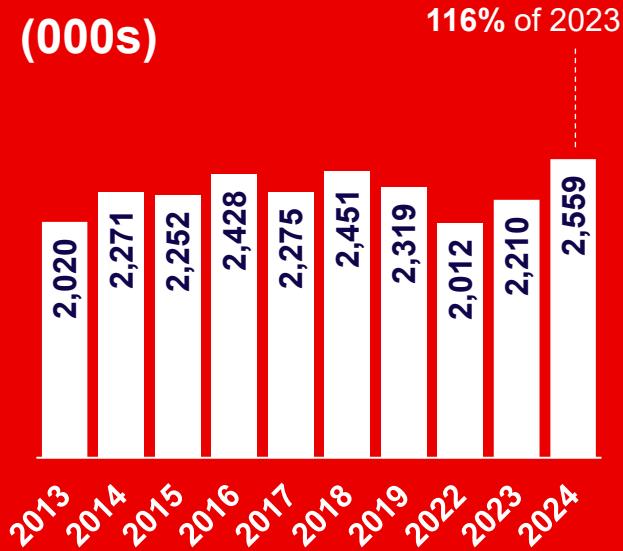
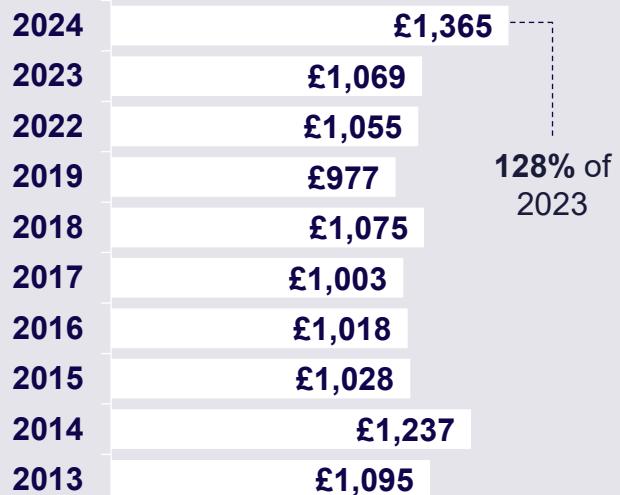




#### Annual visits (000s)



#### Annual visitor spend (£m)



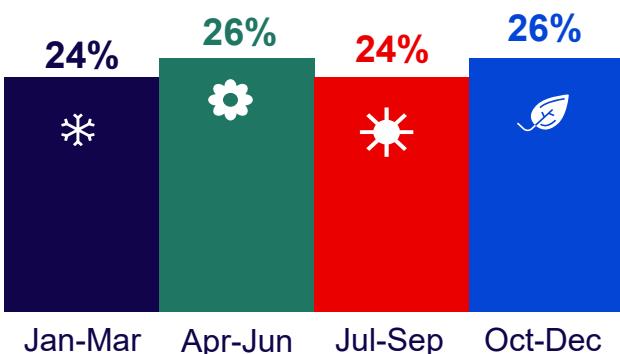
#5

Global ranking for inbound visits to the UK in 2024

#5

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



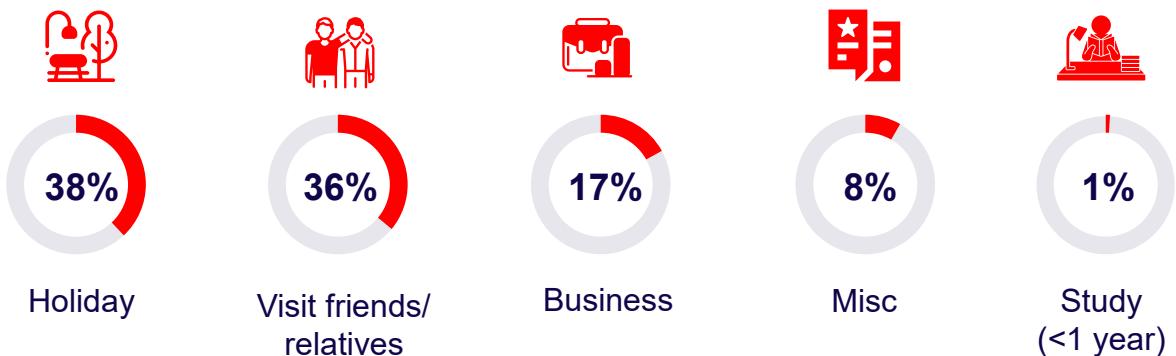
With an average of 6.4 nights, visitors from Spain stayed one night longer compared to the European average of 5.5 nights.

