

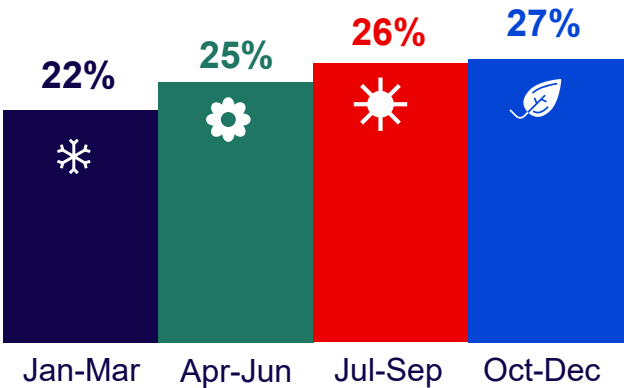
#15

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



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.

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

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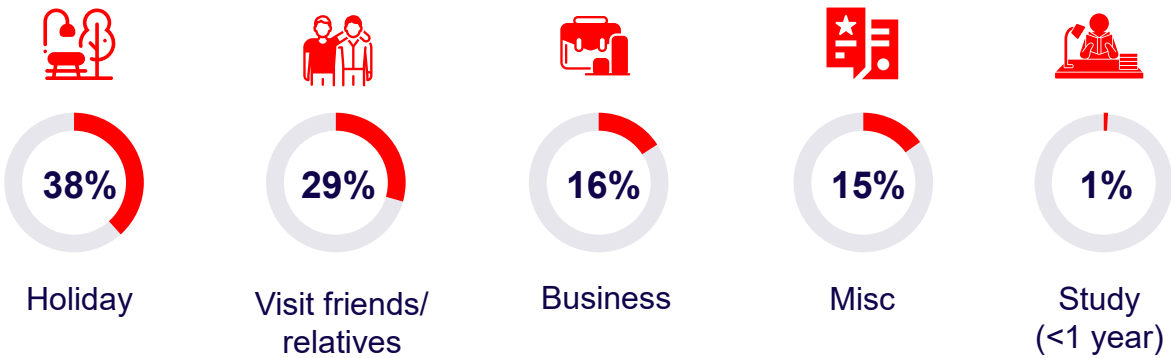
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£757

