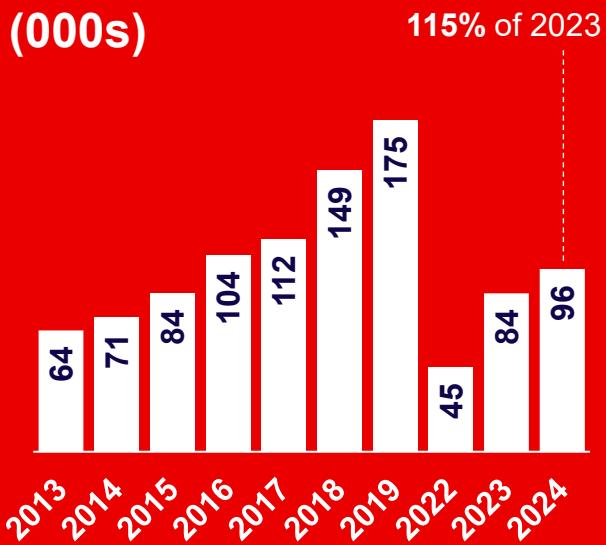
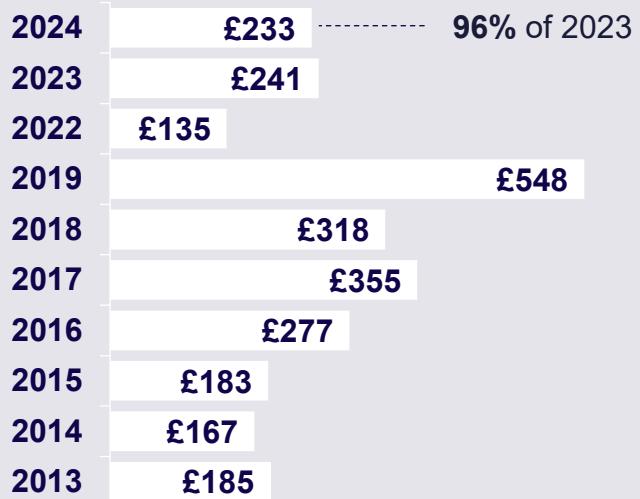




## Annual visits (000s)



## Annual visitor spend (£m)



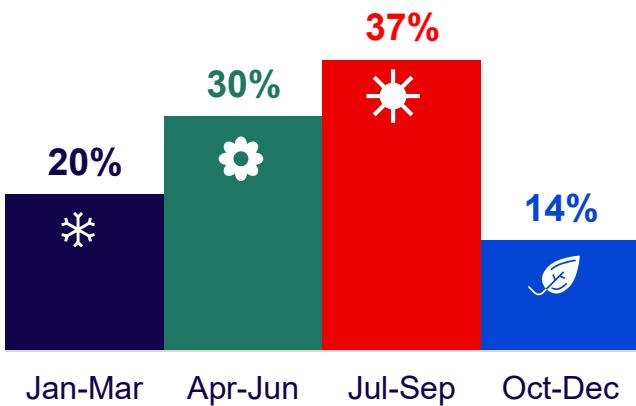
#49

Global ranking for inbound visits to the UK in 2024

#29

Global ranking for inbound spend in the UK in 2024

## Seasonal spread of travel



**Source:** International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated (indicative data due to low sample size). 2024 data GB only.

**Tatiana Khoreshok**

Country Manager GCC

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## Average nights stayed

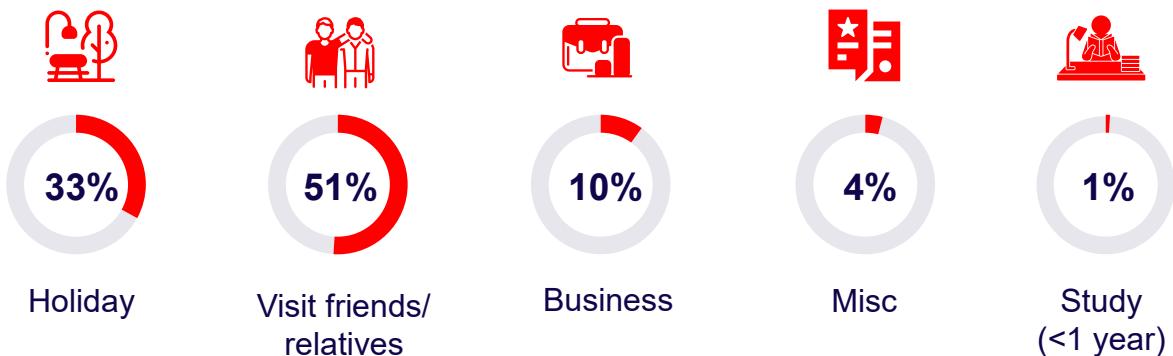


£2,415

2024 average  
spend per visit

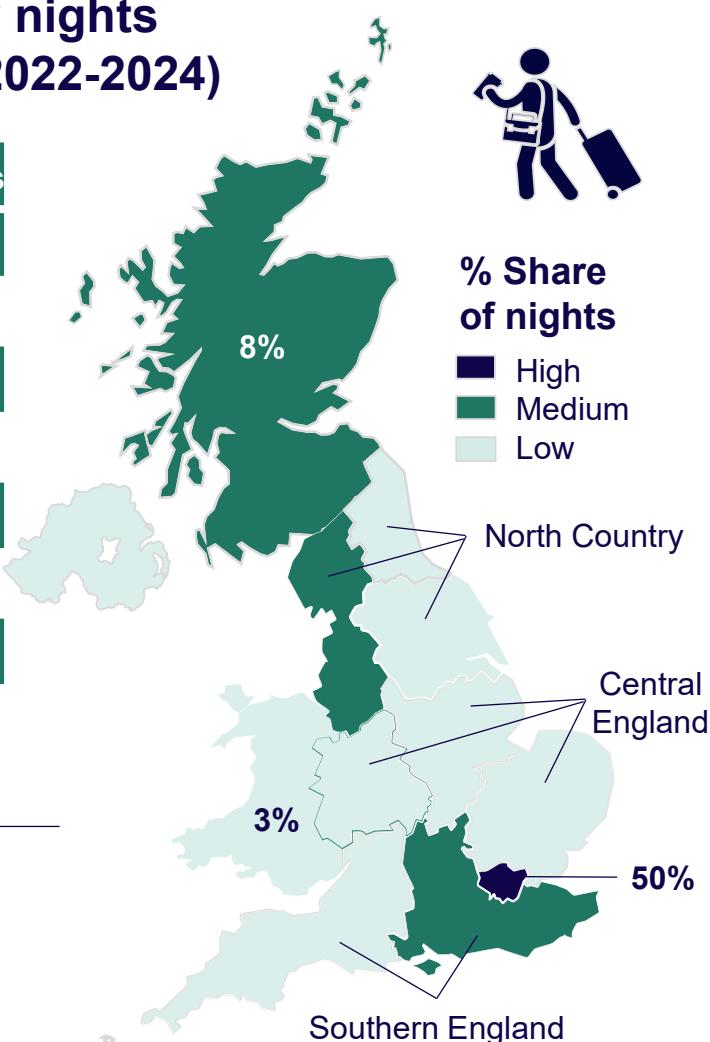


## Purpose of travel\* (2024)



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

Region	% share of nights
1 London	50%
2 Rest of England	39%
3 - North Country	17%
4 - Central England	11%
5 - Southern England	11%
6 Scotland	8%
7 Wales	3%



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.