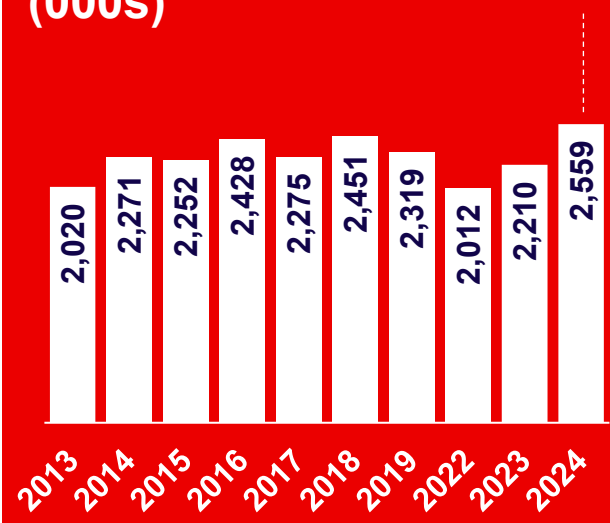


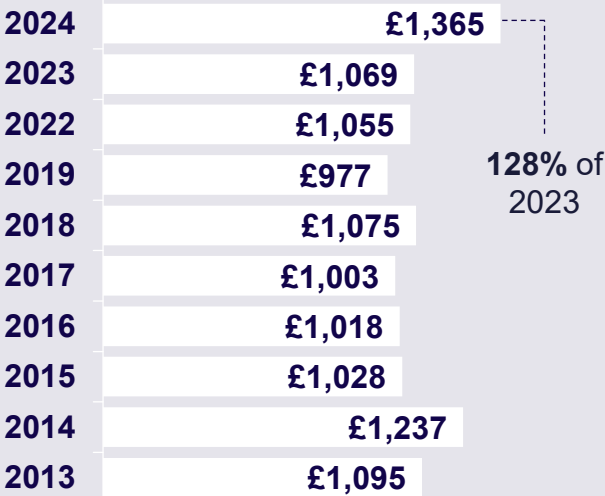


Annual visits (000s)

116% of 2023



Annual visitor spend (£m)

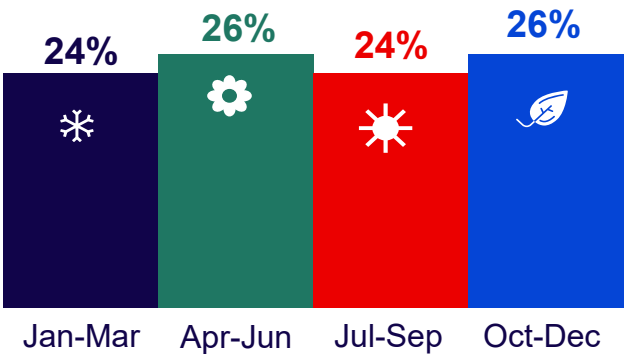


Global ranking for inbound
visits to the UK in **2024**



Global ranking for
inbound spend in the
UK in **2024**

Seasonal spread of travel



Average nights stayed



With an average of 6.4
nights, visitors from Spain
stayed one night longer
compared to the European
average of 5.5 nights.

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

Cristina Bernabé
Country Manager Southern Europe
Cristina.Bernabe@visitbritain.org

