

Activities in Britain's nations and regions International Passenger Survey 2024

VisitBritain Research

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Explore more of our [research and insight on our website](#) and explore [activities and experiences](#) by inbound visitors.





Study details

Hot air balloons at Clifton Suspension Bridge, Bristol, England ©VisitBritain/Eric Nathan

Introduction

The UK welcomed 42.6 million visits from overseas in 2024, and visitors spent £32.5 billion here. Understanding what visitors do here in the UK is also important. This report looks at the activities undertaken by inbound visitors in each of the nations and regions of Britain. For each the 47 individual activities we hold data for we have grouped them into 8 activity themes:

- Visiting famous/iconic tourist attractions/places
- Exploring history & heritage
- Experiencing city life
- Experiencing rural life and scenery
- Outdoor leisure pursuits
- Challenge and/or action
- Attending cultural/music events
- Watching live sporting events

This report is broken down into 3 main sections:

- Britain overall results by activity, activities by journey purpose, length of stay and age, and by where a visitor stayed overnight in the UK. “All” results include all UK visits, apart from 2024 where ‘All’ represents Britain only.
- Results for each Britain region with separate slides on participation in each of the activities by theme, comparing each region to total UK participation rates; a visitor profile overview (including purpose, age, visit duration and seasonality); and the region’s top 5 markets. Each regional section includes a summary slide of key insights.

NB regional data in this report refers to where visitors stayed overnight; and we have looked at those who stayed only in each region (so not staying in any other region). This gives a good proxy for the propensity of visitors to each region to take part in each activity.

Methodology

- This report updates the historical IPS data on this topic. More information by visitor market is available within the pivot tables on our [website](#).
- It is possible to find more detail about the UK's inbound visits to our nations and regions, including the latest quarterly data from the International Passenger Survey, by exploring the [Research & Insights](#) pages of our website.
- The data source for all charts and tables is the **International Passenger Survey (IPS)**, by the **Office for National Statistics (ONS)**.
 - The IPS is designed to be representative and statistically robust at national level. Therefore caution should be exercised when interpreting results, especially at regional, area and town level.
 - Because some visitors stay in multiple destinations during their trip the sum of visits to each area will add to more than the total sum of visits to the UK.
 - All spend is nominal and excludes the price of getting to the UK.
 - Please note data for 2024 is badged as 'official statistics in development' and is at the GB level. See the [ONS website](#) for more information.
- This analysis is carried out by VisitBritain using data from the International Passenger Survey (IPS) carried out by the Office for National Statistics (ONS). Each year VisitBritain sponsors a list of activities. The data and this report draws on data from activities asked between 2010 and 2024. See next slide for details.

List of activities by year: 2010 to 2024

2010

Going fishing

2011

Take part in sports activities
Played Rugby
Played Cricket

2017

Going on a guided tour
Going to the pub
Socialising with the locals
Going to bars or nightclubs
Visiting a spa/beauty centre
Shopping
Going to live music events
Going to live sports events

2018

Studied English Language

2019

Sightseeing famous monuments/buildings
Dining in restaurants
Walking in the countryside
Walking along the coast
Went for a run
Having a traditional afternoon tea
Activities to learn a new skill
Going to a football match
Watch live cricket
Watch live golf
Watch live tennis
Watch live rugby
Watch live horse racing
Watch live marathon
Watch live motorsport (incl motorbike)

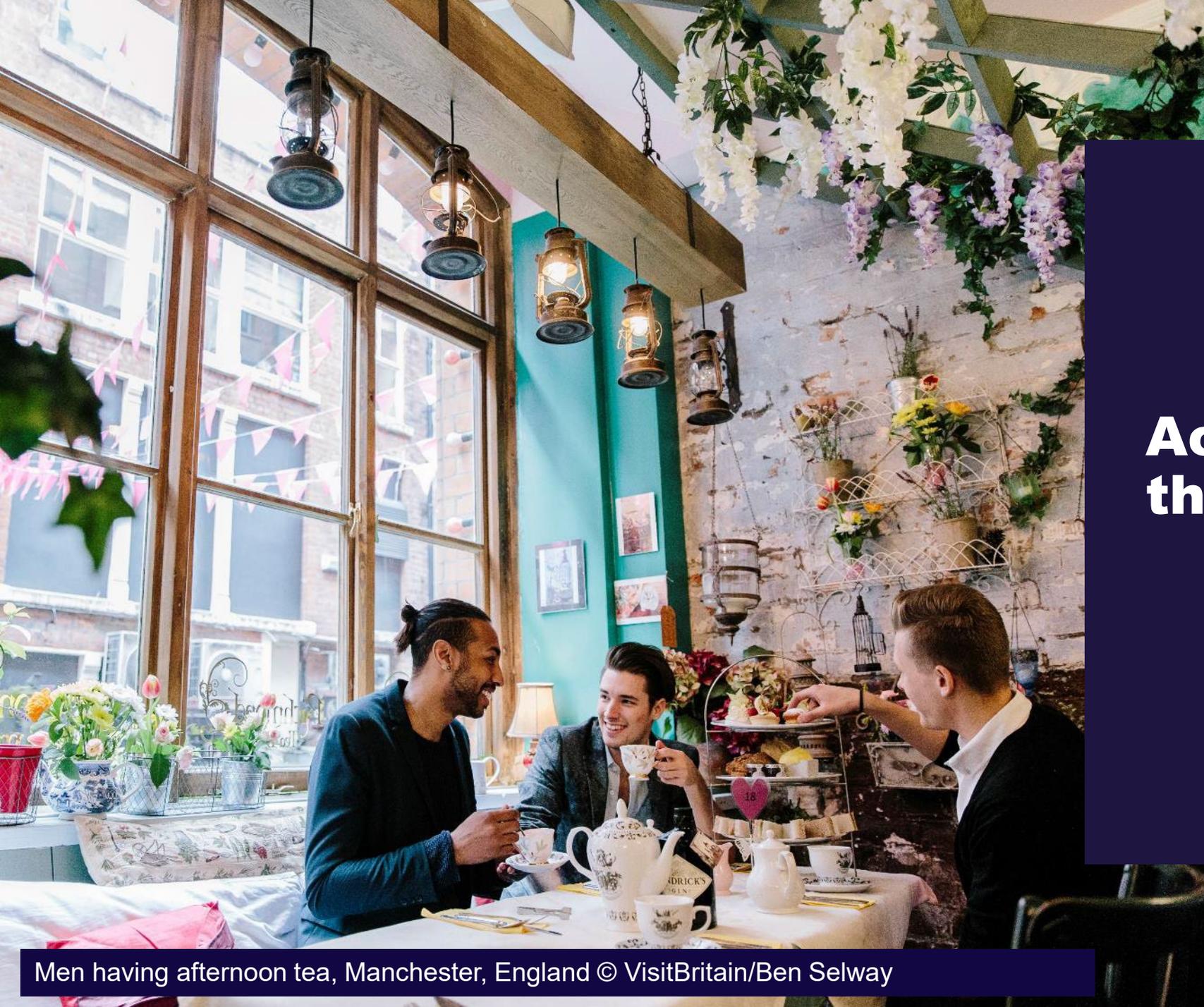
2023

Water sports
Played football
Played golf
Went cycling/mountain biking
Going for a walk, hike or ramble
Horse riding
Trying local food
Researching or exploring my ancestry
Visiting a zoo, aquarium or other wildlife attraction

2024

Visiting castles or historic houses
Visiting religious buildings
Visiting parks or gardens
Visiting museums or art galleries
Going to the coast or beaches
Going to countryside or villages
Visiting a national park
Theatre/musicals/opera/ballet
Attend a festival
Visiting literary, music, tv or film locations

Note: some activities have been repeated in recent years, and have therefore been removed from previous years lists.



