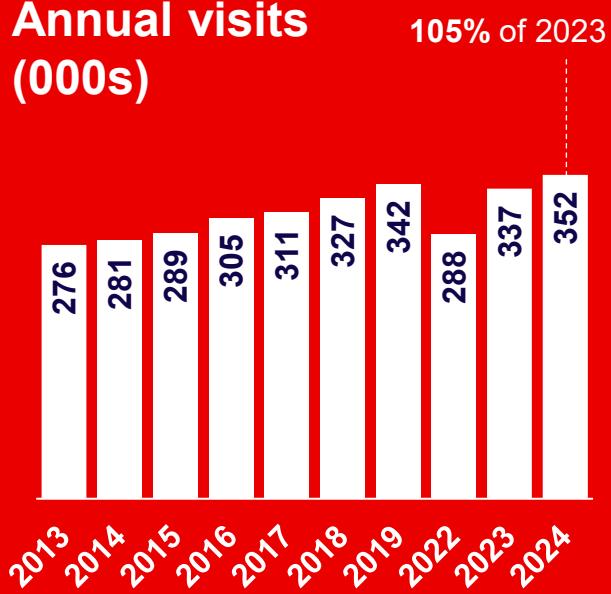
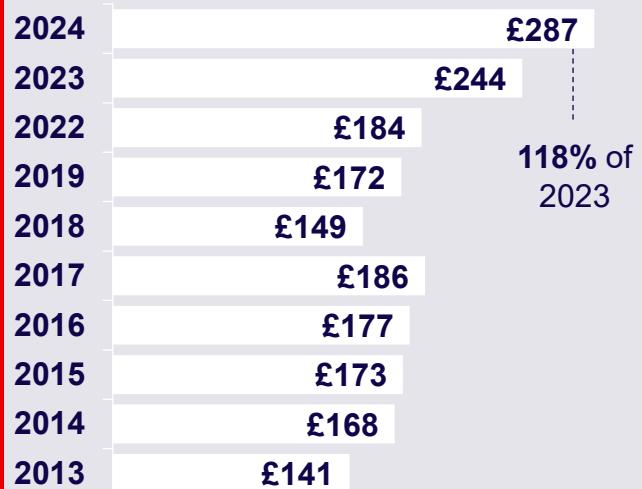


Annual visits (000s)



Annual visitor spend (£m)



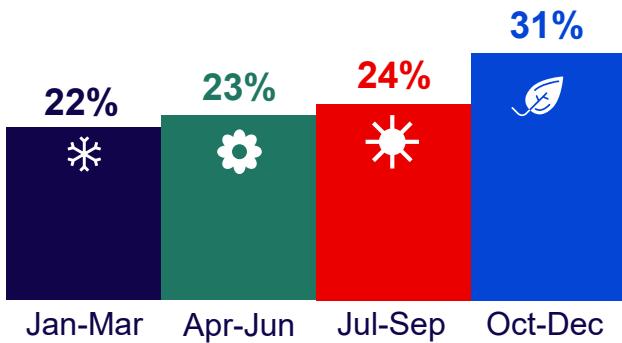
#21

Global ranking for inbound visits to the UK in 2024

#25

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. 2024 data GB only.

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Average nights stayed

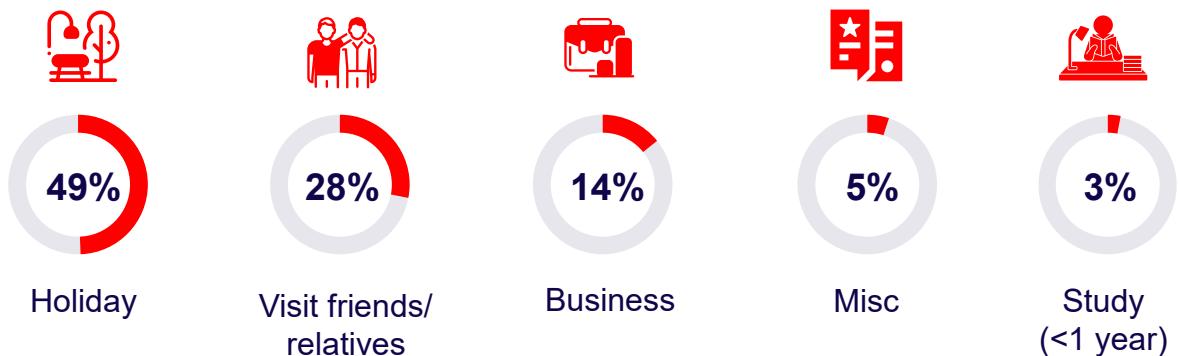


In 2024, visitors from Austria spent an average of £814 per trip, 1.5 times the European average (£557).

£814

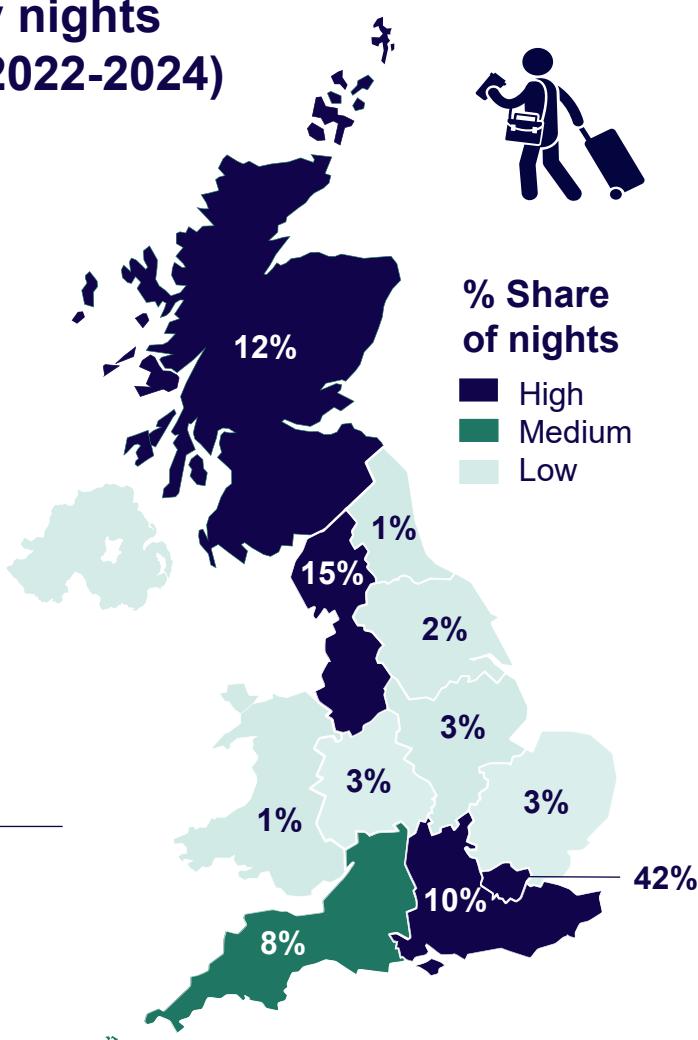
2024 average
spend per visit

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.