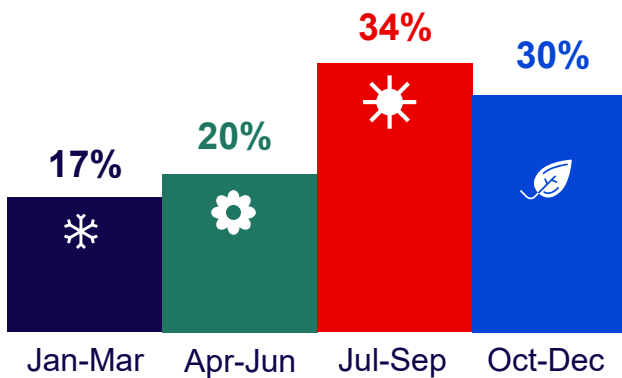


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel* (2023)



Average nights stayed



In 2024, visitors from the UAE spent an average of £1,641 per trip, double the global average of £818. Visitors also stayed an extra 2 nights on average.

£1,641

2024 average spend per visit

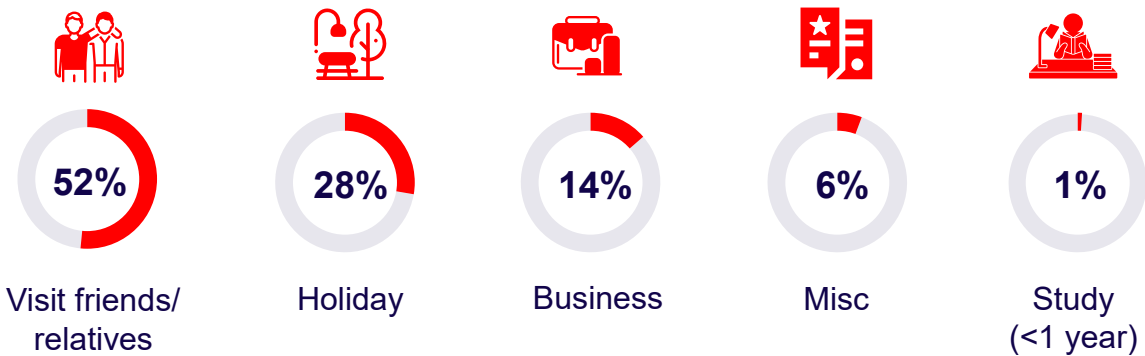
Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only. *Please note, 2024 IPS data is badged as 'official statistics in development'. VisitBritain analysis for UAE has found that the year-on-year trend suggested by IPS for the second half of 2024 was much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

Tatiana Khoreshok

Country Manager GCC

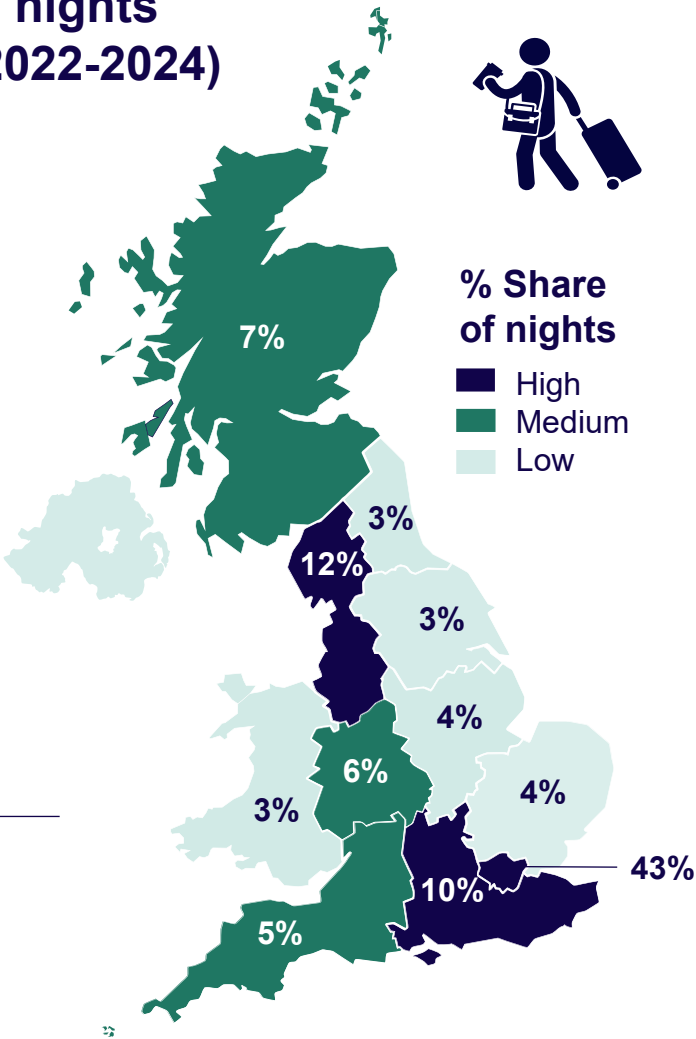
Tatiana.Khoreshok@visitbritain.org

Purpose of travel* (2024)



