

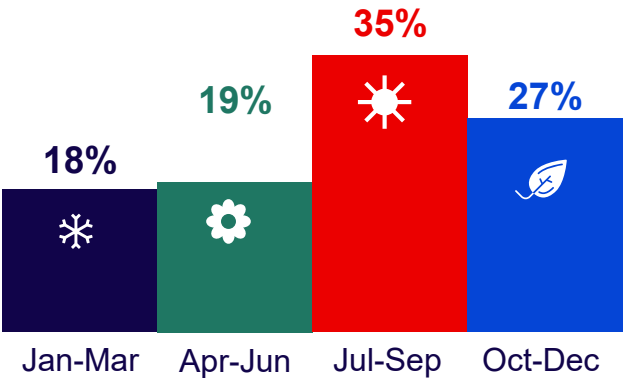
#39

Global ranking for inbound visits to the UK in 2024

#17

Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel* (2023)



Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only. Please note, 2024 data from IPS is badged as ‘official statistics in development’. VisitBritain analysis for **Kuwait** has found that the year-on-year trend suggested by IPS for the second half of 2024 was much lower than the trend seen by other sources, so seasonality data for 2023 is shown instead.

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Average nights stayed



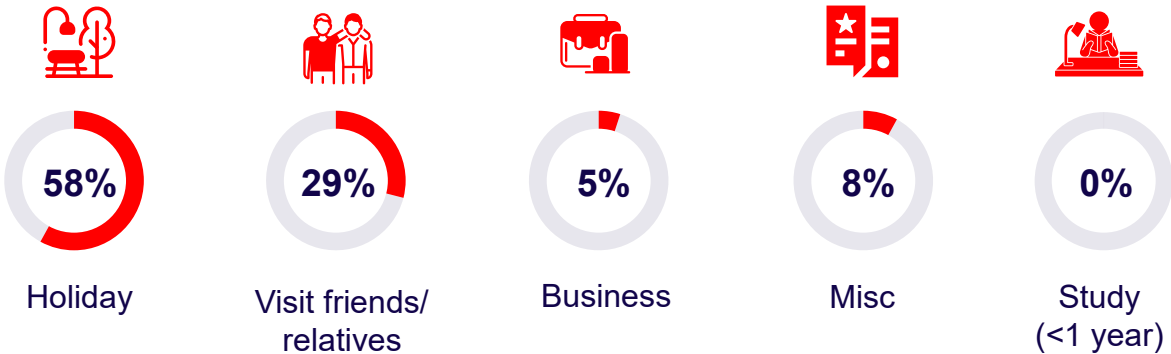
Visitors from Kuwait spend 5 more nights in the UK compared to the global average of 7.4 and spend 3.4 times as much per visit (average spend is £818).

£2,801

2024 average spend per visit

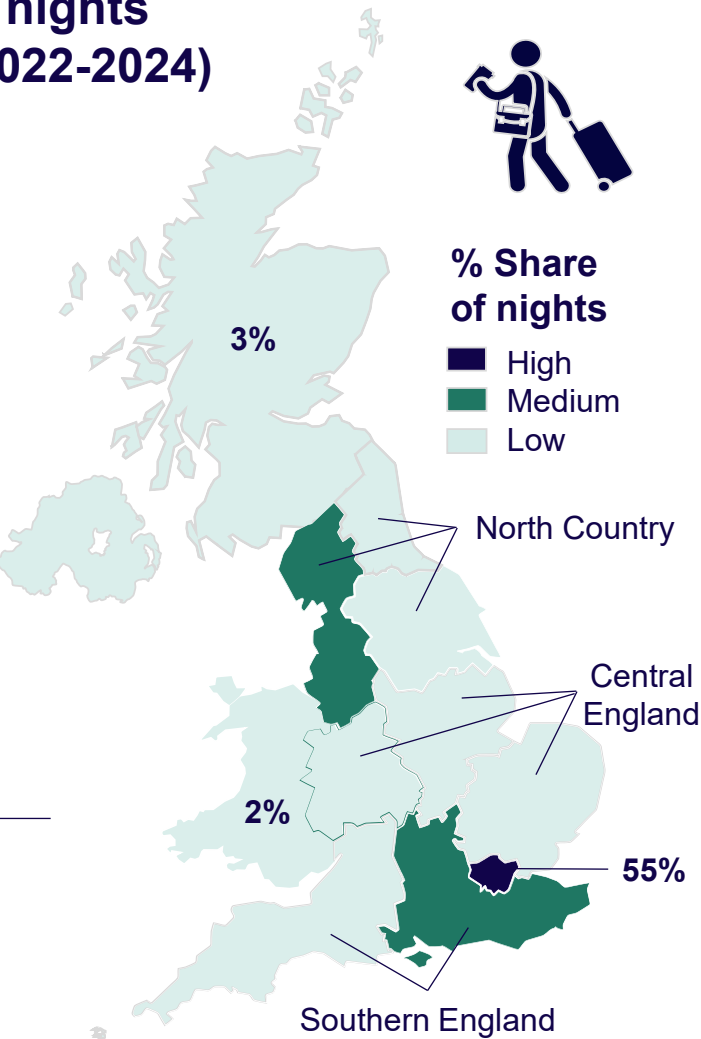


Purpose of travel* (2024)



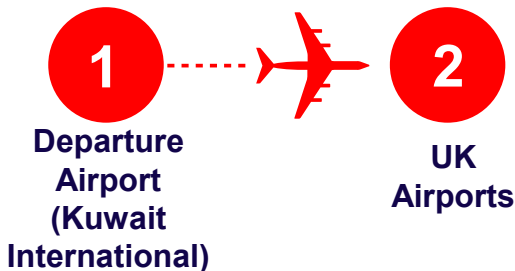
Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	55%
2	Rest of England	39%
3	- North Country	23%
4	- Southern England	13%
5	- Central England	4%
6	Scotland	3%
7	Wales	2%



Indicative data only due to low sample sizes outside London.

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.