Activities by theme

Men having afternoon tea, Manchester, England © VisitBritain/Ben Selway

Visiting famous/iconic attractions/places

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Sightseeing famous monuments/buildings	47%	51%	41%	58%	38%	34%	35%	31%	36%	45%	38%	60%
Going on a guided tour	16%	15%	13%	19%	10%	7%	6%	7%	10%	9%	8%	31%
Zoo, aquarium or other wildlife attractions	5%	7%	4%	6%	5%	4%	5%	6%	4%	7%	5%	4%
Visiting literary, music, TV, film locations	5%	3%	3%	6%	3%	3%	1%	2%	4%	3%	2%	3%

- Many tourists are drawn to destinations with offers of opportunities to experience famous sights. The UK is no exception, with sightseeing being the 4th most popular visitor activity amongst our international visitors.
- Guided tours were popular in Scotland with just under a third of all visitors putting a guided tour on their UK itinerary. Guides were also sought by those visiting London.
- Wildlife attractions (including aquariums) had a participation rate of 5% at the UK level, but this increased to 7% amongst those visiting the South West and North East.
- The North West literary offer was the strongest outside London with 4% of visitors to the North West including a literary/music/TV or film location visit during their stay.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

Exploring history and heritage

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Visiting castles or historic houses	29%	29%	21%	31%	19%	14%	19%	13%	9%	23%	29%	57%
Visiting religious buildings	20%	23%	15%	23%	16%	11%	10%	8%	7%	15%	14%	32%
Researching ancestry	1%	2%	1%	1%	1%	1%	1%	2%	1%	5%	2%	4%

- Visiting castles/historic houses holds a ranking place of 10th in the top activities participated in international visitors.
- While over 57% of all inbound Scotland visitors included a castle or historic house on their itinerary, just under a third of those hitting London and the South West on their stay in the UK also saw a castle or historic house.
- Most regions and nations reported double digit participation around their offer of religious buildings to international visitors with the exceptions being Yorkshire and the North West. An overall average of 20% of all inbound visits to the UK included at least 1 visit to a religious site.
- Although smaller in number, researching ancestry was an activity completed by visitors throughout the country with the North East holding the lead position, followed by Scotland, with Wales, the South West and Yorkshire in joint third.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

Experiencing city life

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Visiting parks or gardens	37%	40%	29%	47%	30%	20%	27%	20%	15%	25%	32%	46%
Visiting museums or art galleries	30%	24%	18%	41%	21%	12%	13%	12%	10%	16%	11%	43%
Going to the Pub	41%	53%	42%	44%	40%	33%	38%	46%	49%	55%	52%	58%
Socialising with the locals	31%	46%	36%	30%	34%	33%	34%	36%	37%	44%	40%	44%
Going to bars or nightclubs	12%	13%	9%	16%	8%	9%	11%	11%	16%	17%	9%	17%
Visiting a spa/beauty centre	2%	3%	2%	3%	2%	1%	4%	3%	2%	3%	1%	3%
Shopping	55%	60%	53%	64%	51%	42%	45%	54%	56%	56%	50%	65%
Dining in restaurants	63%	74%	64%	77%	63%	68%	63%	57%	66%	67%	65%	67%
Having a traditional afternoon tea	14%	20%	13%	15%	9%	11%	18%	12%	10%	18%	14%	15%
Trying local food	55%	55%	51%	62%	46%	48%	52%	57%	59%	53%	60%	80%

- The “experiencing city life” cluster of activities contains the top 3 activities in which international visitors participated during their visit to the UK: dining in restaurants, trying local food and shopping.
- Scotland performs particularly well in this cluster, above the UK average on all activities. The draw of the capital city’s parks and gardens is clear here, as is the nightlife and pubs in North East and North West England, while high tea is popular in the South West.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

Experiencing rural life and scenery

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Going to the coast or beaches	11%	30%	19%	3%	7%	3%	4%	11%	9%	22%	35%	28%
Going to countryside or villages	15%	37%	21%	5%	16%	14%	15%	19%	12%	18%	31%	35%
Visiting a national park	10%	17%	8%	8%	6%	7%	9%	8%	9%	7%	19%	20%

- As an island nation the UK has much to offer international visitors in terms of coastlines and beaches. Indeed, 11% of all visits to the UK included a visit to a coast or beach; this rises to 35% amongst those visiting Wales.
- Over a third of all visits to the South West included at least one stop in the countryside or English village. Scotland and Wales were also popular for including time in a village or countryside.
- With a total of 15 National Parks, the newest being recognised as recently as 2010,* the UK has a proud history of designating and protecting beautiful areas for the enjoyment of all. While 10% of all inbound UK visits included a National Park on their itinerary this participation rate rose to as high as 20% of visits in Scotland and 19% in Wales. The South West held third spot with 17% of all visitors seeking time in national parks.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported. [*Parks - National Parks](#)

Outdoor leisure pursuits

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Walking along the coast	11%	29%	21%	4%	9%	5%	5%	9%	9%	25%	32%	25%
Walking in the countryside	21%	43%	29%	12%	24%	26%	30%	30%	22%	34%	39%	39%
Played Golf	1%	3%	1%	1%	2%	1%	3%	3%	1%	2%	1%	7%
Going for a walk, hike or ramble	45%	55%	46%	51%	45%	35%	44%	45%	29%	41%	52%	69%
Fishing	<1%	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	2%
Going for a run	5%	8%	7%	5%	5%	8%	7%	5%	4%	6%	7%	5%

- The most popular outdoor leisure pursuit was ‘Going for a walk, hike or ramble’ amongst international visitors – featuring on the list for just under half of visitors. Although amongst those visiting the Scotland, the proportion was as high as 69%.
- In the South West, over two in five of all visitors included a walk in the countryside on their travel itinerary.
- Walking in the countryside was a more popular outdoor leisure activity in all of the UK’s nations and regions compared to walking along the coast.
- Fishing and playing golf are more niche activities, but international visitors to Scotland were most likely to include a round of golf or a spot of fishing.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

Challenge and/or action

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Take part in Sports Activities	2%	4%	3%	1%	3%	3%	3%	4%	3%	4%	5%	6%
Played Football	1%	3%	2%	1%	2%	2%	2%	2%	2%	4%	<1%	<1%
Played Rugby	<1%	<1%	<1%	<1%	<1%	<1%		<1%				<1%
Played Cricket	<1%	<1%	<1%	<1%	<1%	<1%		<1%				<1%
Went cycling/mountain biking	3%	7%	4%	2%	3%	2%	2%	5%	2%	5%	7%	5%
Watersport (eg water-ski, speedboat, sailing)	1%	2%	1%	<1%	1%	<1%	1%		<1%	1%	4%	1%
Studied English Language	2%	6%	4%	2%	4%	1%	3%	6%	3%		2%	1%
Activities to learn a new skill	2%	4%	2%	2%	3%	3%	3%	3%	3%	1%	2%	3%
Went horse riding	<1%	1%	1%	<1%	1%	<1%	1%	<1%	<1%	1%	1%	1%

- Compared to the more gentle outdoor activities, international visitors were generally less likely to participate in more challenging outdoor activities during their time in the UK.
- Going cycling/mountain was the most popular activity at the national level, and was most likely to take place in the South West, Wales, Scotland, North East and Yorkshire.
- Most regions of the UK hosted international visitors who studied English while in the UK – most commonly the South West and Yorkshire.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