£533

2024 average  
spend per visit

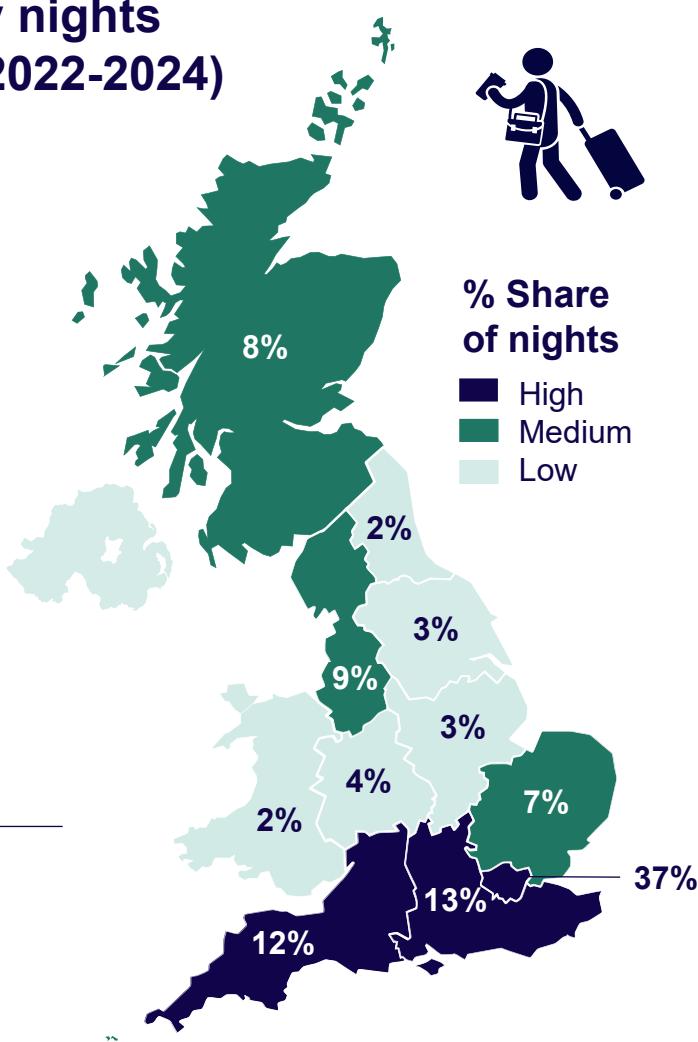


## Purpose of travel\* (2024)



## 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.



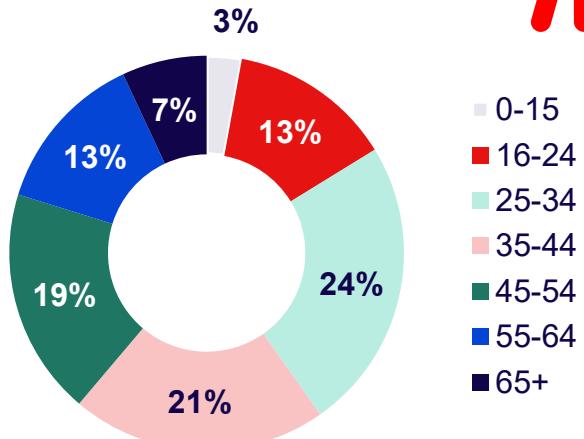
## Visitors' origin\* (2022)



Top regions by share of visits	%
Comunidad de Madrid (MD)	22%
Cataluna (CT)	19%
Andalucia	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%

## Key demographics\* (2024)



## Perceptions of the UK\*\* (2023)

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

	Rank
Tourism	4 <sup>th</sup>
Vibrant city life	4 <sup>th</sup>
Culture	4 <sup>th</sup>
Contemporary culture	4 <sup>th</sup>
Historic buildings	6 <sup>th</sup>
Rich cultural heritage	7 <sup>th</sup>
Excels at sport	8 <sup>th</sup>

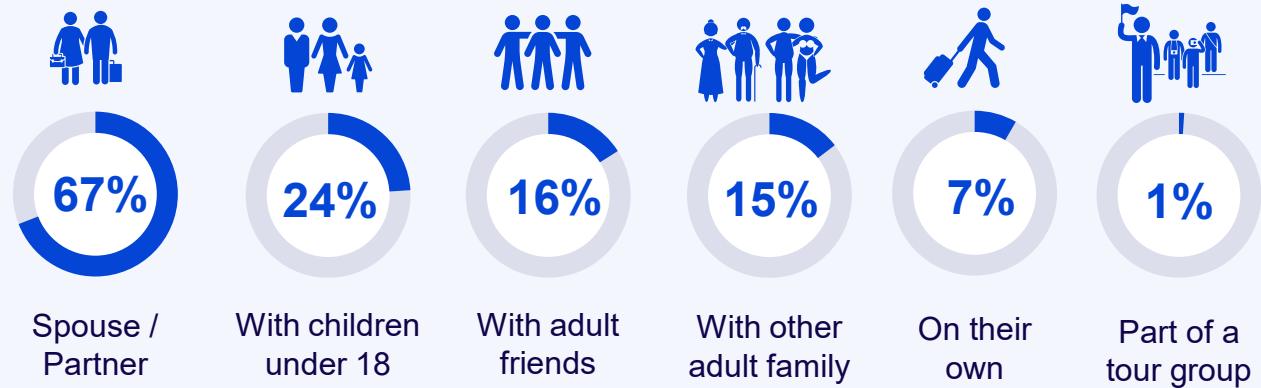
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.

\*\*2023 Anholt Nation Brand Index Report





## Travel companions



## Top sources of inspiration

- #1 Friends or family (in person)
- #2 Travel websites via search engines
- #3 Bargain deals on airfares or tours



## 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

