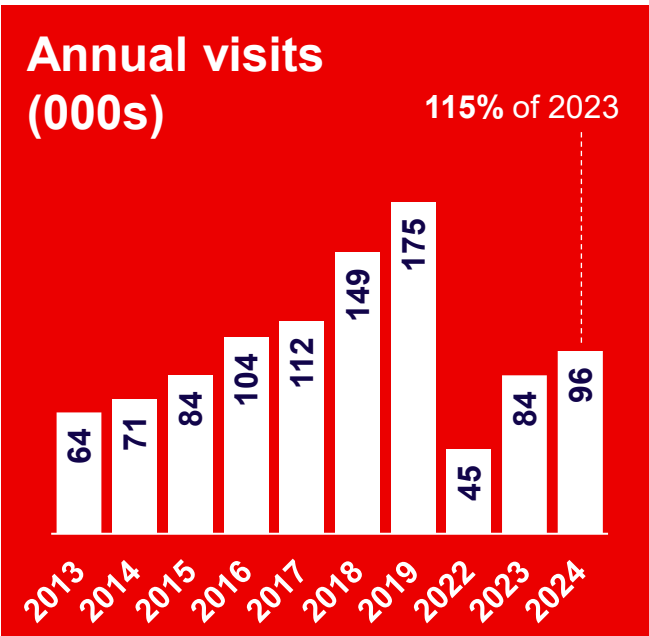
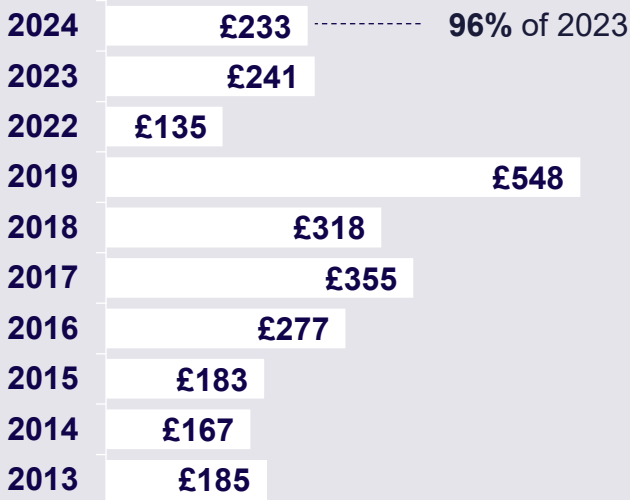




Annual visits  
(000s)



Annual visitor spend (£m)



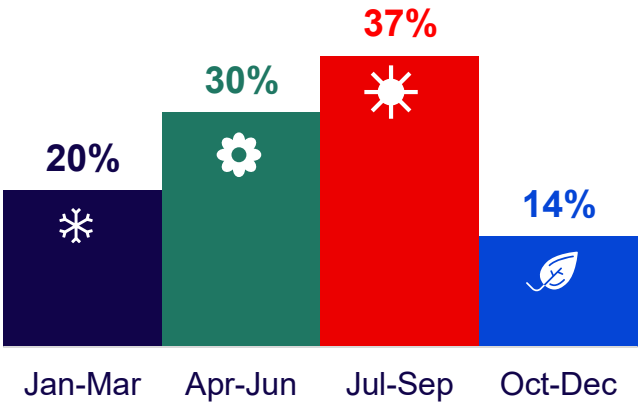
#49

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



Average nights stayed



Visitors from Qatar spend 4 more nights in the UK compared to the global average of 7 nights and spend 3 times as much per visit (market average is £818).

