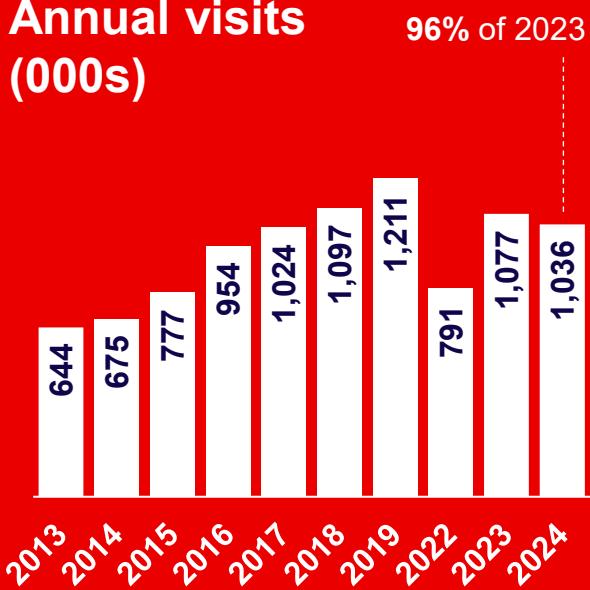
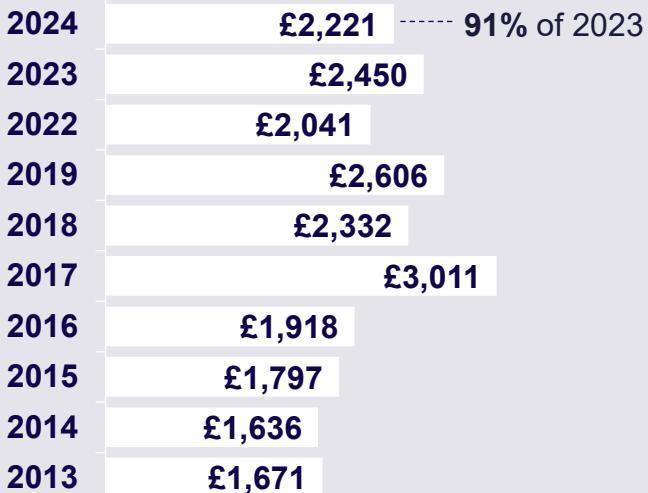


### Annual visits (000s)



### Annual visitor spend (£m)



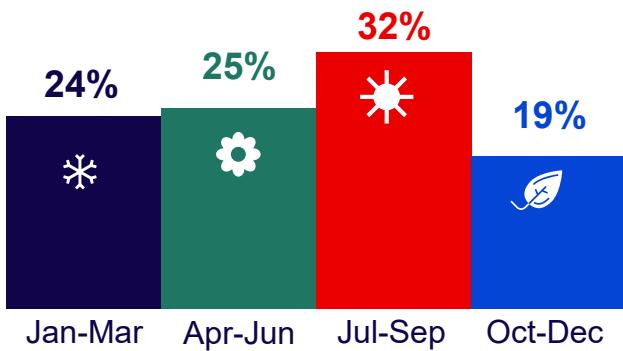
#10

Global ranking for inbound visits to the UK in 2024

#2

Global ranking for inbound spend in the UK in 2024

### Seasonal spread of travel



### Average nights stayed



On average, visitors from the GCC spent £2,143 per visit, 2.6 times the global average of £818 per visit.

