

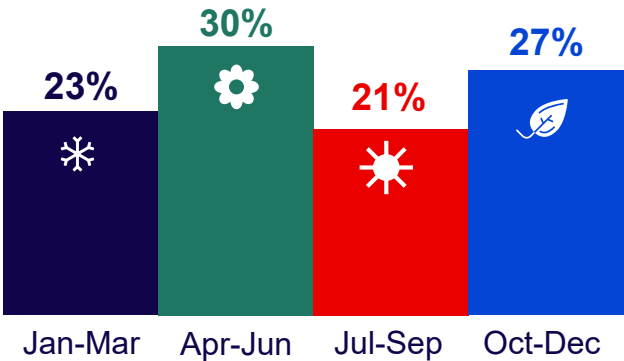
#16

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



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.

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

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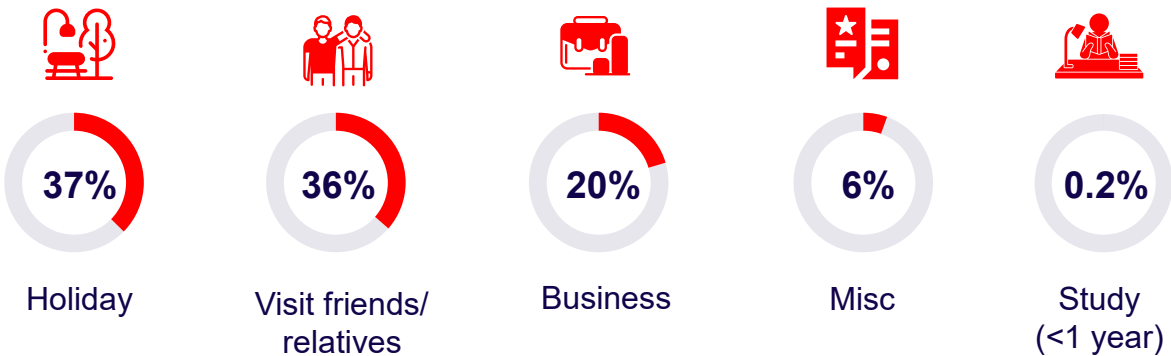
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£652

2024 average spend per visit

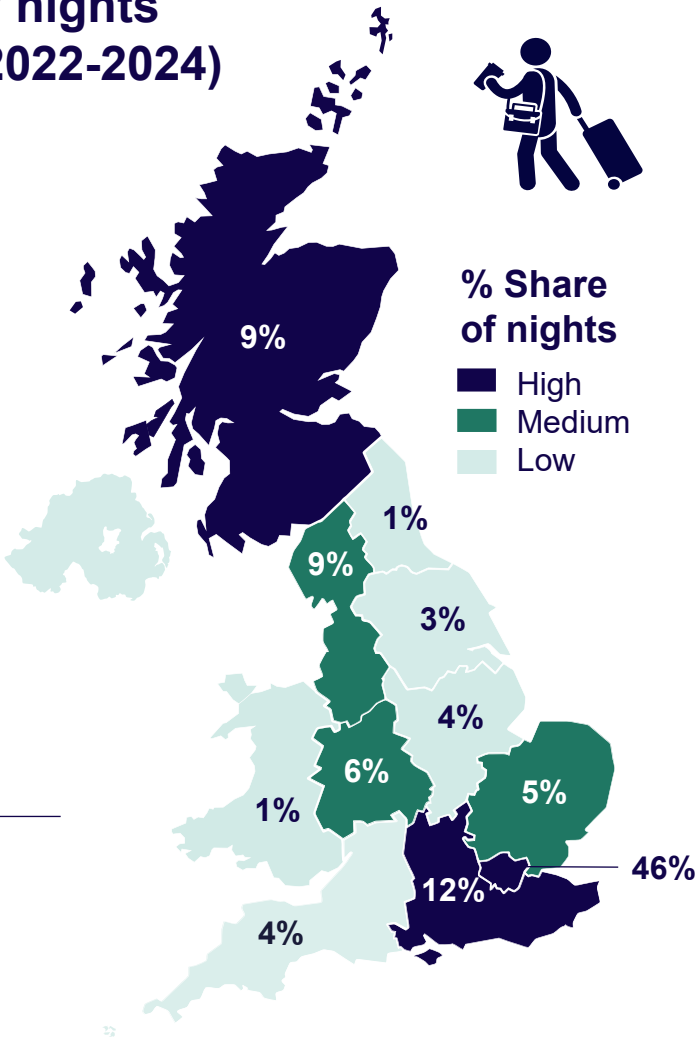


Purpose of travel* (2024)



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)