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

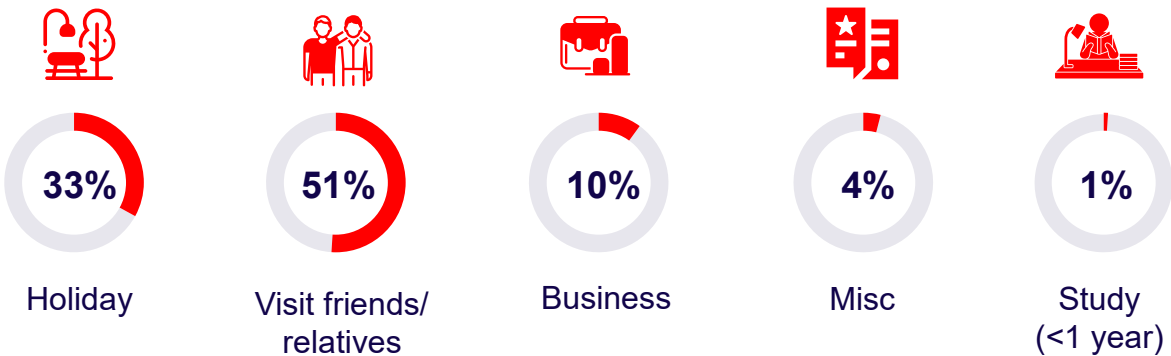
Tatiana Khoreshok  
Country Manager GCC

Tatiana.Khoreshok@visitbritain.org

£2,415  
2024 average spend per visit

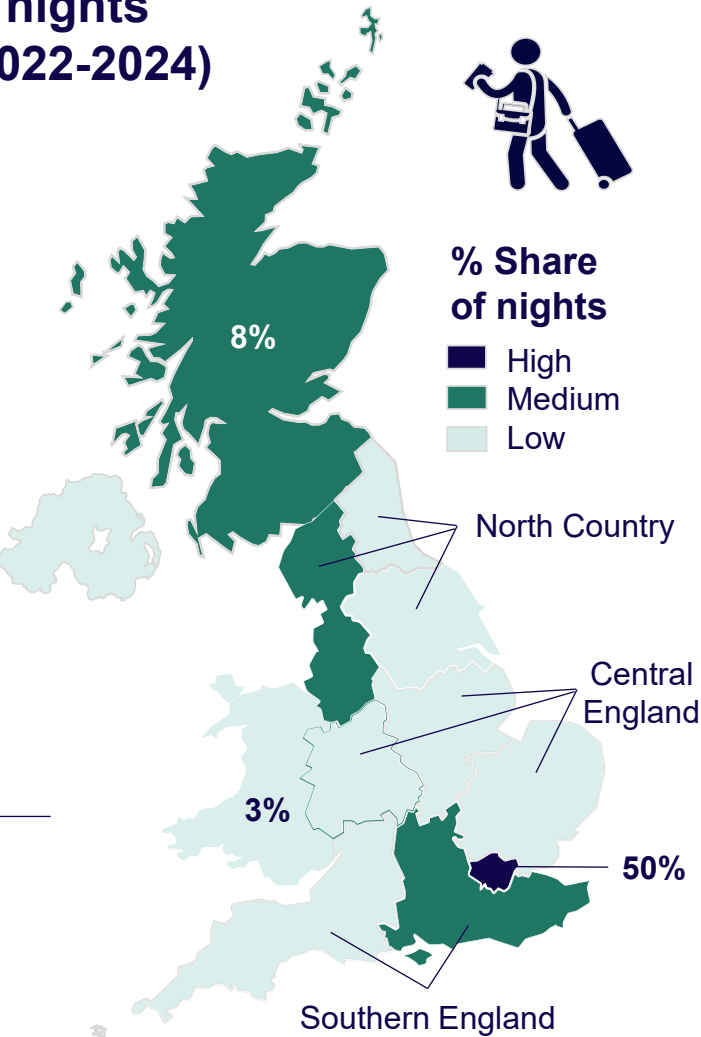


Purpose of travel\* (2024)



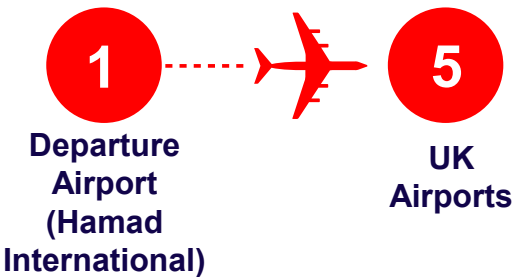
Regional spread of travel by nights spent per region\* (average 2022-2024)

	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.