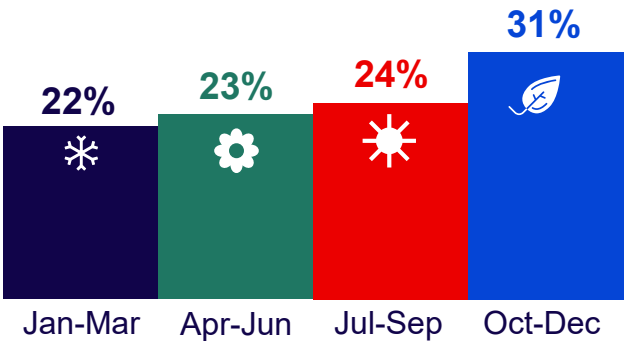


Global ranking for inbound visits to the UK in 2024



Global ranking for inbound spend in the UK in 2024

Seasonal spread of travel



Average nights stayed



In 2024, visitors from Austria spent an average of £814 per trip, 1.5 times the European average (£557).



£814

2024 average spend per visit

Source: International Passenger Survey (IPS) by ONS, 2024 unless otherwise stated. 2024 data GB only.

Holger Lenz

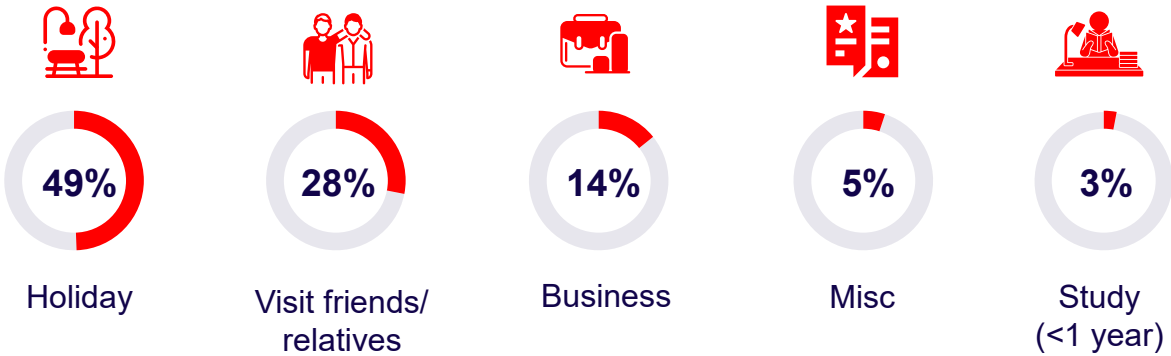
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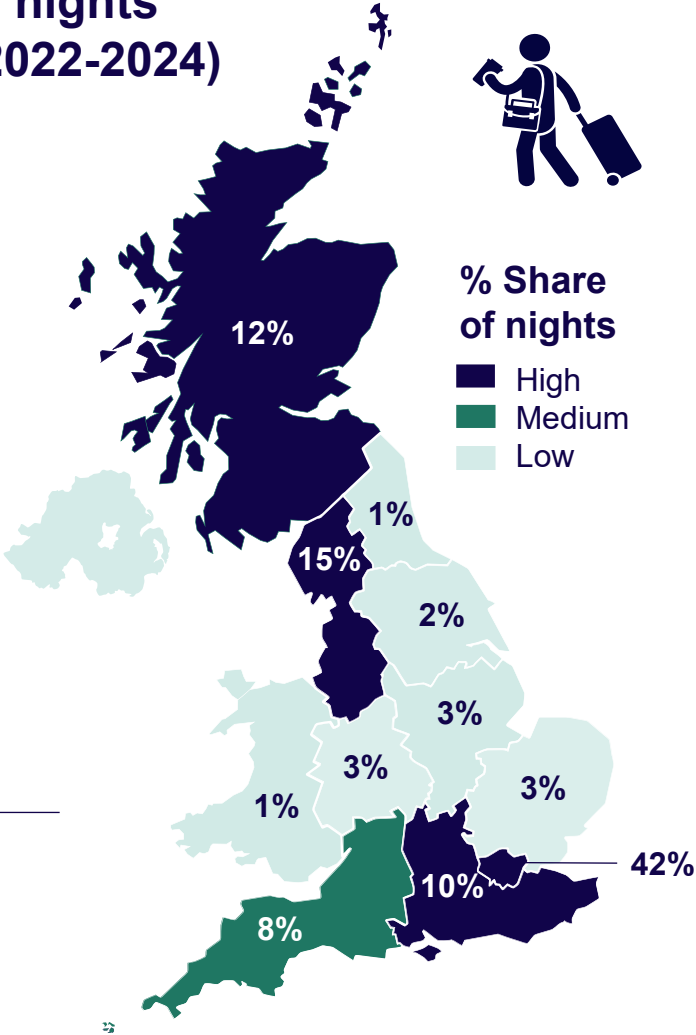


Purpose of travel* (2024)

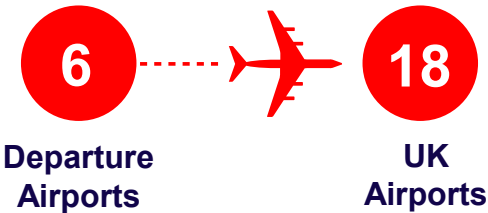


Regional spread of travel by nights spent per region* (average 2022-2024)

	Region	% share of nights
1	London	42%
2	North West	15%
3	Scotland	12%
4	South East	10%
5	South West	8%
6	East Of England	3%
7	East Midlands	3%
8	West Midlands	3%
9	Yorkshire	2%
10	Wales	1%
11	North East	1%



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.