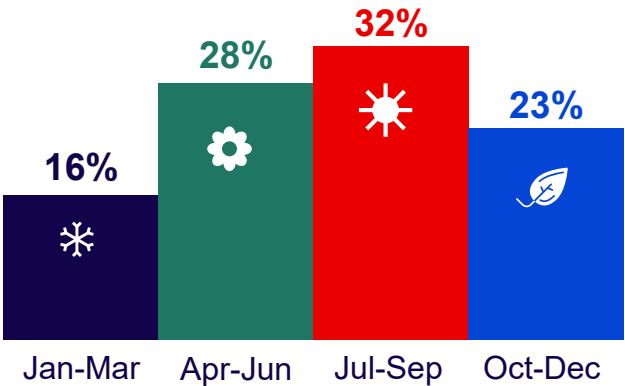


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel



### Average nights stayed



On average, visitors from the US spent £1,301 per visit, 1.6 times the global average of £818 per visit.

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

**Paul Gauger**

Executive Vice President, The Americas, Australia & NZ  
[Paul.Gauger@visitbritain.org](mailto:Paul.Gauger@visitbritain.org)

**Carl Walsh**

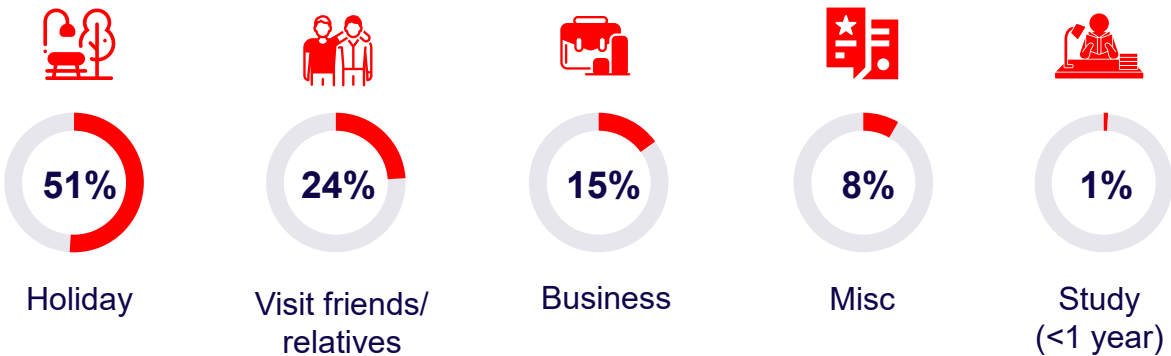
Senior Vice President USA  
[Carl.Walsh@visitbritain.org](mailto:Carl.Walsh@visitbritain.org)

