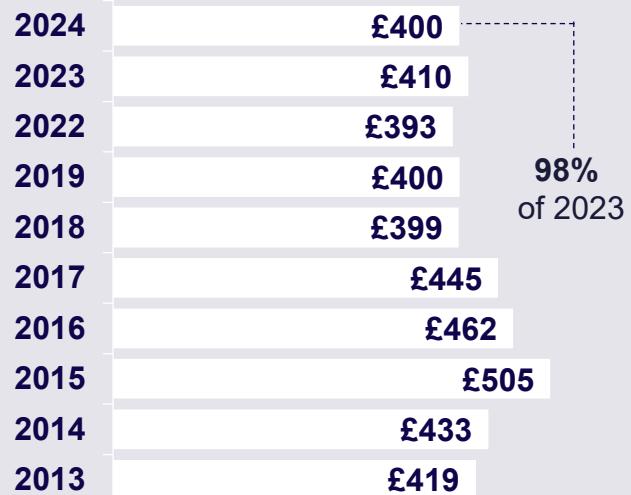




Annual visits (000s)



Annual visitor spend (£m)



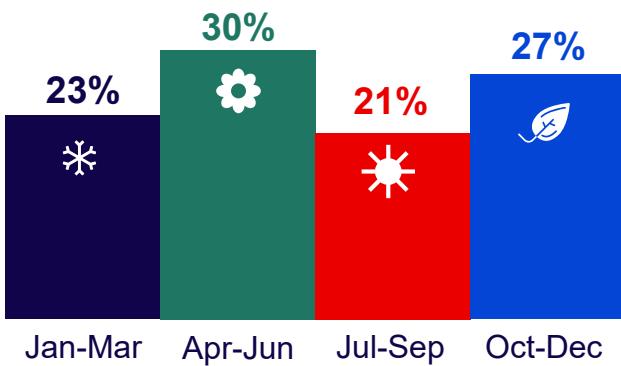
#16

Global ranking for inbound visits to the UK in 2024

#19

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



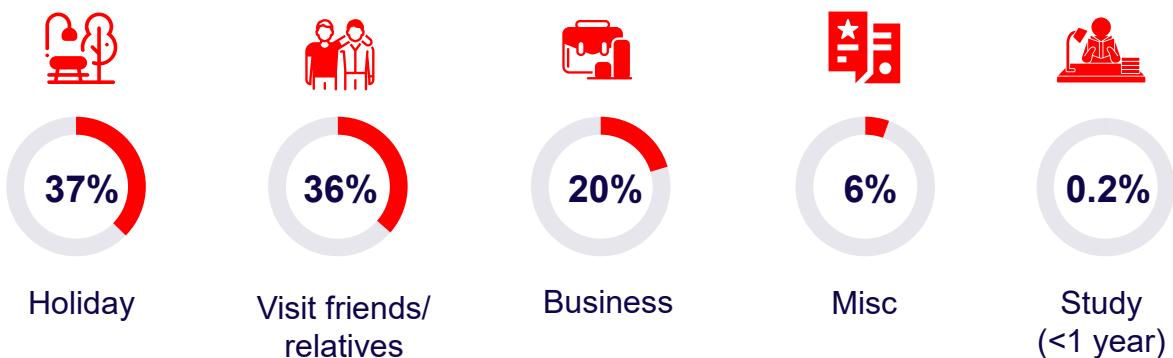
In 2024 Swedish visitors spent **1.2 times** the European average of £557 per visit in Britain. Average spend per night by Swedish visitors was £137.

