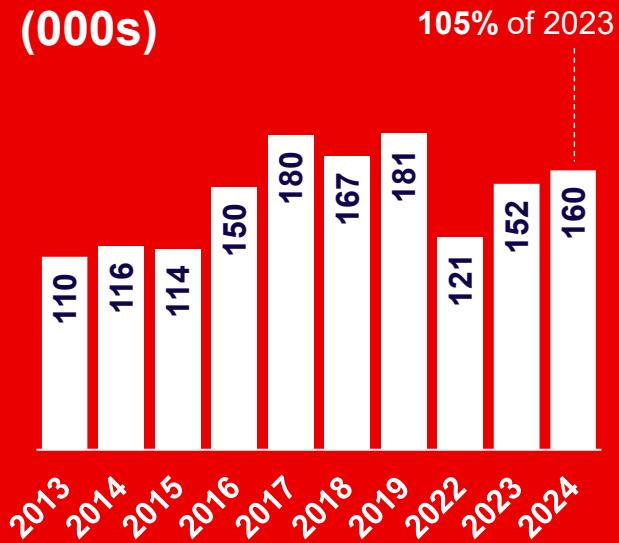
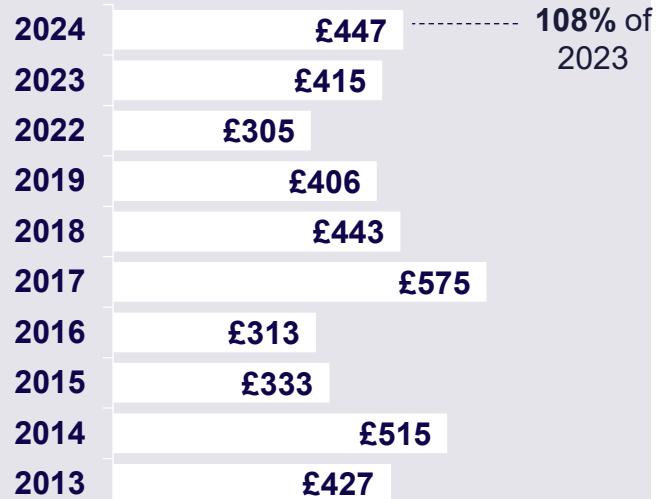




## Annual visits (000s)



## Annual visitor spend (£m)



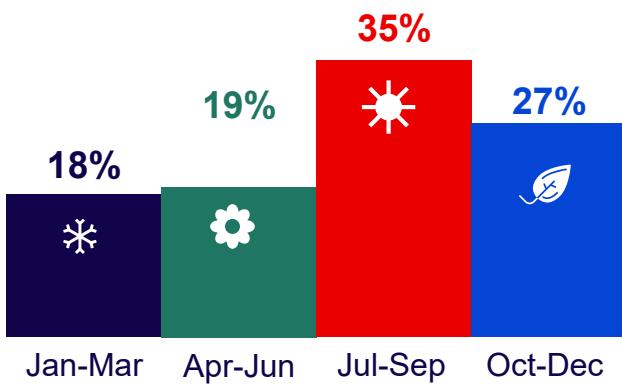
#39

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)



## 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).

**Tatiana Khoreshok**

Country Manager GCC

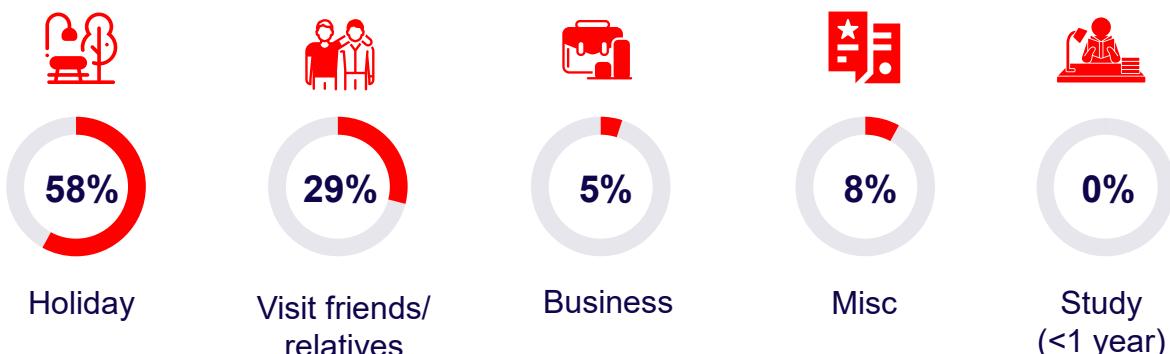
[Tatiana.Khoreshok@visitbritain.org](mailto:Tatiana.Khoreshok@visitbritain.org)

**£2,801**

2024 average  
spend per visit



## Purpose of travel\* (2024)

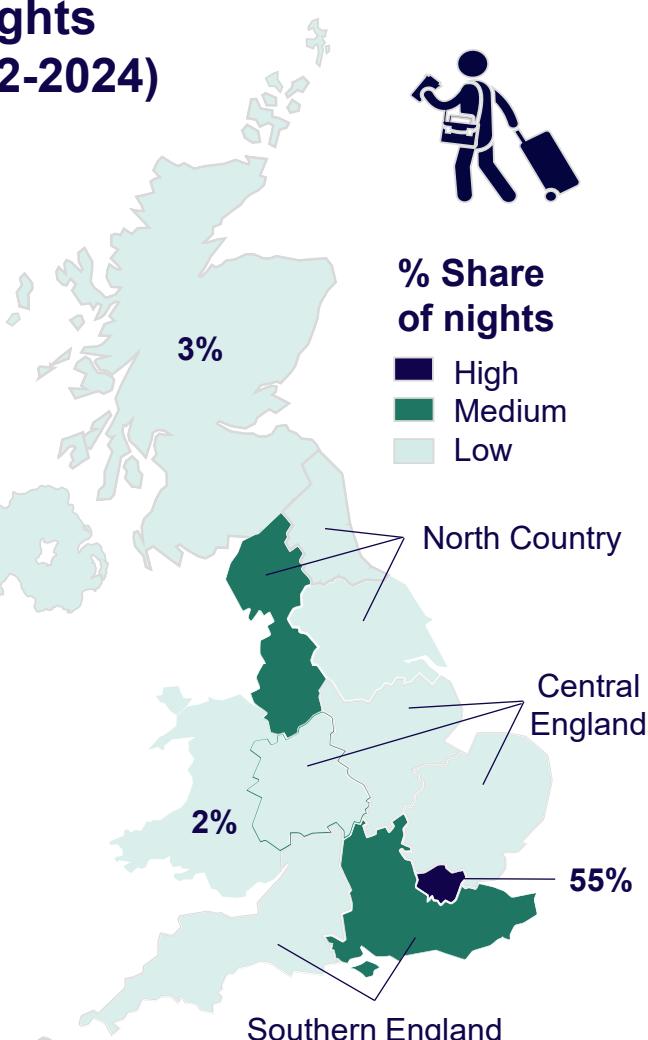
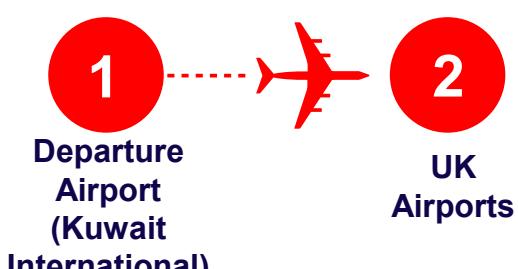


## Regional spread of travel by nights spent per region\* (average 2022-2024)

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.