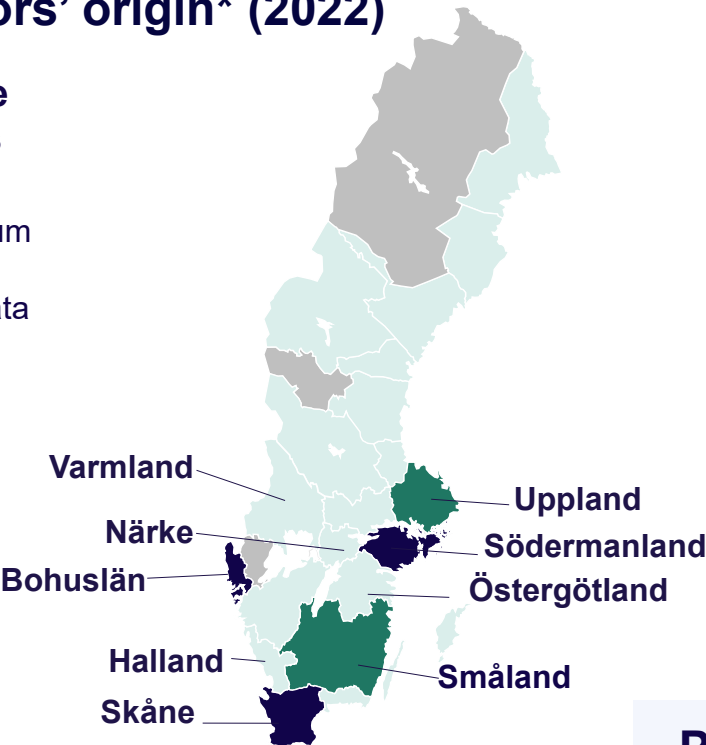
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.



Visitors' origin* (2022)

% Share
of visits

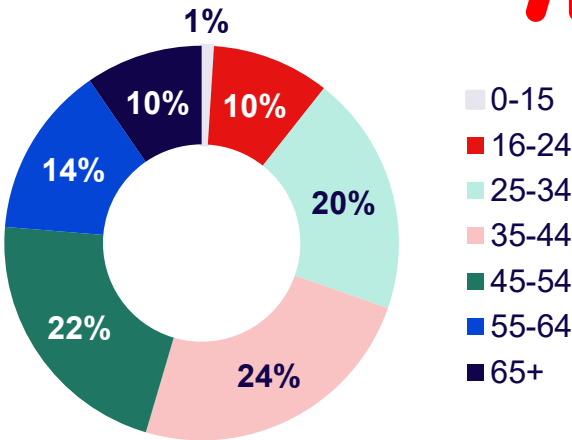
- High
- Medium
- Low
- No data



Top regions by visitor origin	%
Södermanland	47%
Bohuslän	16%
Skåne	11%
Småland	6%
Uppland	4%
Varmland	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:

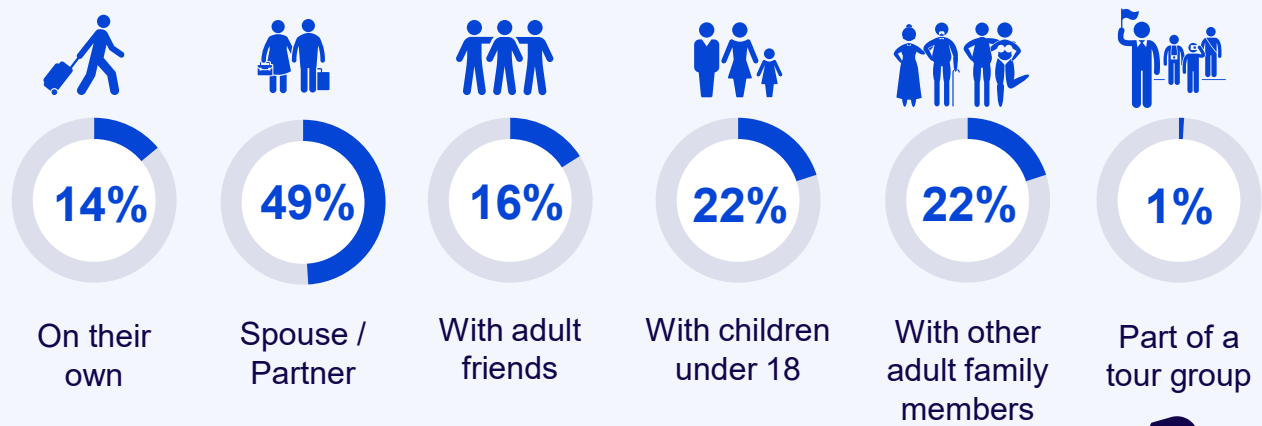
	Rank
Contemporary culture	2 nd
Vibrant cities	3 rd
Historic buildings	5 th
Culture	5 th
Sport	5 th
Cultural heritage	7 th
Tourism	9 th
Visit if £ no object	10 th



Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**2025 Anholt Nation Brand Index Report



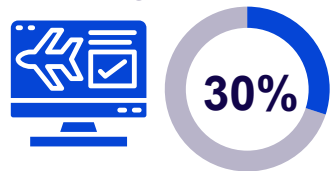
Travel companions



Top sources of inspiration



Share of Swedish travellers who book all trip elements together



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



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.