Attending cultural/musical events

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Theatre/musicals/opera/ballet	10%	6%	6%	16%	5%	5%	5%	5%	5%	6%	4%	5%
Attend a festival	3%	3%	3%	3%	2%	3%	2%	3%	3%	2%	3%	6%
Going to live music events	7%	7%	4%	9%	4%	3%	3%	5%	6%	9%	3%	11%
Going to live sports events	5%	5%	4%	5%	4%	4%	6%	7%	22%	8%	15%	4%

- The UK's theatre offering was enjoyed by 10% of all those visiting, with 16% of all visits to London including at least one visit to see a live theatrical performance.
- Scotland saw the highest proportion of visits of any UK region for attending a festival and going to a live music event.
- The North West was most popular for attending a live sporting event. Wales also attracted a high number of international visitors going to a live sports event.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

Watching live sporting events

	ALL	SW	SE	LON	E ENG	W MID	E MID	YORK	NW	NE	WLS	SCOT
Watch live football	4%	2%	2%	3%	4%	4%	3%	6%	20%	8%	2%	3%
Watch live tennis	<1%	<1%	<1%	1%	<1%	1%		<1%			<1%	
Watch live marathon	<1%		<1%	<1%				<1%			<1%	<1%
Watch live motor sport (including motorbike)	<1%	<1%	1%	<1%	<1%	<1%	1%		<1%		<1%	
Watch live Golf	<1%	<1%	<1%	<1%	<1%	<1%		<1%			<1%	1%
Watch live Rugby	<1%	2%	<1%	<1%	<1%	3%	1%	1%	<1%	6%	2%	1%
Watch live horse racing	<1%	1%	<1%	<1%		1%		1%	<1%	1%	1%	<1%
Watch live Cricket	1%	1%	<1%	<1%	<1%	1%	1%	<1%	1%		<1%	<1%

- When it comes to watching a variety of sports, it is clear these are niche activities for international visitors, not only to the UK but to each region as well.
- Having said that the North West holds top sport for watching live football and the North East claims pole position for live rugby, perhaps due to a large presence of rugby league.

Source: International Passenger Survey/VB analysis. Base: All UK visitors (UK Total), or GB total for 2024 activities. By region, those who only stayed in region reported.

A photograph showing four hikers standing on a rocky mountain peak, looking out over a vast mountain range. In the distance, a lake is visible in a valley. The sky is clear with a few wispy clouds. The hikers are wearing outdoor gear, including backpacks and jackets. The scene is captured from a high angle, looking down at the hikers and the valley below.

UK Activities By journey purpose, length of stay and age

People standing on high point looking down at mountain view. Argyll, Glencoe, Scotland.
©VisitBritain/Kieran Duncan

Visiting famous/iconic attractions/places

	ALL	Journey Purpose			Length of stay					Age						
		Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Sightseeing famous monuments/building	47%	70%	15%	43%	14%	35%	56%	64%	61%	72%	60%	50%	45%	47%	48%	52%
Going on a guided tour	16%	30%	4%	9%	3%	10%	20%	26%	21%	32%	18%	14%	15%	15%	16%	18%
Zoo, aquarium or other wildlife attractions	5%	6%	1%	6%	1%	3%	5%	7%	11%	16%	6%	6%	5%	4%	4%	4%
Visiting literary, music, TV, film locations	5%	7%	1%	3%	1%	3%	5%	6%	8%	8%	7%	6%	4%	4%	4%	2%

- Amongst the theme of visiting famous and iconic attractions it is the holiday makers to the UK who are most likely to include any of these activities – particularly so for sightseeing where over two thirds of all holiday makers make time for this.
- Sightseeing is the most common of these activities and around 1/6 of all those who are only in the UK for a day manage to do some sightseeing. It is the longer stays of more than 2 weeks that were most likely to include a visit to a zoo.
- It is the younger cohort who are most likely to include most of these activities on their UK itinerary.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Exploring history and heritage

	Journey Purpose			Length of stay					Age							
	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+	
Visiting castles or historic houses	29%	47%	7%	22%	5%	18%	34%	42%	38%	46%	35%	30%	26%	29%	30%	34%
Visiting religious buildings	20%	32%	5%	16%	5%	12%	24%	29%	33%	25%	24%	19%	17%	20%	25%	30%
Researching Ancestry	1%	2%	<1%	2%	1%	1%	1%	3%	4%	1%	2%	1%	1%	1%	2%	3%

- Holiday visitors are by far the most likely to be exploring the UK's history and heritage, although almost a quarter of those visiting friends and relatives visit a castle or historic house.
- Across all of the historical and heritage activities listed here, they are most common on stays of at least a week (8+ nights). While being a niche activity, stays of at least 2 weeks are most likely to include time to research ancestry.
- Almost half of the children visiting the UK visit a castle or historic house, while visitors both young and old are the most likely to visit a religious building. Those over 55 are most likely to be researching their ancestry in the UK.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Experiencing city life

		Journey Purpose			Length of stay					Age						
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Visiting parks or gardens	37%	54%	11%	35%	7%	26%	43%	48%	51%	49%	48%	42%	34%	35%	39%	41%
Visiting museums or art galleries	30%	49%	8%	23%	6%	21%	36%	38%	38%	50%	42%	33%	27%	29%	30%	32%
Going to the Pub	41%	46%	24%	48%	11%	35%	46%	50%	50%	26%	45%	47%	38%	38%	43%	44%
Socialising with the locals	31%	32%	15%	45%	4%	22%	35%	44%	50%	30%	36%	33%	27%	29%	33%	40%
Going to bars or nightclubs	12%	15%	7%	14%	1%	11%	13%	14%	18%	4%	24%	20%	11%	8%	7%	5%
Visiting a spa/beauty centre	2%	3%	1%	3%	<1%	1%	3%	4%	6%	2%	3%	3%	3%	2%	2%	1%
Shopping	55%	69%	23%	61%	27%	41%	62%	72%	73%	69%	64%	56%	51%	51%	54%	57%
Dining in restaurants	63%	71%	49%	65%	23%	58%	68%	73%	70%	48%	67%	67%	65%	67%	67%	68%
Having a traditional afternoon tea	14%	18%	4%	15%	1%	8%	16%	24%	25%	9%	14%	14%	13%	14%	17%	20%
Trying local food	55%	65%	33%	56%	30%	47%	58%	64%	62%	55%	62%	58%	53%	55%	58%	57%

- Holiday visitors include a wide range of city life activities on their UK itinerary, but visitors staying with friends and relatives were more likely to be socialising with the locals and going to the pub.
- High proportions across all age groups experience the UK's bright and vibrant city life, but propensity to have high tea does appear to increase with age.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Experiencing rural life and scenery

	Journey Purpose			Length of stay					Age							
	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+	
Going to the coast or beaches	11%	14%	2%	13%	2%	3%	11%	25%	27%	10%	11%	9%	10%	11%	14%	20%
Going to countryside or villages	15%	18%	3%	20%	1%	5%	15%	32%	35%	19%	14%	14%	13%	14%	21%	27%
Visiting a national park	10%	16%	2%	10%	1%	4%	11%	19%	23%	21%	13%	12%	8%	9%	12%	13%

- Holiday makers were more likely to experience rural life in the UK, though almost as high a proportion of those staying with friends and relatives also experience these aspects of the UK.
- Longer stays of at least a week, and even more, 2+ weeks, are the most likely to include a visit to a village, some time at the coast or a visit to one of the UK's 15 National parks.
- The appeal of the UK's rural life is apparent in both the younger travellers (under 15) and those over the age of 55.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Outdoor leisure pursuits