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

**Tatiana Khoreshok**

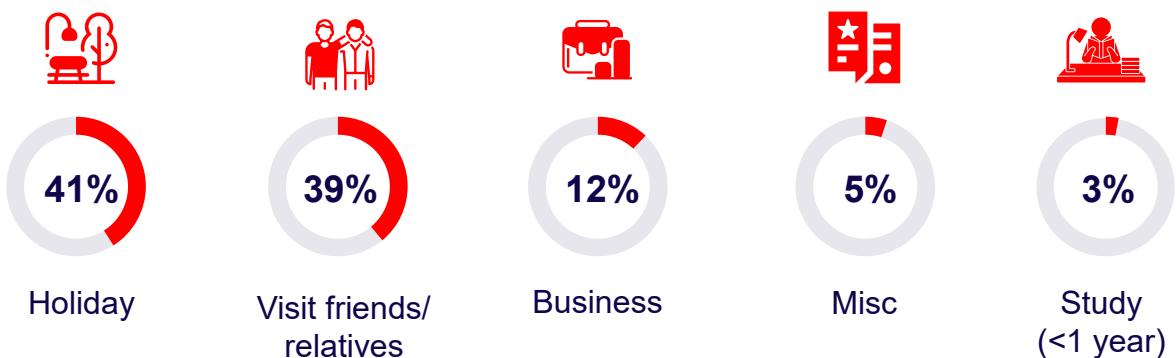
Country Manager GCC

[Tatiana.Khoreshok@visitbritain.org](mailto:Tatiana.Khoreshok@visitbritain.org)

£2,143

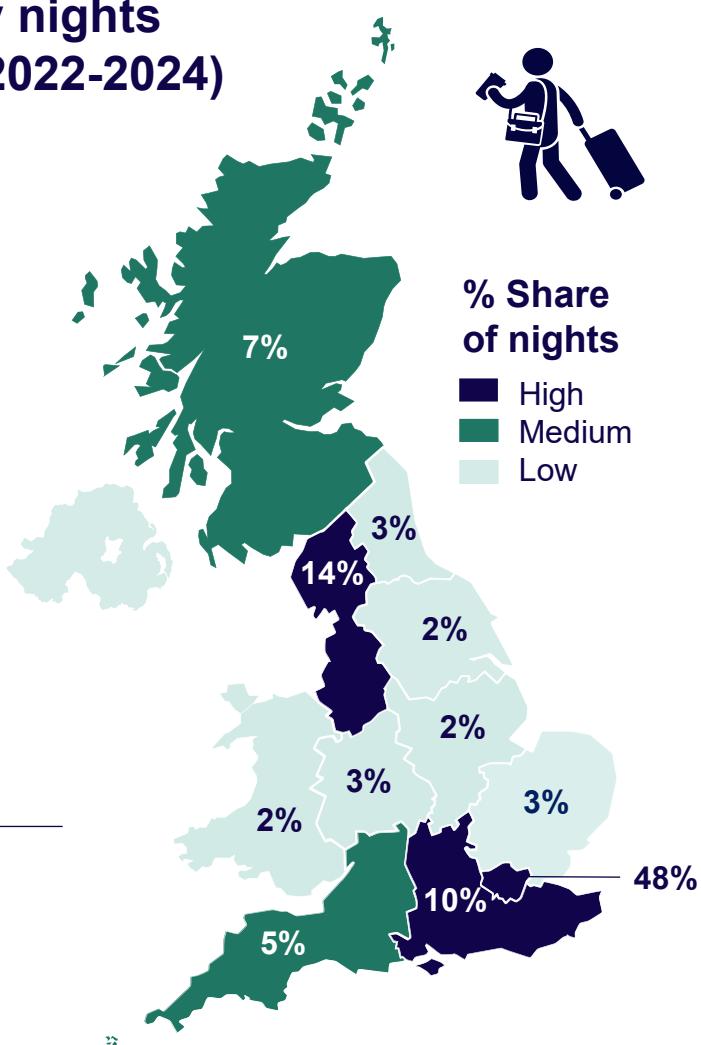
2024 average  
spend per visit

## Purpose of travel\* (2024)



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

Region	% share of nights
1 London	48%
2 North West	14%
3 South East	10%
4 Scotland	7%
5 South West	5%
6 East of England	3%
7 West Midlands	3%
8 North East	3%
9 Yorkshire	2%
10 Wales	2%
11 East Midlands	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.