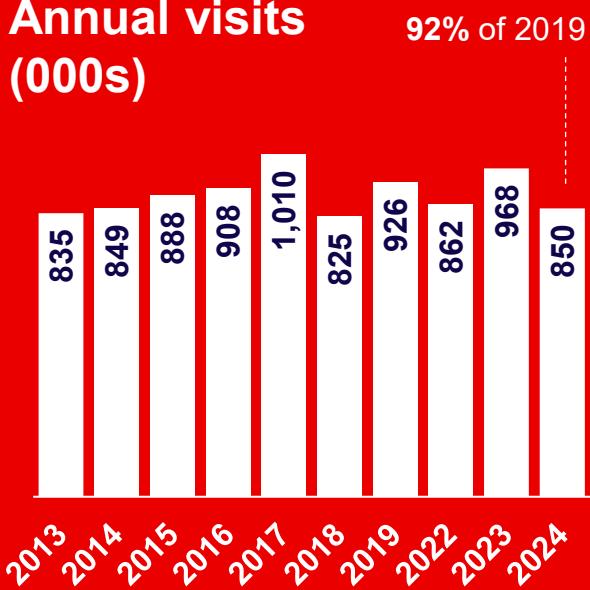
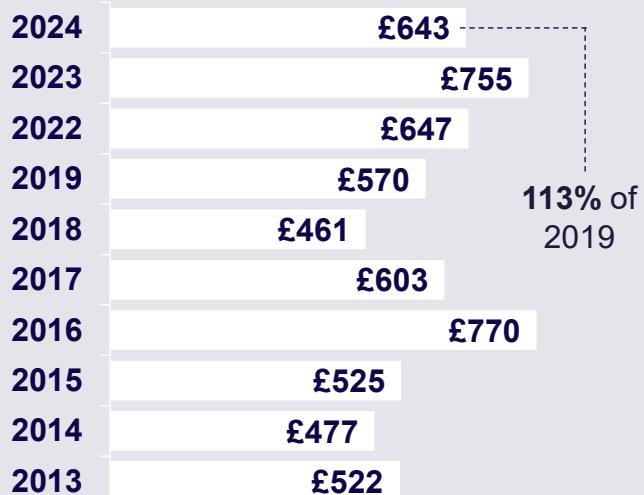




### Annual visits (000s)



### Annual visitor spend (£m)



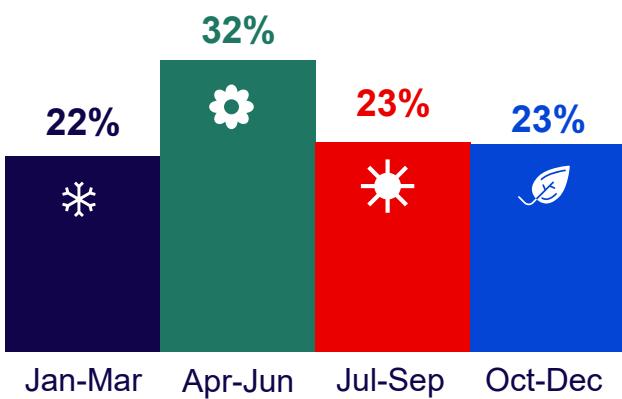
#12

Global ranking for inbound visits to the UK in 2024

#13

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



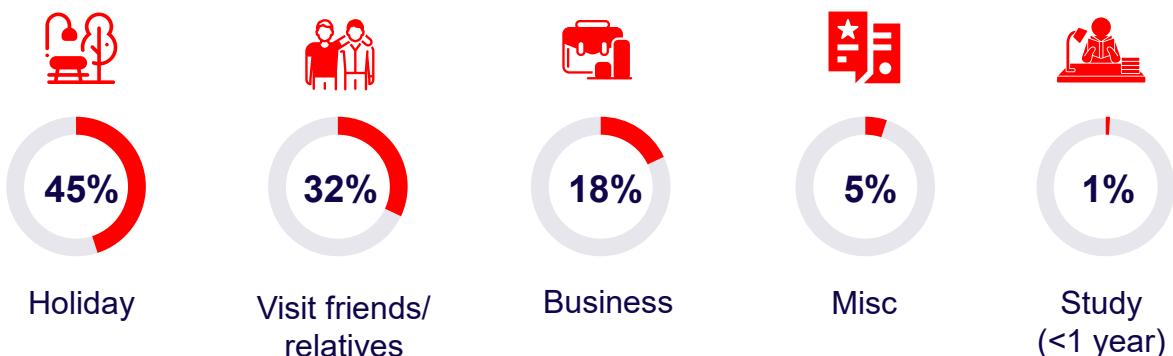
In 2024, visitors from Switzerland spent an average of £756 per night, 1.4 times the European average of £557.

£756

2024 average  
spend per visit

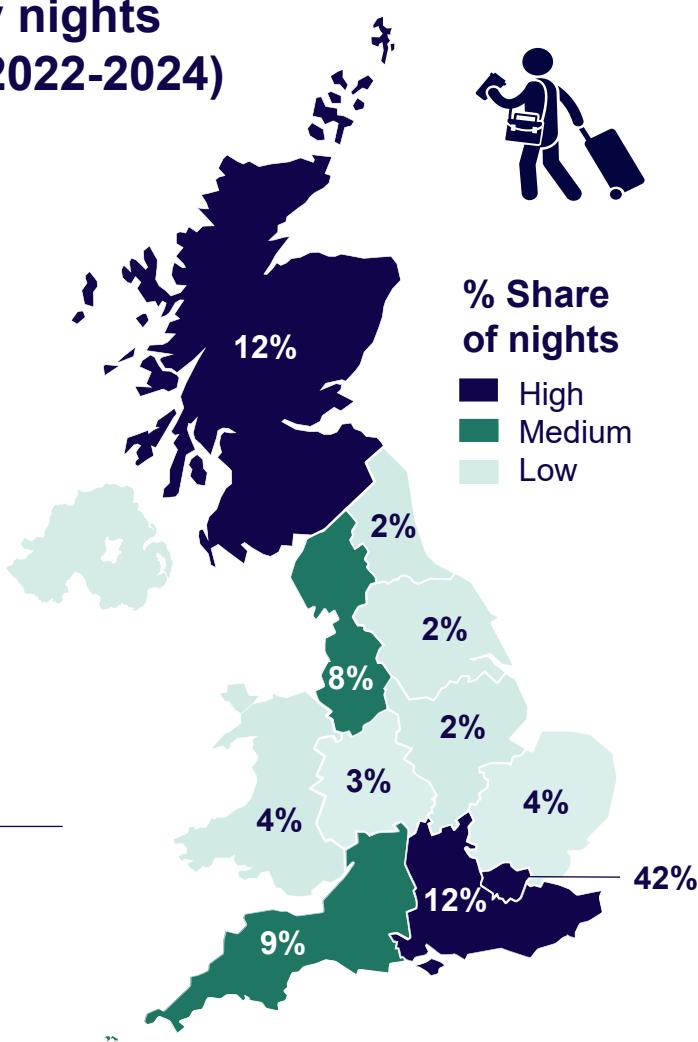


## Purpose of travel\* (2024)



## 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.