**£1,301**

2024 average spend per visit

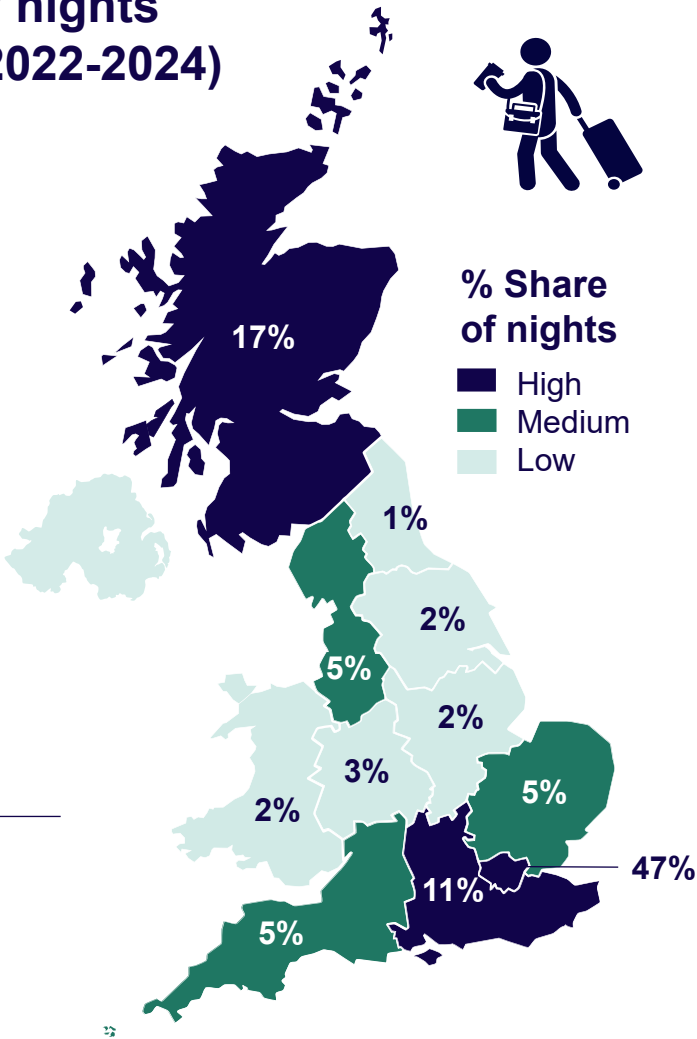


Purpose of travel\* (2024)



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

	Region	% share of nights
1	London	47%
2	Scotland	17%
3	South East	11%
4	South West	5%
5	East of England	5%
6	North West	5%
7	West Midlands	3%
8	Yorkshire	2%
9	East Midlands	2%
10	Wales	2%
11	North East	1%



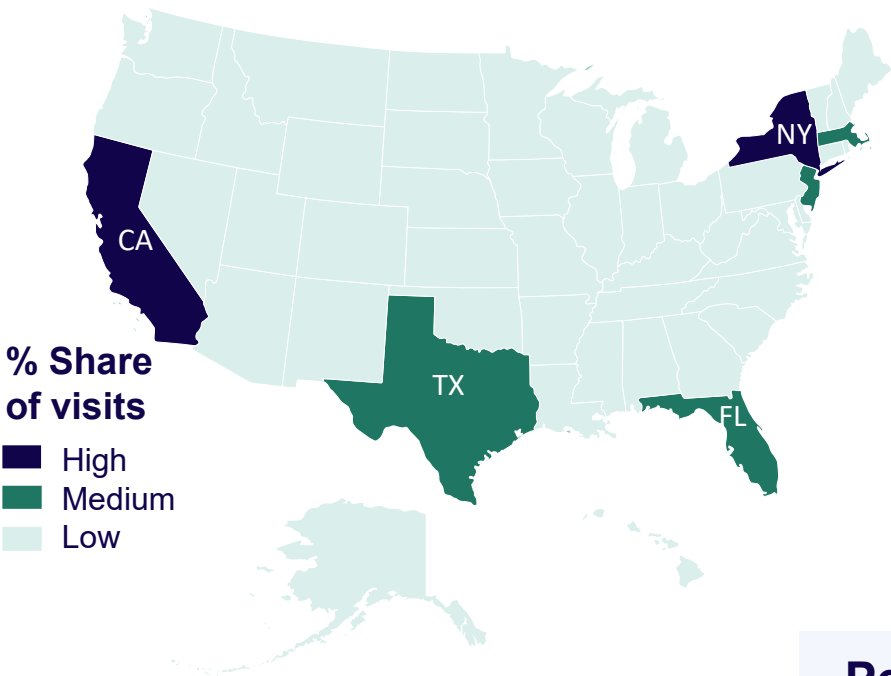
Departure & Destination  
Airports\*\* (2025)



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\* (2023)