Javier Omeñaca
Travel Trade Manager Spain
Javier.Omenaca@visitbritain.org

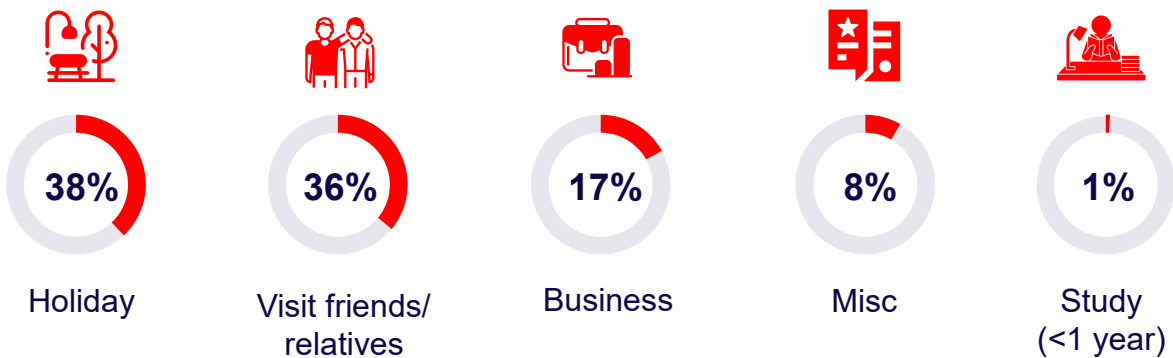
Celia Diaz
Communications Manager Spain
Celia.Diaz@visitbritain.org

£533

2024 average
spend per visit

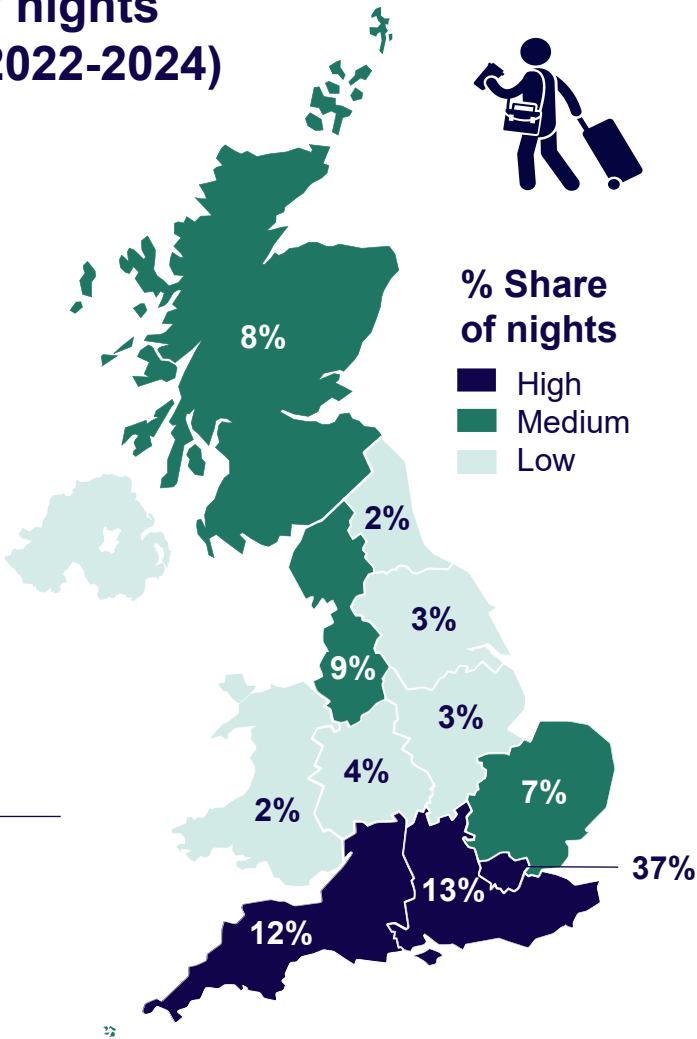


Purpose of travel* (2024)



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

| | Region | % share of nights |
|----|-----------------|-------------------|
| 1 | London | 37% |
| 2 | South East | 13% |
| 3 | South West | 12% |
| 4 | North West | 9% |
| 5 | Scotland | 8% |
| 6 | East of England | 7% |
| 7 | West Midlands | 4% |
| 8 | Yorkshire | 3% |
| 9 | East Midlands | 3% |
| 10 | Wales | 2% |
| 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* (2022)



| Top regions by share of visits | % |
|--------------------------------|-----|
| Comunidad de Madrid (MD) | 22% |
| Cataluna (CT) | 19% |
| Andalusia | 17% |
| Comunidad Valencia (VC) | 16% |
| Islas Baleares (IB) | 6% |
| Region de Murcia (MC) | 4% |
| Pais Vasco (PV) | 4% |
| Canarias (CN) | 4% |
| Galicia | 3% |