	Journey Purpose			Length of stay					Age							
	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+	
Walking along the coast	11%	15%	2%	13%	2%	4%	12%	24%	28%	19%	13%	10%	10%	11%	13%	17%
Walking in the countryside	21%	25%	5%	30%	2%	10%	24%	41%	44%	30%	23%	20%	19%	21%	26%	33%
Played Golf	1%	2%	0%	2%	0%	0%	2%	3%	3%	1%	1%	1%	1%	2%	2%	3%
Going for a walk, hike or ramble	45%	56%	19%	50%	20%	35%	50%	57%	57%	53%	54%	48%	42%	43%	48%	53%
Fishing	<1%	1%	<1%	<1%	<1%	<1%	<1%	1%	1%	1%	<1%	<1%	<1%	<1%	<1%	1%
Going for a run	5%	4%	4%	7%	<1%	3%	5%	8%	12%	6%	8%	6%	6%	4%	3%	2%

- Outdoor leisure pursuits most regularly featured on the itinerary of those in the UK holidaying and visiting friends and relatives. Those holidaying in the UK were more likely to go walking along the coast, go for a hike/walk or go fishing.
- Longer stays (of at least a week) were more likely to include outdoor activities such as walking in the countryside or going for a hike/walk.
- Walking along the coast was most likely done by children (under 15) while a more relaxing outdoor activity of fishing was reserved for those over 65. Although that said, walking in the UK does have wide age appeal.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Challenge and/or action

	Journey Purpose			Length of stay					Age							
	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+	
Take part in Sports Activities	2%	3%	1%	2%	<1%	1%	2%	4%	6%	5%	3%	2%	2%	2%	2%	
Played Football	1%	1%	<1%	2%	<1%	1%	1%	1%	4%	5%	3%	1%	1%	1%	<1%	<1%
Played Rugby	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Played Cricket	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Went cycling/mountain biking	3%	4%	1%	3%	1%	1%	3%	6%	10%	4%	4%	3%	3%	3%	3%	3%
Water sports (e.g. water-ski, speedboat, sailing)	1%	1%	<1%	1%	<1%	<1%	1%	1%	2%	1%	1%	1%	1%	1%	<1%	<1%
Studied English Language	2%	1%	1%	1%	<1%	<1%	1%	3%	5%	7%	4%	2%	1%	1%	1%	<1%
Activities to learn a new skill	2%	3%	1%	2%	<1%	1%	3%	4%	6%	6%	4%	2%	2%	2%	2%	1%
Went horse riding	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%

- This group of activities are relatively niche amongst international visitors to the UK and are most common amongst those in the UK on holiday, with relatively few business visitors participating.
- It is the longer stays, of at least 2 weeks, that were most likely to include these activities though taking part in a sports activity could be done amongst those staying at least a week.
- Action sports are almost exclusively on the to do list of the UK's younger international visitors.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Attending cultural/musical events

	Journey Purpose			Length of stay					Age							
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Theatre/musicals/opera/ballet	10%	15%	3%	9%	1%	8%	11%	12%	15%	11%	13%	12%	9%	10%	10%	11%
Attend a festival	3%	5%	1%	3%	1%	2%	3%	4%	6%	2%	5%	4%	2%	2%	3%	3%
Going to live music events	7%	10%	2%	7%	1%	5%	8%	9%	12%	4%	10%	9%	5%	6%	6%	6%
Going to live sports events	5%	5%	2%	4%	2%	6%	5%	5%	10%	7%	7%	6%	5%	6%	4%	3%

- Participation in cultural activities are most likely to attended by international visitors on holiday and on longer stays.
- Cultural events appeal to inbound visitors across all age ranges.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.

Watching live sporting events

	Journey Purpose				Length of stay					Age						
	ALL	Holiday	Business	VFR	Nil nights	1-3 nights	4-7 nights	8-14 nights	15+ nights	0-15	16-24	25-34	35-44	45-54	55-64	65+
Watch live football	4%	3%	1%	3%	2%	4%	3%	4%	6%	6%	4%	5%	4%	4%	2%	2%
Watch live tennis	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	1%	<1%	1%	<1%	1%	<1%	<1%	<1%
Watch live marathon	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live motor sport (including motorbike)	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live golf	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live rugby	<1%	<1%	<1%	<1%	<1%	1%	<1%	1%	1%	1%	1%	1%	<1%	<1%	1%	1%
Watch live horse racing	<1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%	1%	<1%	<1%	<1%	<1%	<1%	<1%	<1%
Watch live cricket	1%	1%	<1%	1%	<1%	<1%	1%	1%	2%	1%	<1%	<1%	1%	1%	1%	1%

- Watching live football, scores well with international visitors and is more likely to make an appearance on the itinerary of younger visitors. Watching live cricket is more popular on longer stays in the UK, perhaps due to the nature of the game – with games often taking days.

Source: International Passenger Survey /VB analysis. Base: All UK visitors (UK Total) or GB total for 2024 activities By journey purpose, length of stay and age, those who participated in activity.