£652

2024 average spend per visit

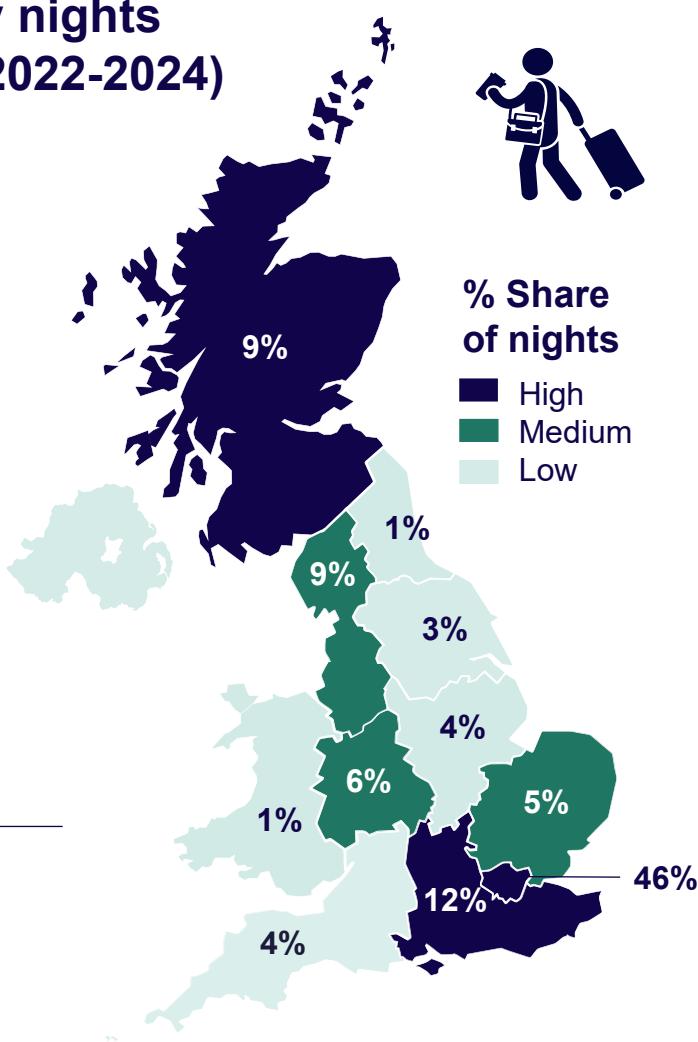


Purpose of travel* (2024)



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

Region	% share of nights
1 London	46%
2 South East	12%
3 Scotland	9%
4 North West	9%
5 West Midlands	6%
6 East Of England	5%
7 East Midlands	4%
8 South West	4%
9 Yorkshire	3%
10 Wales	1%
11 North East	1%



Departure & Destination Airports** (2025)



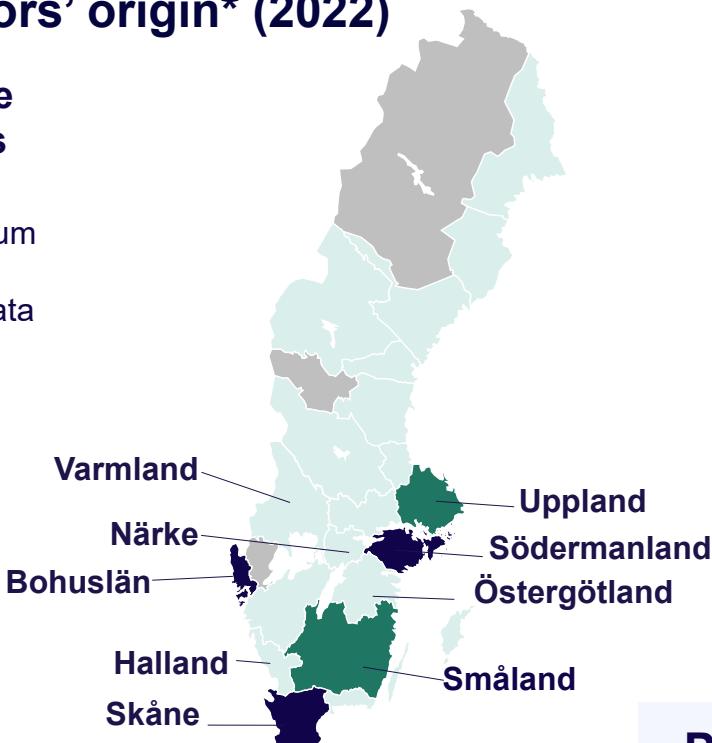
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.



Visitors' origin* (2022)

% Share of visits

- High
- Medium
- Low
- No data

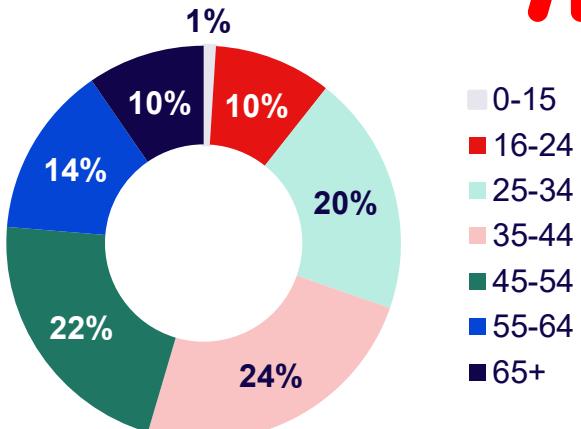


Top regions by visitor origin

	%
Södermanland	47%
Bohuslän	16%
Skåne	11%
Småland	6%
Uppland	4%
Värmland	3%
Östergötland	2%
Närke	2%
Halland	2%

Regions <2% not shown

Key demographics* (2024)



Perceptions of the UK** (2025)

The UK ranks within the top 10 out of 50 nations for:

	Rank
Contemporary culture	2 nd
Vibrant cities	3 rd
Historic buildings	5 th
Culture	5 th
Sport	5 th
Cultural heritage	7 th
Tourism	9 th
Visit if £ no object	10 th

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

**2025 Anholt Nation Brand Index Report





Travel companions



14%



49%



16%



22%



22%



1%

On their own

Spouse / Partner

With adult friends

With children under 18

With other adult family members

Part of a tour group

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 Swedish travellers who book all trip elements together



30%



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

35%



Sources: *Anholt-Ipsos Nation Brands Index: reasons to return to the UK, 2019; TV/film locations, 2023, base: UK considerers.

All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.