitors to Britain spent **1.4 times** the European average spend per visit of £557. Average spend per night was £160 vs. the European average of £101.

£757

2024 average
spend per visit

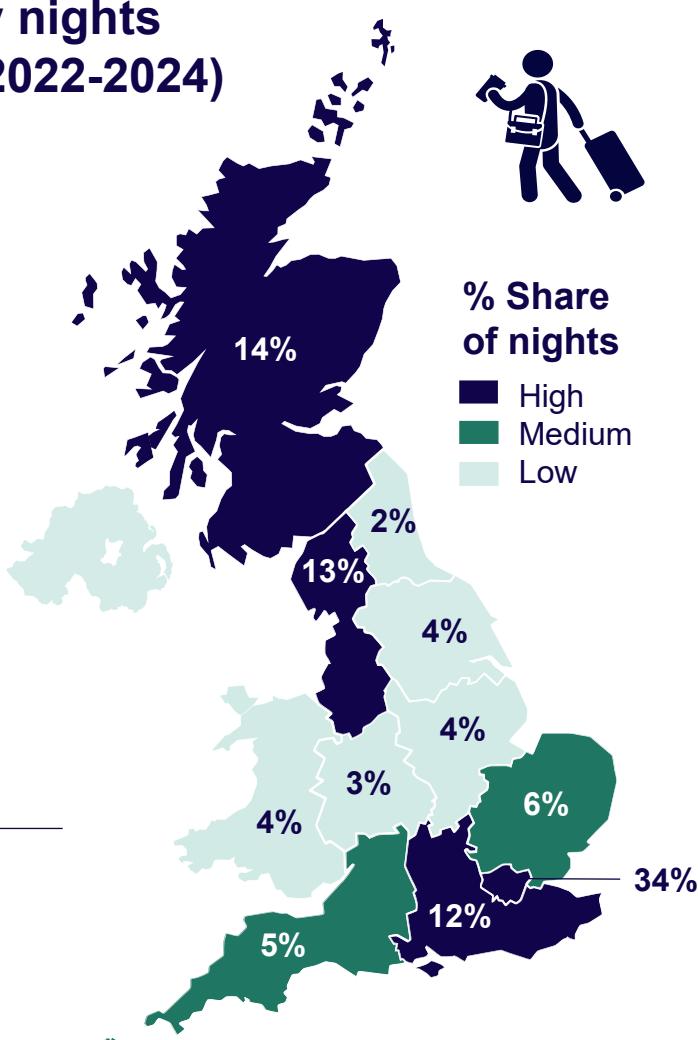


Purpose of travel* (2024)



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

Region	% share of nights
1 London	34%
2 Scotland	14%
3 North West	13%
4 South East	12%
5 East Of England	6%
6 South West	5%
7 East Midlands	4%
8 Yorkshire	4%
9 Wales	4%
10 West Midlands	3%
11 North East	2%



Departure & Destination Airports** (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.

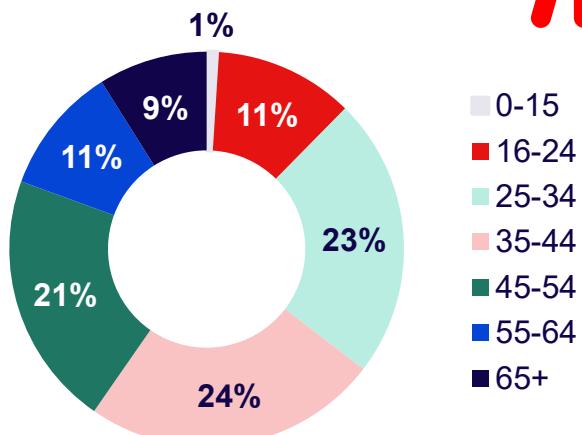


Visitors' origin* (2023)



Top regions & cities by visitor origin		%
Østlandet	56%	
Oslo	45%	
Vestlandet	29%	
Bergen	12%	
Stavanger-Sandnes	12%	
Trøndelag	7%	
Trondheim	6%	
Sørlandet	4%	
Kristiansand	2%	
Nord Norge	4%	
Tromsø	3%	

Key demographics* (2024)



Perceptions of the UK** (2022)

Top associations with Britain:

- Easy to get to
- Vibrant cities
- Easy to get around once here
- Is inclusive and accessible for visitors
- Offers a lot of different experiences
- I can roam around visiting many types of places

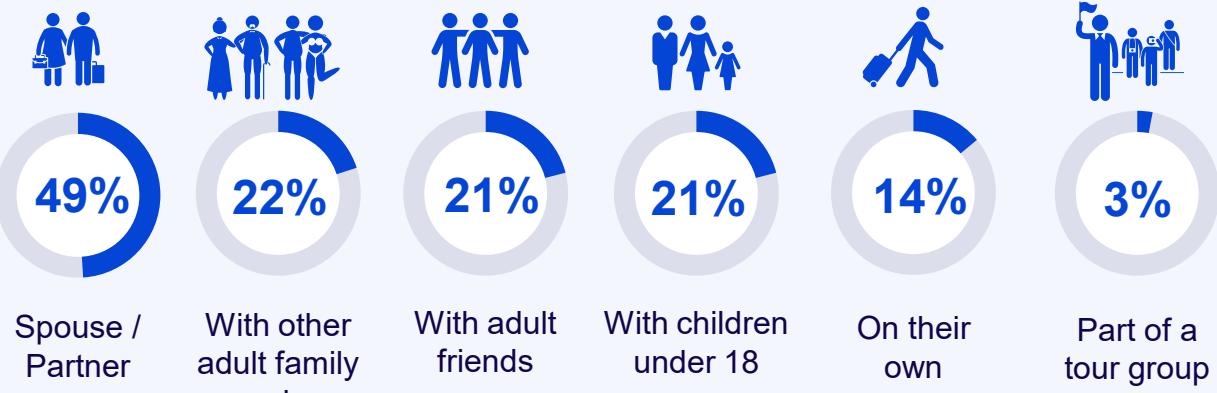
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.

**VisitBritain/Kubi Kalloo MIDAS research project 2022





Travel companions



Top sources of inspiration

- #1 Bargain deals on airfares or tours
- #2 Friends or family (in person)
- #3 Social media of friends/ family



Share of Norwegian travellers who book all trip elements separately



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