2024 average spend per visit

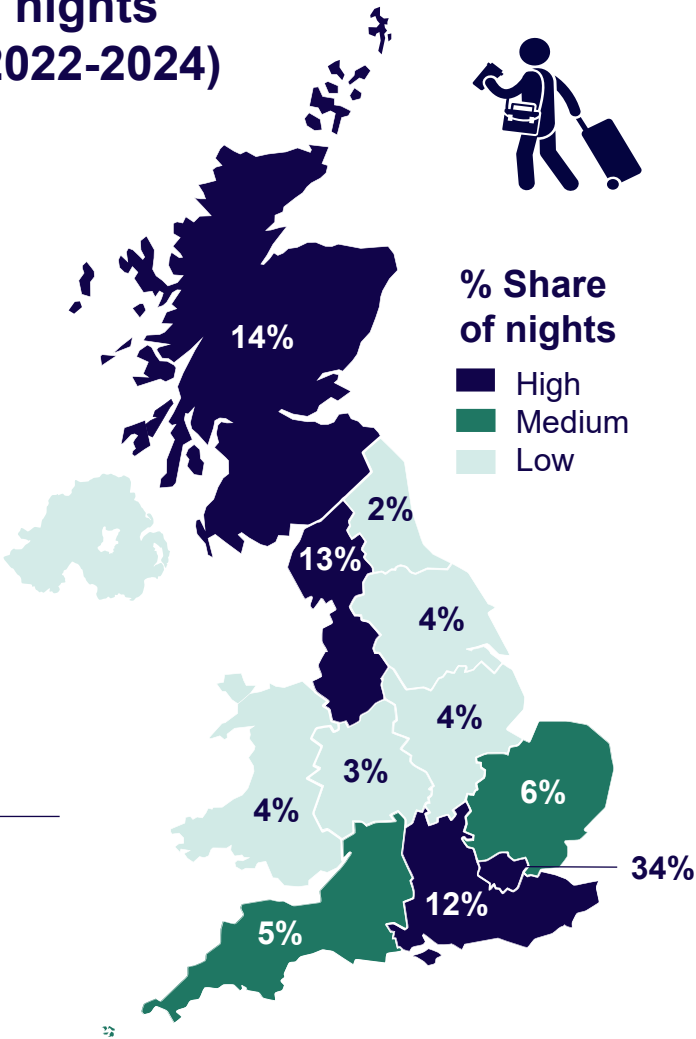


Purpose of travel* (2024)



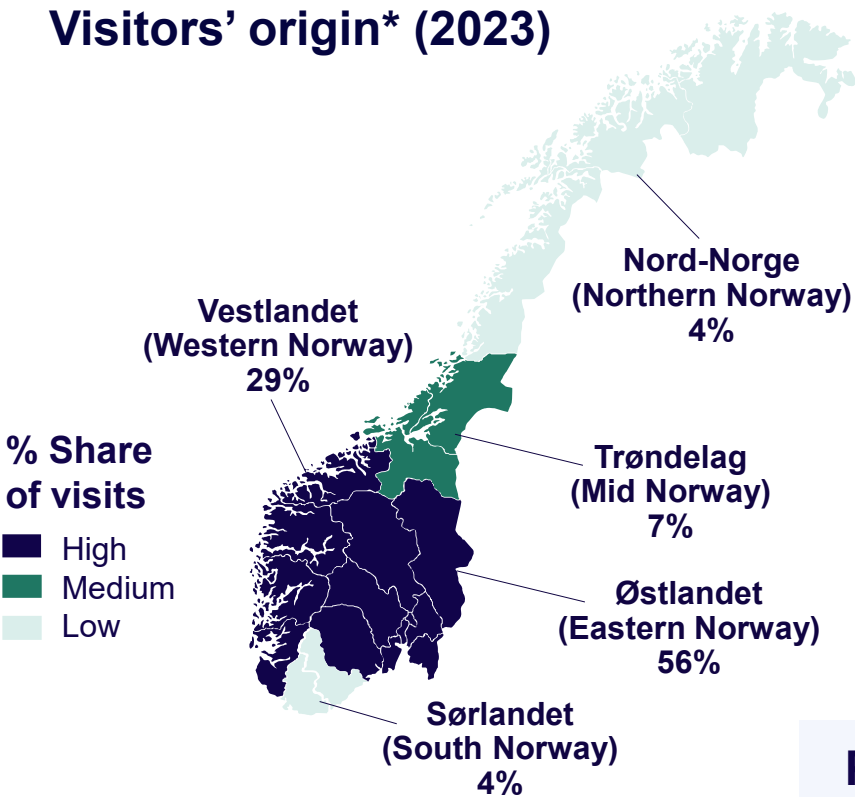
Regional spread of travel by nights spent per region* (average 2022-2024)

	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%





Visitors' origin* (2023)