UK Activities by region

Man standing at coastal path, Kent, England ©VisitBritain/Pawel Kepa

South West – key insights

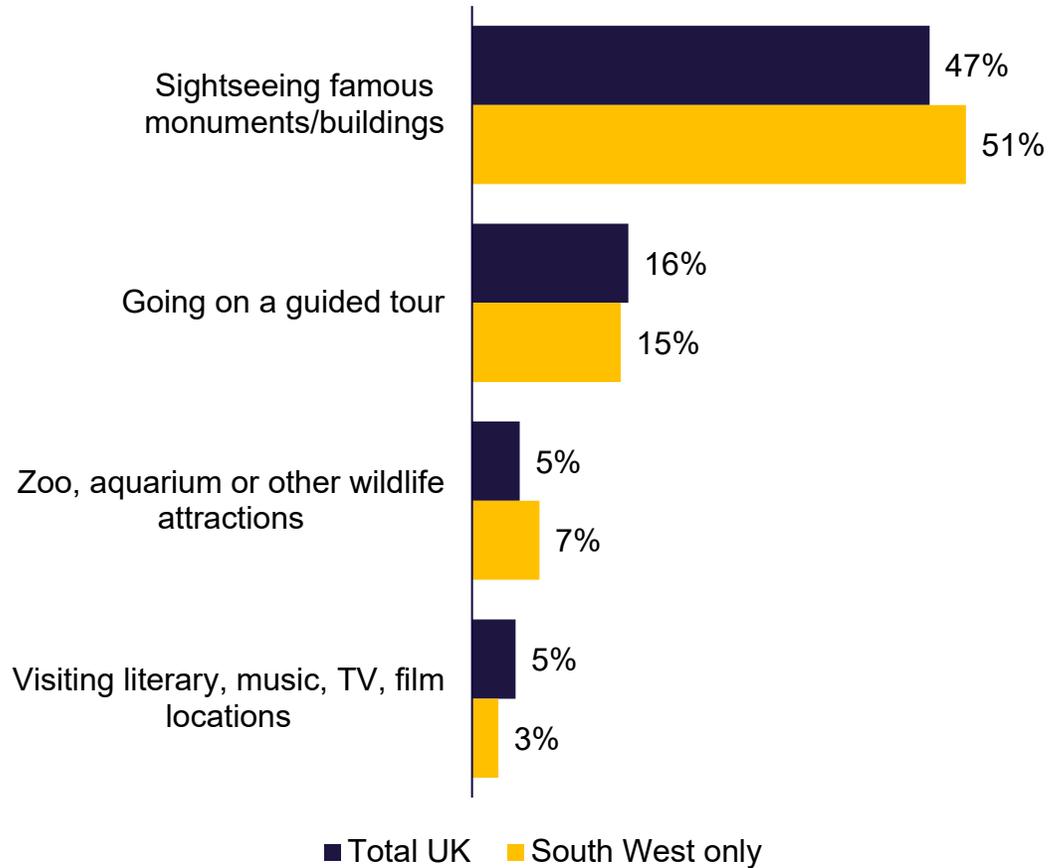


- The South West is particularly popular with well connected France, Germany, and the Irish Republic.
- Summer months (July to September) see a clear peak in visits, tying in with the popularity of rural life and scenery including visits to the coast, countryside and villages. Outdoor leisure pursuits such as walking are also popular. These match nicely with the South West Coast Path.
- Heritage is also a key draw with historic houses and castles visited by just under a third. Stonehenge is perhaps the most iconic attraction in the region but being able to visit villages, pubs and meet the locals is also important.
- The region has plenty to keep visitors busy and attracts longer stays than most other regions, with around a third staying for over a week. Dining in restaurants, shopping and trying local food were the top activities for the region.
- Although cycling, studying English, visiting a spa and taking part in water sports are niche activities overseas visitors staying in the South West are more likely to involve these on their visit than the average visitor to Britain.

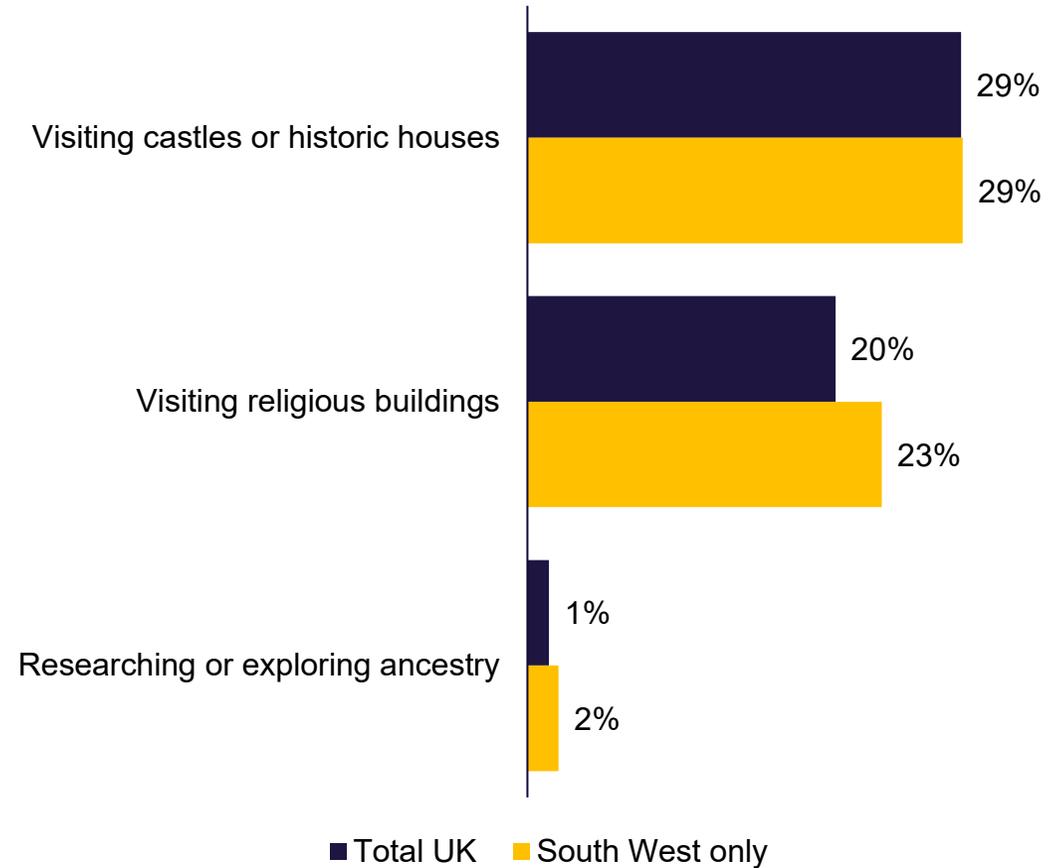
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage

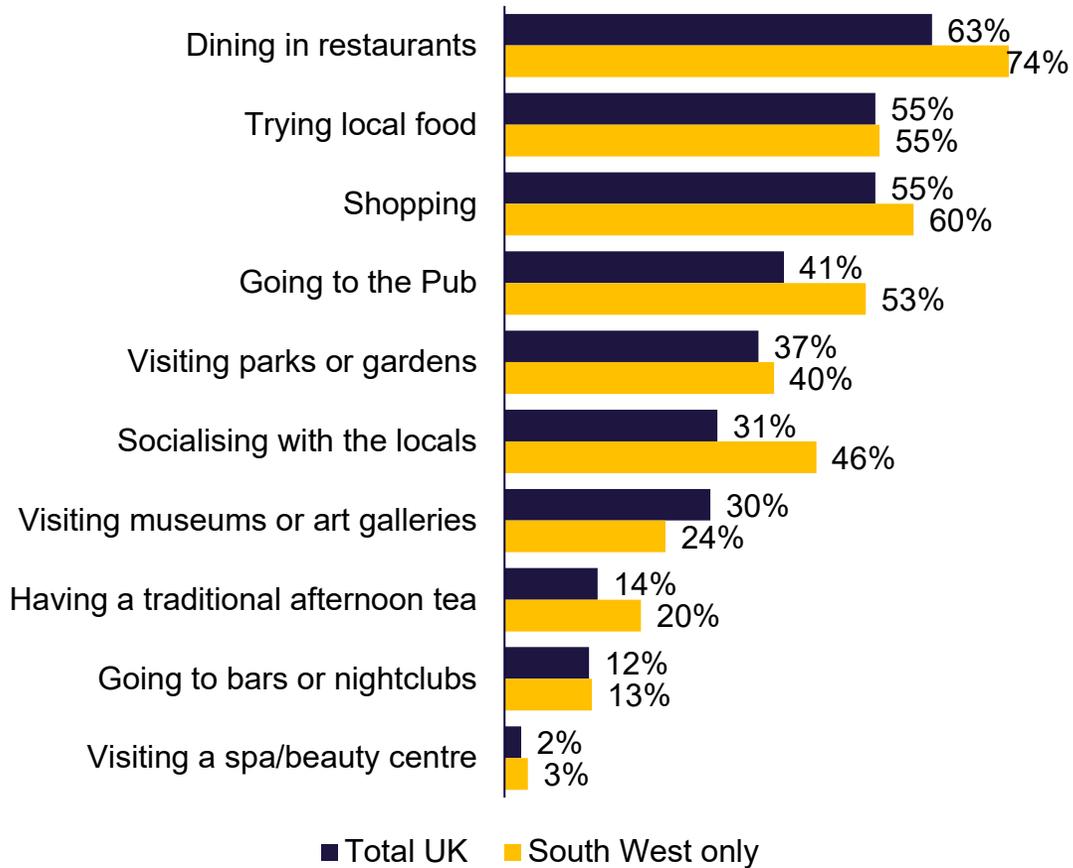


Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK, or GB for 2024.