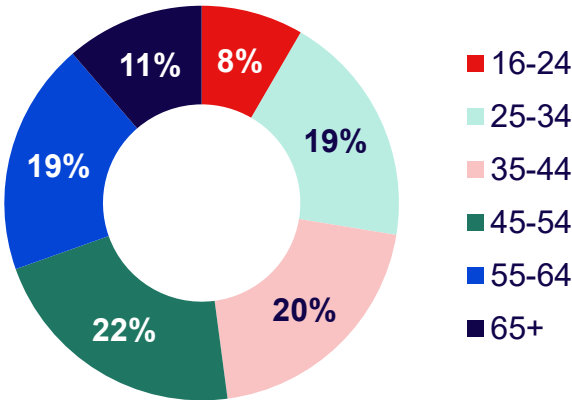


### Top states by visitor origin

New York Tri-State	19%
California (CA)	15%
New York (NY)	13%
Florida (FL)	7%
Texas (TX)	7%
Massachusetts (MA)	5%
New Jersey (NJ)	5%
Illinois (IL)	4%
Washington (WA)	4%
Georgia (GA)	3%
Colorado (CO)	3%
Pennsylvania (PA)	3%
Virginia (VA)	3%

States below 3% not shown

## Key demographics\* (2024)



## Perceptions of the UK\*\* (2025)

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

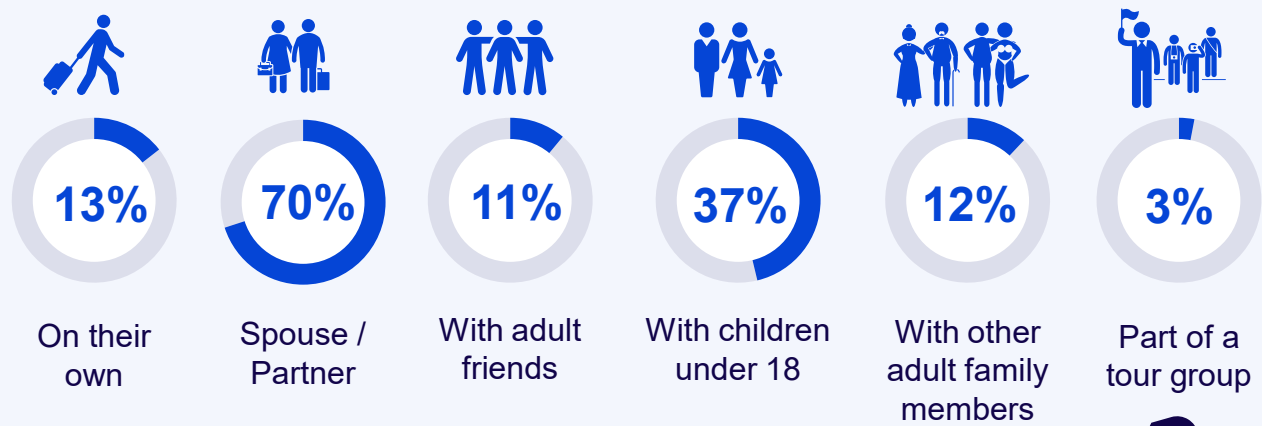
	Rank
Historic buildings	3 <sup>rd</sup>
Contemporary culture	3 <sup>rd</sup>
Visit if £ no object	5 <sup>th</sup>
Culture	5 <sup>th</sup>
Tourism	6 <sup>th</sup>
People	6 <sup>th</sup>
Vibrant cities	7 <sup>th</sup>
Cultural heritage	8 <sup>th</sup>
Welcome	8 <sup>th</sup>



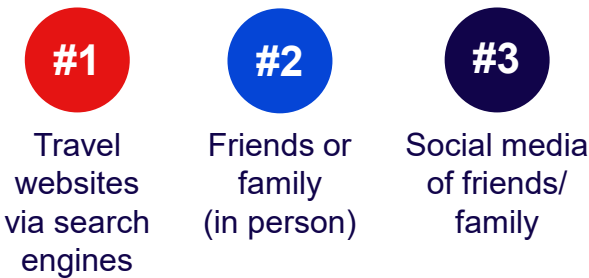
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only.  
\*\*2025 Anholt Nation Brand Index Report



### Travel companions



### Top sources of inspiration



### Share of US travellers who identify as LGBTQIA+



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



Sources: \*Anholt-Ipsos Nation Brands Index: TV/film locations, 2023, base: UK considerers. All other information on this page is resourced from VisitBritain/Kubi Kalloo MIDAS research project 2022.