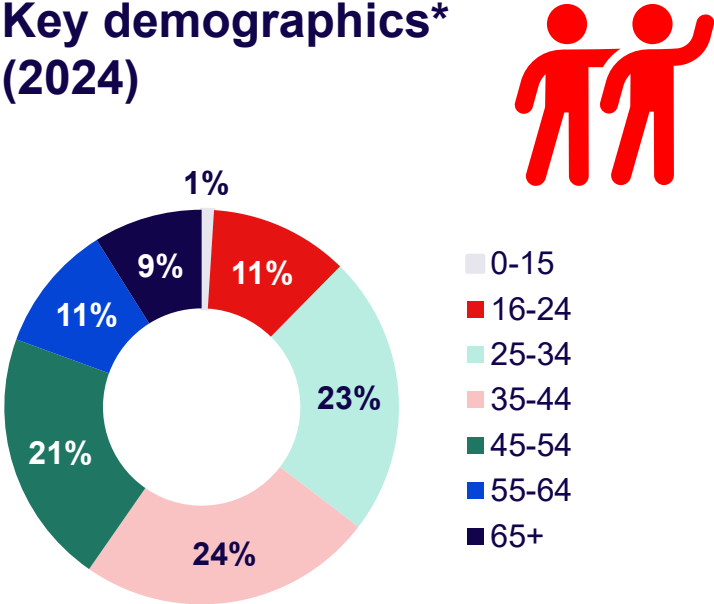


Top regions & cities by visitor origin		%
Østlandet		56%
	Oslo	45%
Vestlandet		29%
	Bergen	12%
	Stavanger-Sandnes	12%
Trøndelag		7%
	Trondheim	6%
Sørlandet		4%
	Kristiansand	2%
Nord Norge		4%
	Tromsø	3%

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

Key demographics* (2024)

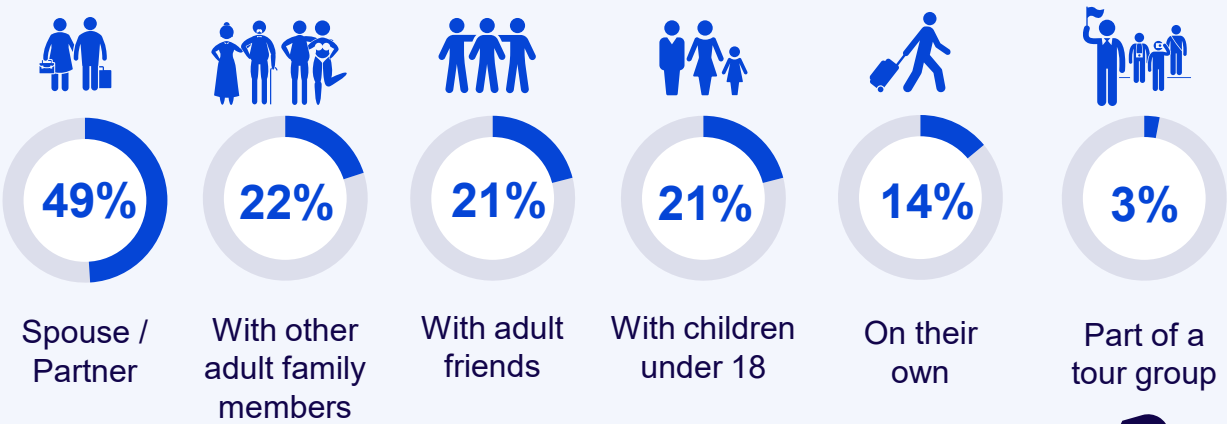


Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**VisitBritain/Kubi Kalloo MIDAS research project 2022





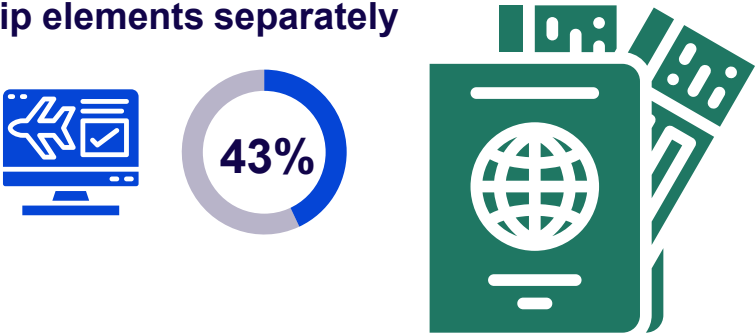
Travel companions



Top sources of inspiration



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



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.