

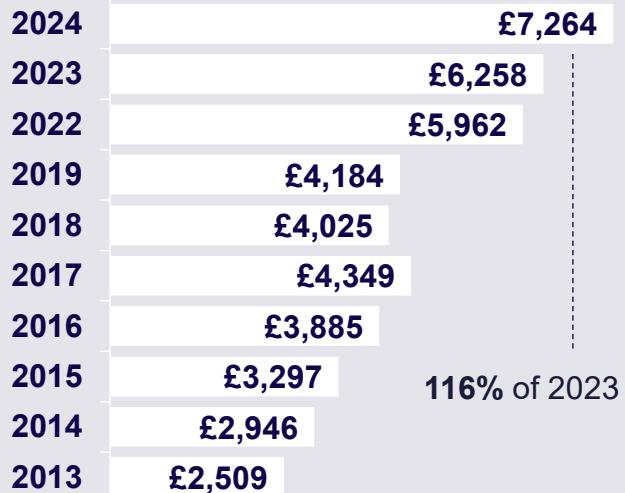


### Annual visits (000s)

109% of 2023



### Annual visitor spend (£m)



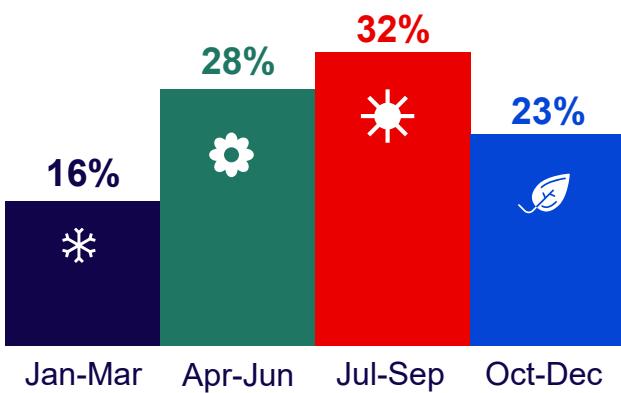
#1

Global ranking for inbound visits to the UK in 2024

#1

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**

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**Carl Walsh**

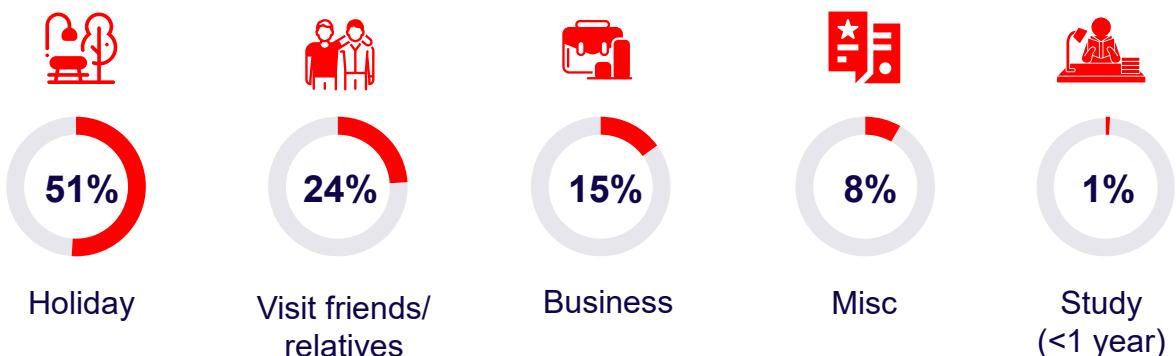
Senior Vice President USA  
[Carl.Walsh@visitbritain.org](mailto:Carl.Walsh@visitbritain.org)