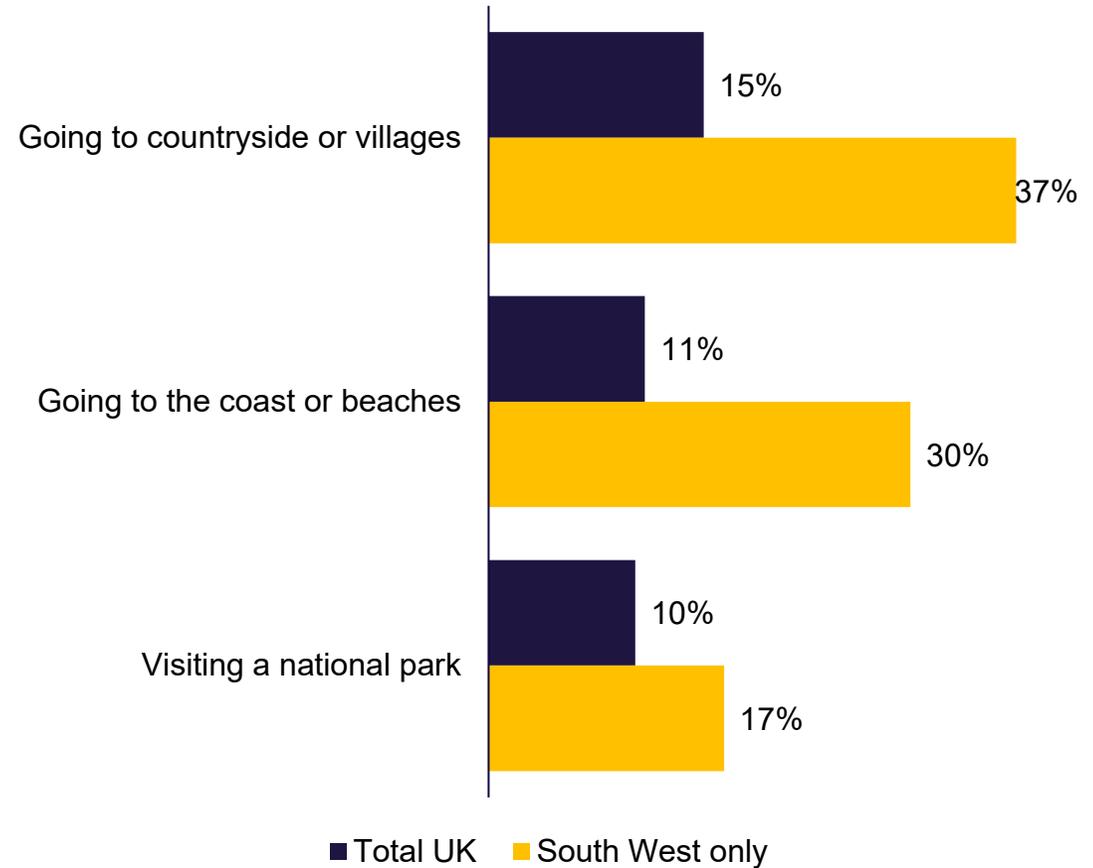
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



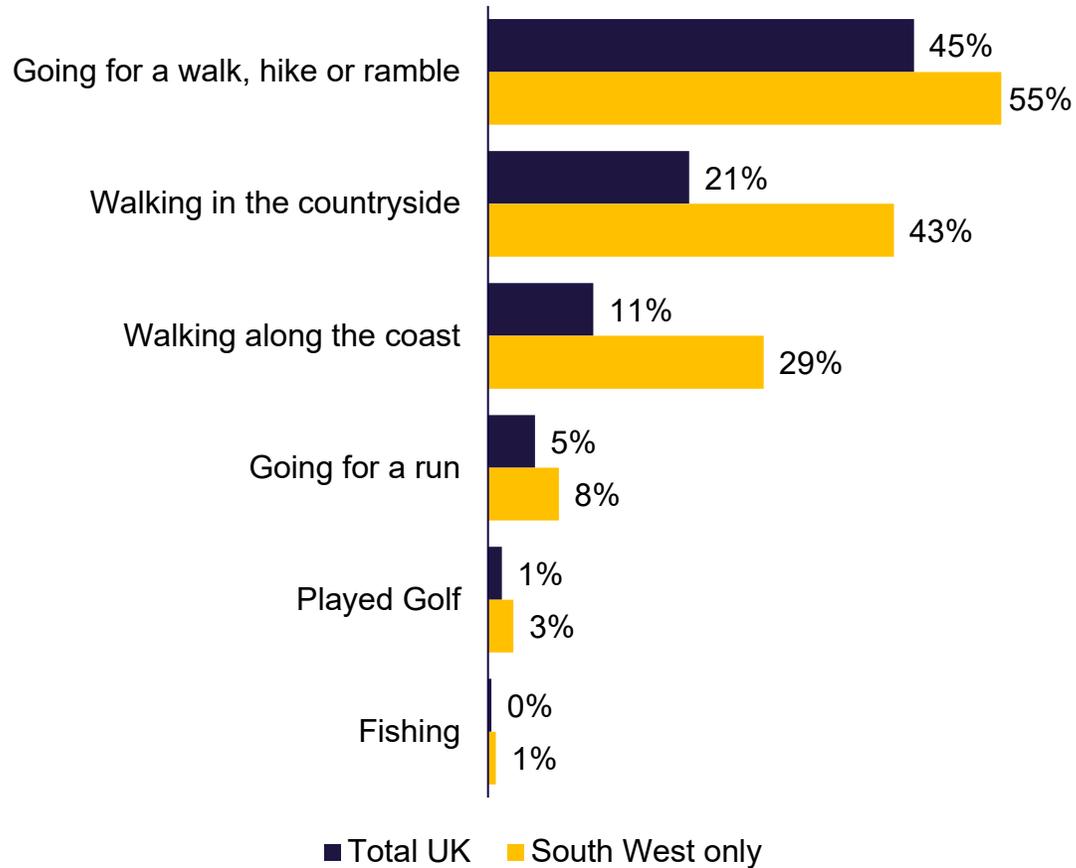
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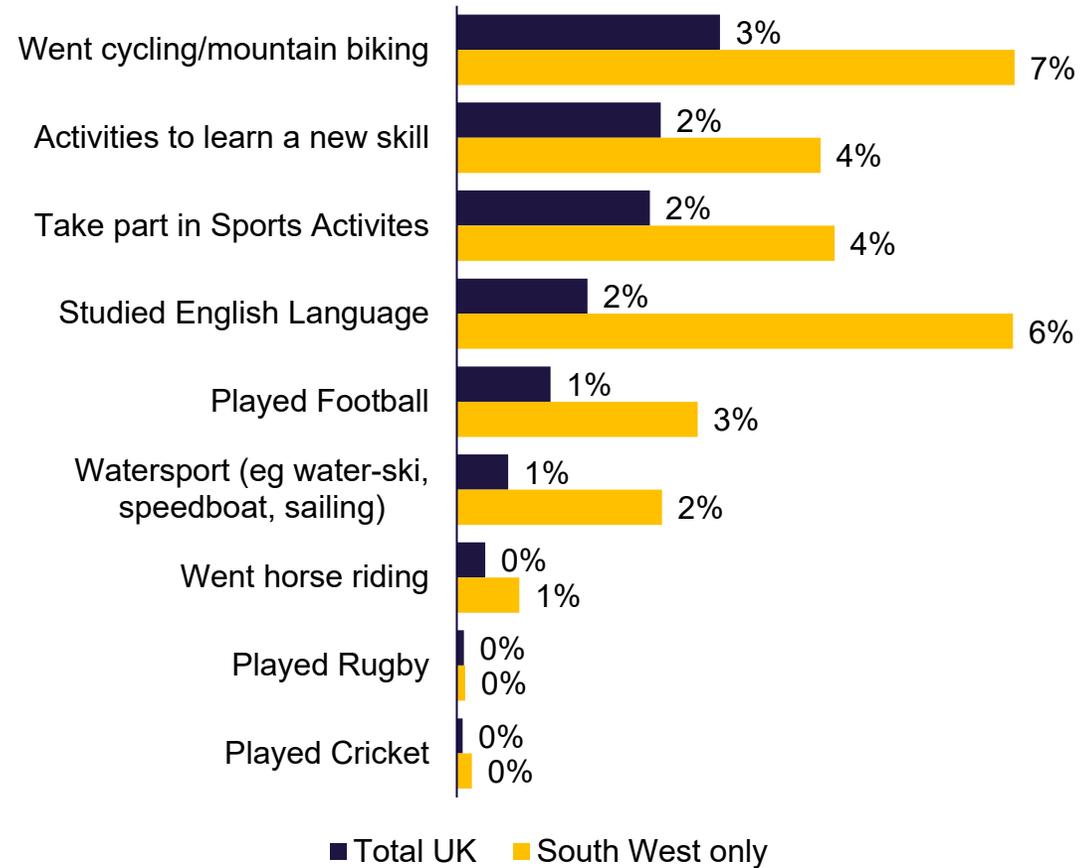
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