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

	Region	% share of nights
1	London	43%
2	North West	12%
3	South East	10%
4	Scotland	7%
5	West Midlands	6%
6	South West	5%
7	East Of England	4%
8	East Midlands	4%
9	North East	3%
10	Yorkshire	3%
11	Wales	3%



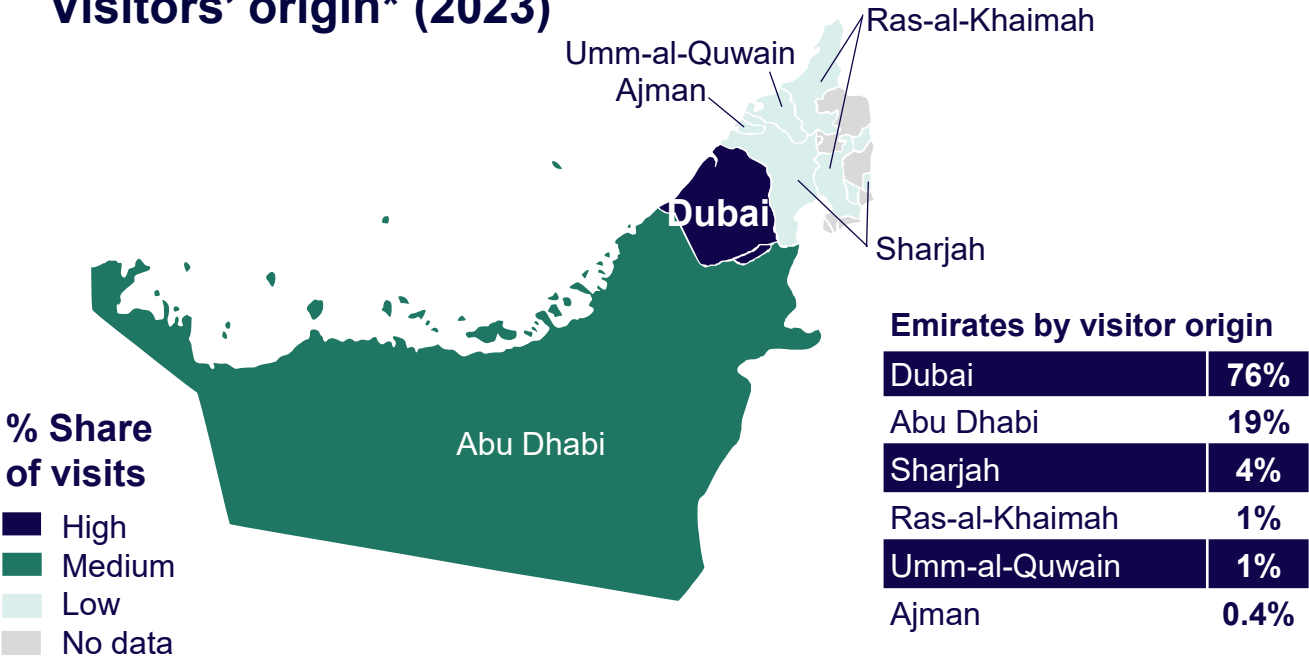
Departure & Destination
Airports** (2025)



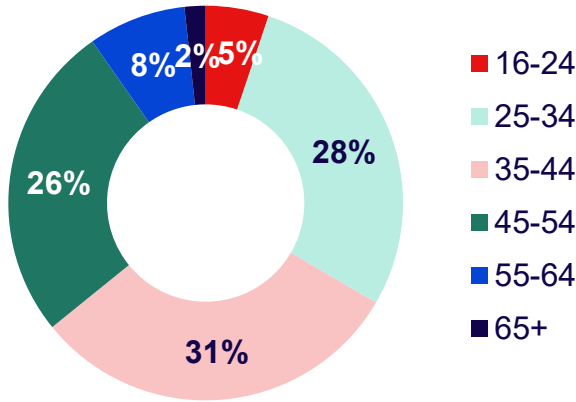
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only. Miscellaneous includes visits for sporting events, shopping, health, religious, or other purposes. **Apex as of January 2026, non-stop flights.



