

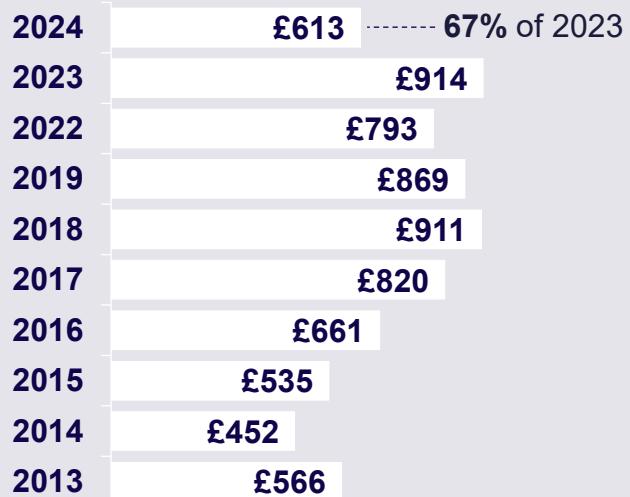


Annual visits (000s)



78% of 2023

Annual visitor spend (£m)*



67% of 2023

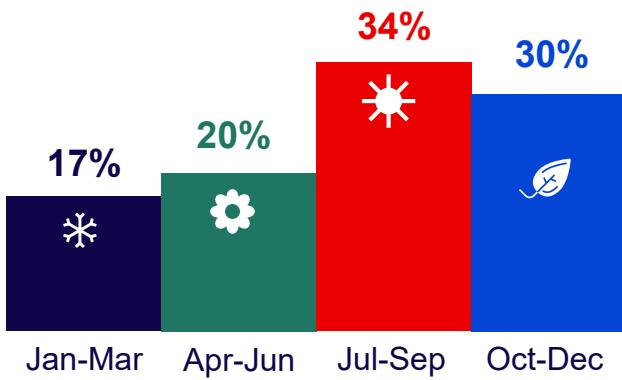
#20

Global ranking for inbound visits to the UK in 2024

#14

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

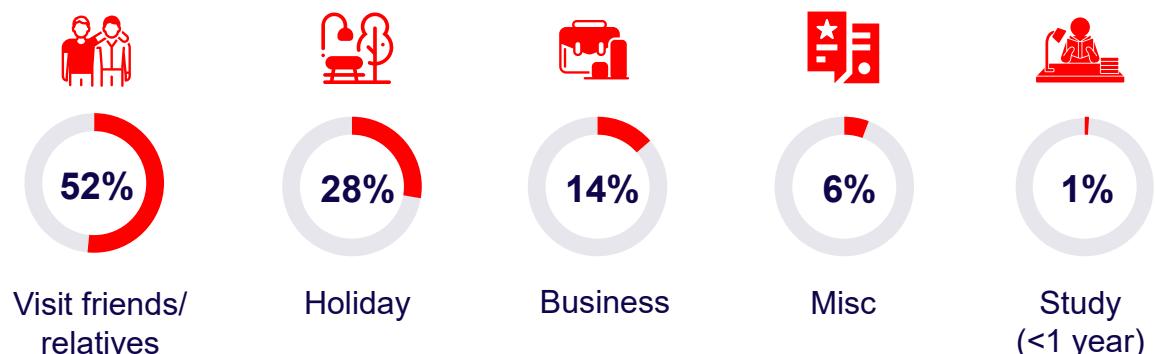
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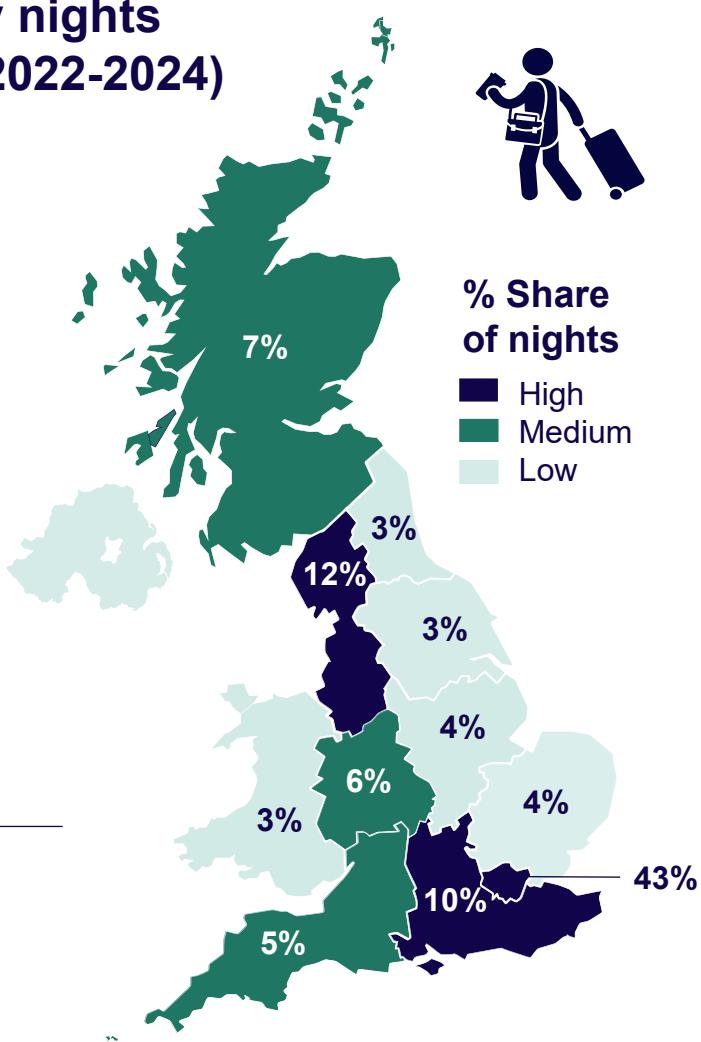


Purpose of travel* (2024)



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.



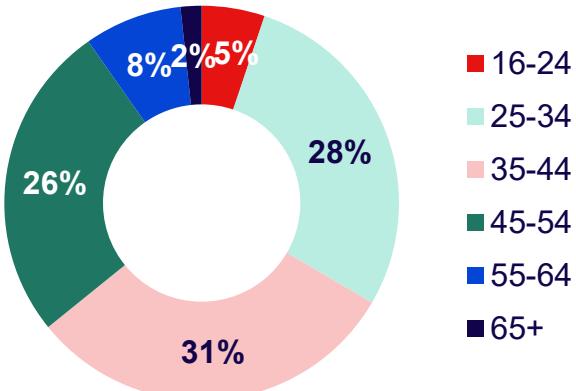
Visitors' origin* (2023)



Emirates by visitor origin

Dubai	76%
Abu Dhabi	19%
Sharjah	4%
Ras-al-Khaimah	1%
Umm-al-Quwain	1%
Ajman	0.4%

Key demographics* (2024)



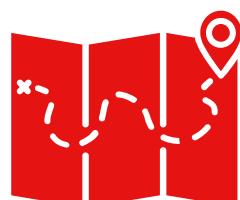
Perceptions of the UK** (2022)

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



15%

On their own



63%

Spouse / Partner



15%

With adult friends



41%

With children under 18



20%

With other adult family members



1%

Part of a tour group

Top sources of inspiration



#1

Recommendations by friends and family



#2

Social media - recommendations from friends and family



#3

Social media - Travel bloggers, influencers

#1

Is a welcoming place to visit

#2

Offers good value for money

#3

Is good for relaxing, resting, recharging

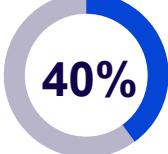
#4

There is a good variety of food and drink to try

#5

It's easy to get around once there

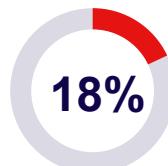
Share of UAE travellers who book all trip elements together



40%



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



18%