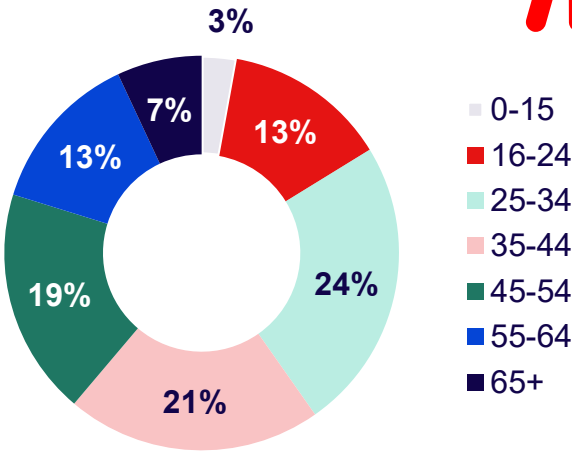
Other regions <1%

Perceptions of the UK** (2023)

The UK ranks within the top 10 out of 60 nations for:

| | Rank |
|------------------------|-----------------|
| Tourism | 4 th |
| Vibrant city life | 4 th |
| Culture | 4 th |
| Contemporary culture | 4 th |
| Historic buildings | 6 th |
| Rich cultural heritage | 7 th |
| Excels at sport | 8 th |

Key demographics* (2024)

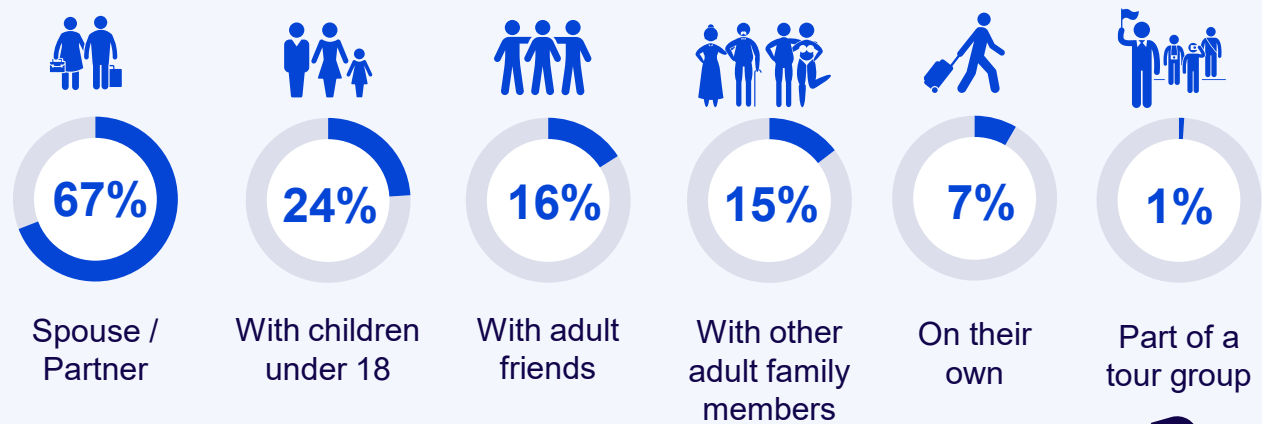


Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**2023 Anholt Nation Brand Index Report

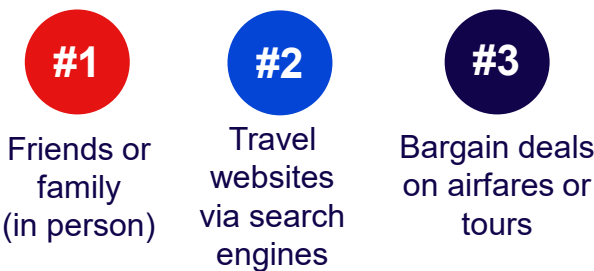




Travel companions



Top sources of inspiration



Share of Spanish travellers who book all trip elements separately



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



Sources: *Anholt-Ipsos Nation Brands Index: TV/film locations, 2023, base: UK considerers. All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.