Visitors' origin* (2023)



Key demographics* (2024)



Perceptions of the UK** (2022)

Top associations with Britain:

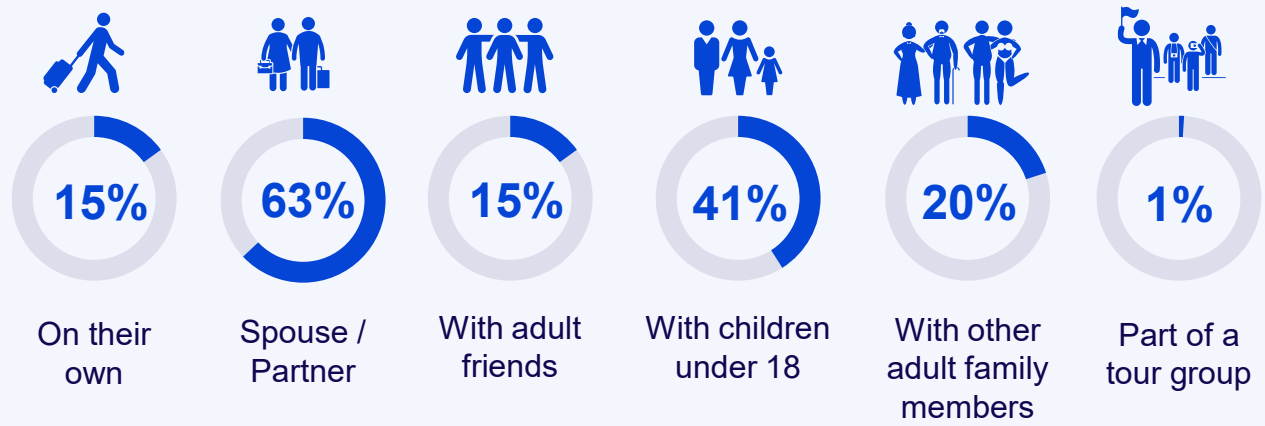
- Vibrant Cities
- Is a place where I can explore history and heritage
- Is a mixture of old and new
- Is good for seeing famous sites or places
- Has an interesting mix of cultures from around the world
- There is beautiful coast and countryside to explore



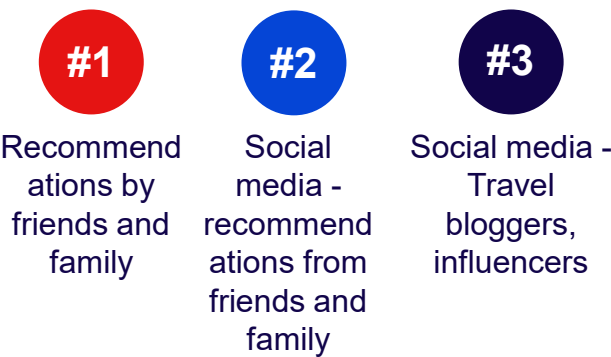
Sources: *International Passenger Survey (IPS) by ONS. 2024 data GB only.
**VisitBritain/Kubi Kalloo MIDAS research project 2022



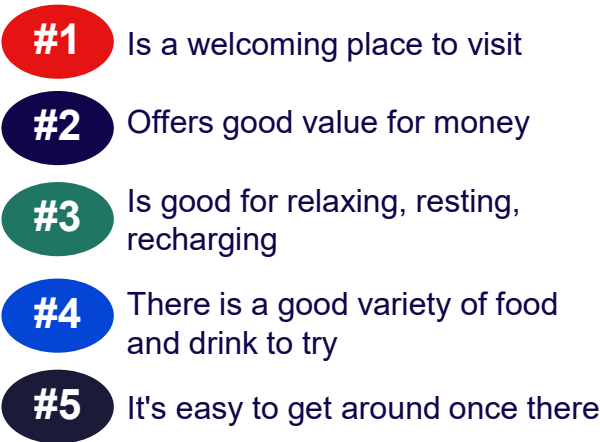
Travel companions



Top sources of inspiration



Top drivers for destination choice



Share of UAE travellers who book all trip elements together



Share of UAE travellers who have (or travels with someone who has) a health condition or impairment