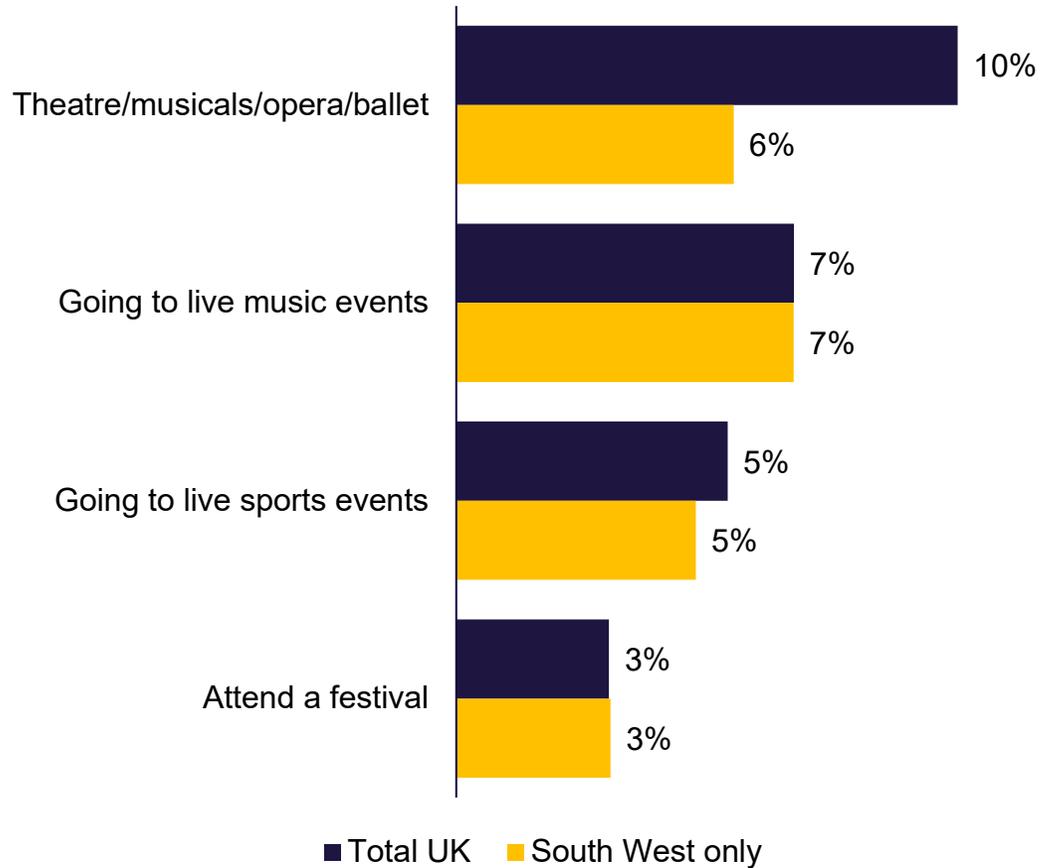
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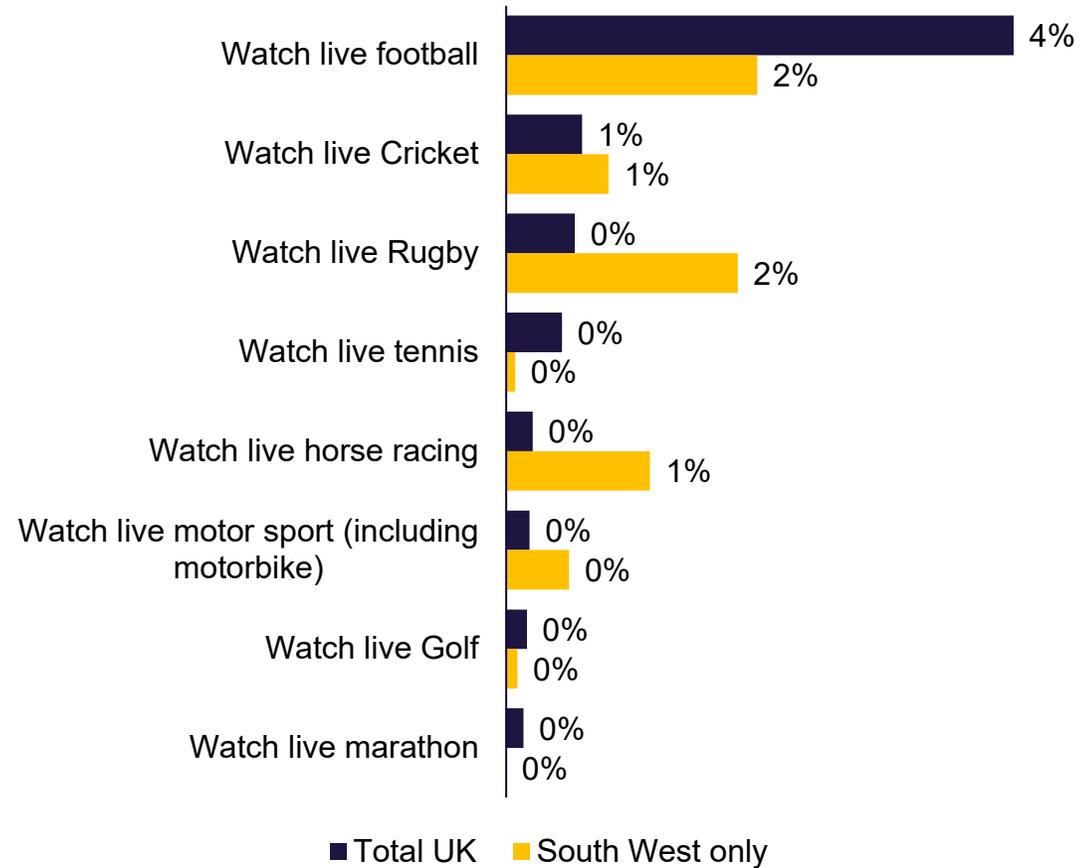
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events