**£1,301**

2024 average  
spend per visit

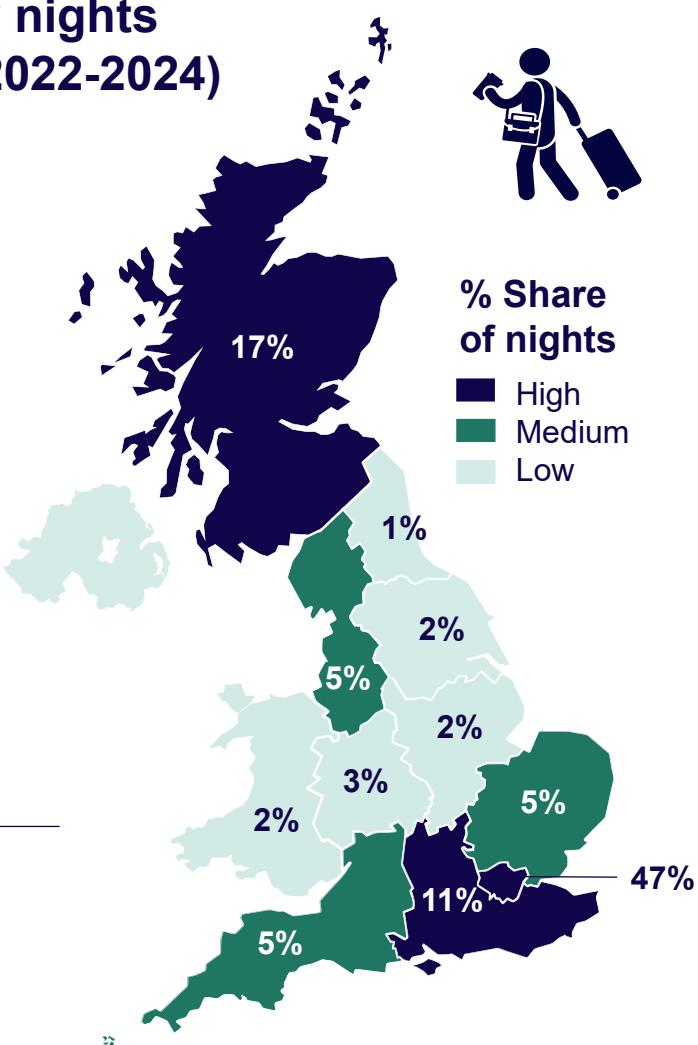


## Purpose of travel\* (2024)



## 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%



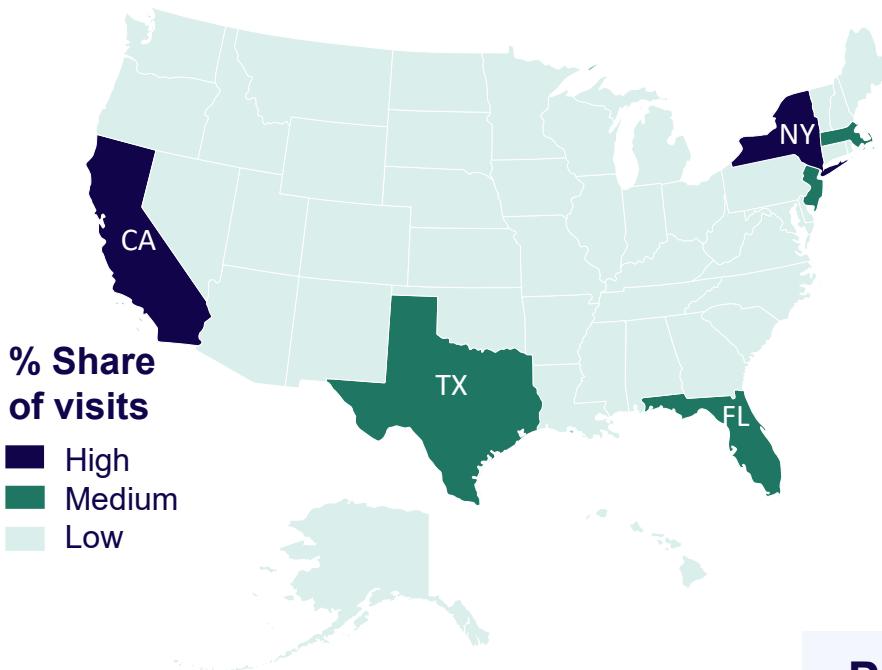
## Departure & Destination Airports\*\* (2025)



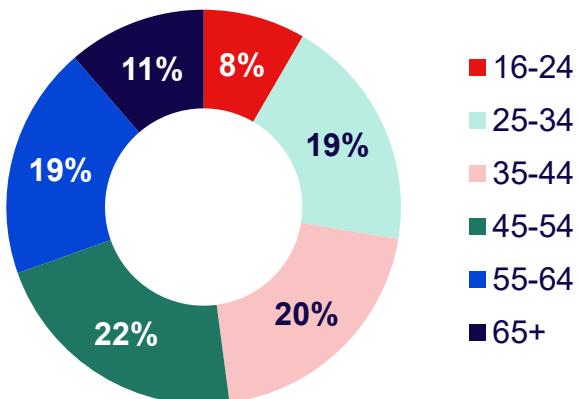
Sources: \*International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. \*\*Apex as of January 2026, non-stop flights.



## Visitors' origin\* (2023)



## Key demographics\* (2024)



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

\*\*2025 Anholt Nation Brand Index Report

### 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

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

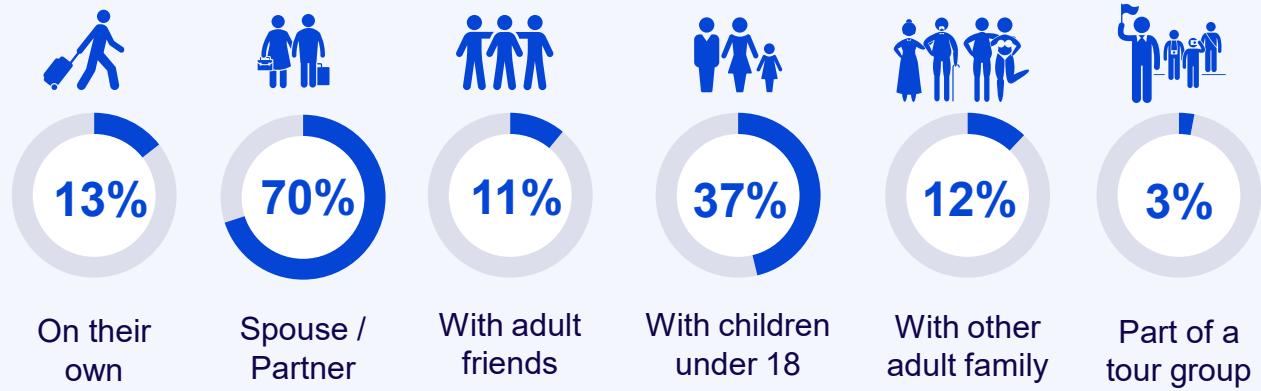
The UK ranks within the top 10 out of 50 nations for:

	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>





## Travel companions



## Top sources of inspiration

- #1 Travel websites via search engines
- #2 Friends or family (in person)
- #3 Social media of friends/ family



## 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

