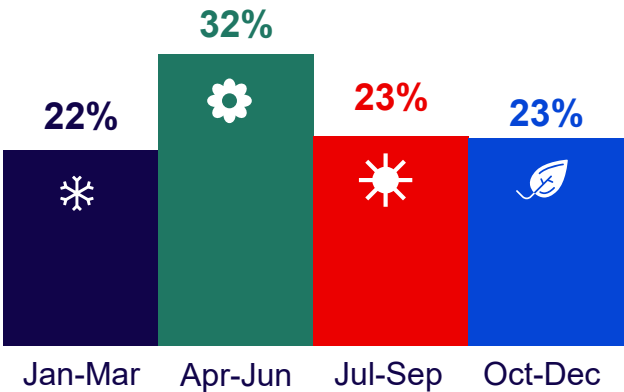


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



In 2024, visitors from Switzerland spent an average of £756 per night, 1.4 times the European average of £557.

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

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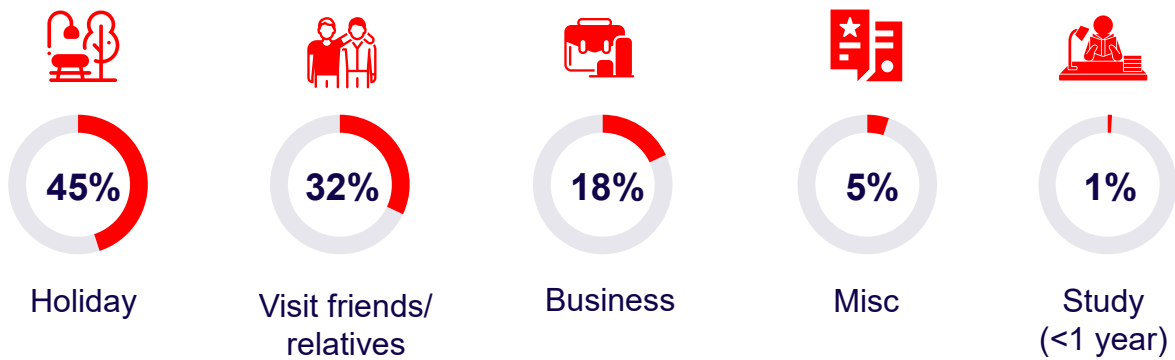


£756

2024 average spend per visit

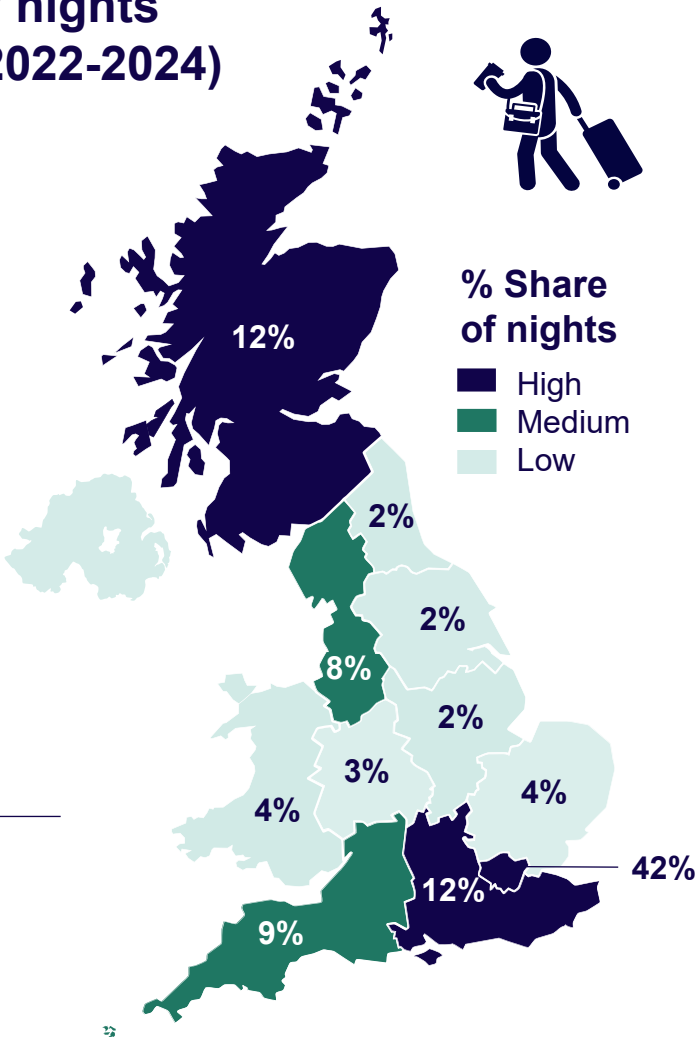


Purpose of travel* (2024)



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

	Region	% share of nights
1	London	42%
2	South East	12%
3	Scotland	12%
4	South West	9%
5	North West	8%
6	Wales	4%
7	East of England	4%
8	West Midlands	3%
9	Yorkshire	2%
10	East Midlands	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.