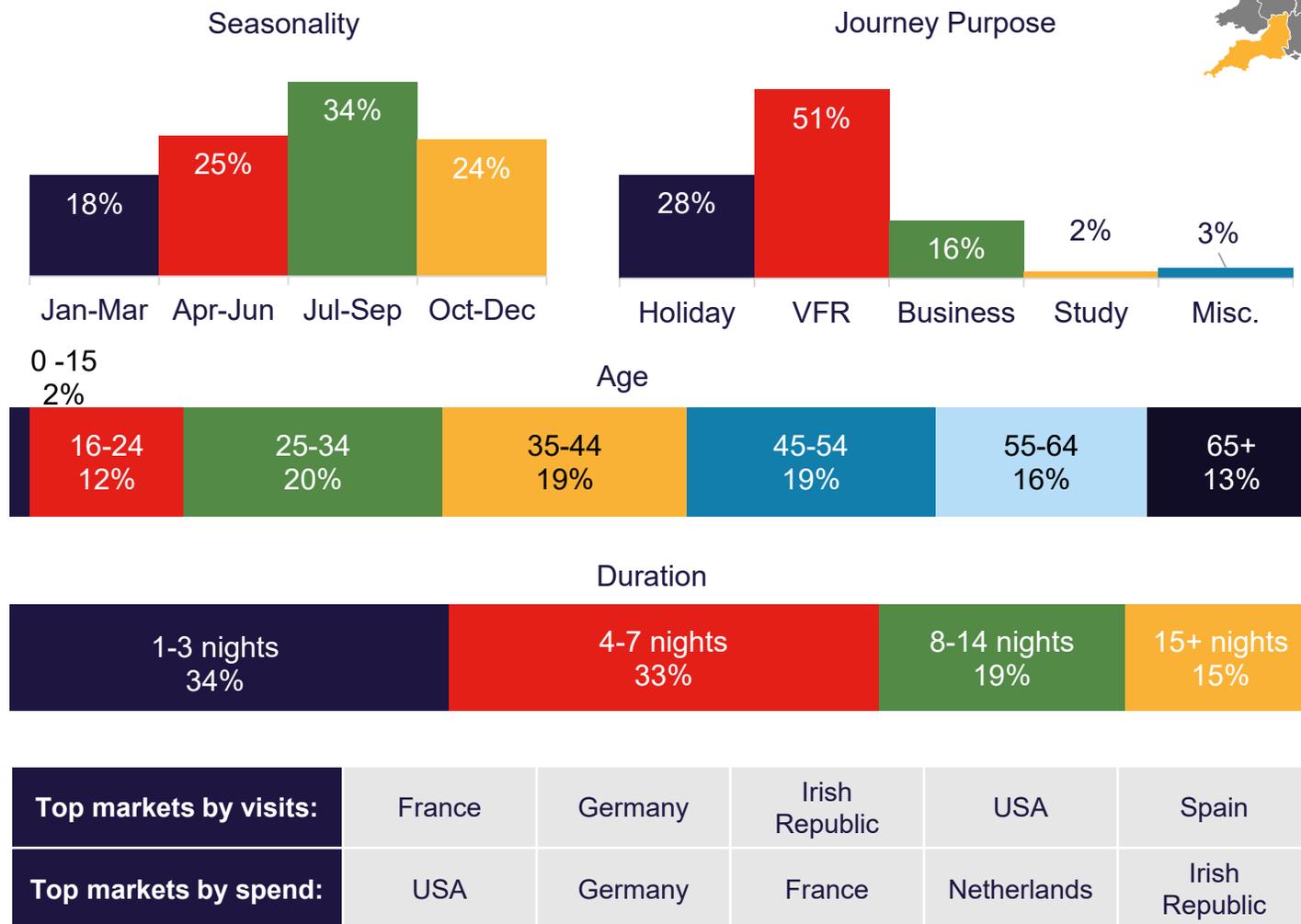


Data compares overseas visitors staying only in the South West with overseas visitors who stayed in any region of the UK , or GB for 2024.

South West – visitor profile



- July to September was the most popular visit quarter – accounting for over a third of the inbound visits between 2022-2024.
- Half of visits to the South West from 2022-2024 were to visit friends and relatives, with a further 28% staying in the region for a holiday.
- Visitors aged 55+ represented 29% of all visitors; the second highest proportion of all Britain’s nations and regions.
- Stays of less than a week were the most popular visit length – 67% in the region for less than a week.



Base: 4,119

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the South West)



South East – key insights

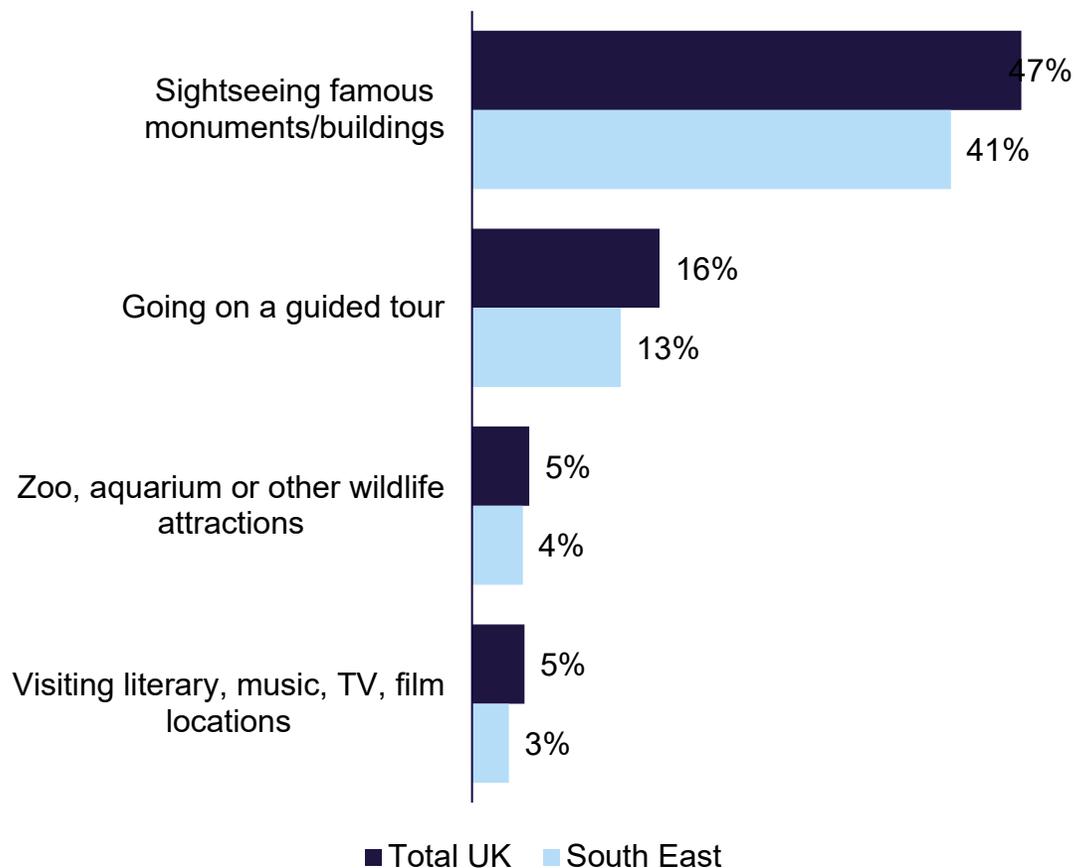


- Outdoor leisure pursuits as well as the area's rural life and scenery are very popular, with many going walking.
- The coast and the region's countryside are a headline draw and the South East also attracts a relatively large proportion to study the English language.
- The summer months are the most popular to visit the South East, with visitors aiming to take advantage of the warmer weather to fully experience the region's scenery.
- Shopping, eating out in restaurants and trying local food are amongst the most popular activities for overseas visitors in the South East - with excellent connectivity to several European neighbours there is perhaps scope for visitors to engage with the region's cultural events.
- The area attracts one of the highest proportion of visitors over the age of 55, compared to other UK nations and regions.
- In 2022-24, the top three inbound markets to the South East have been the USA, France and Germany.

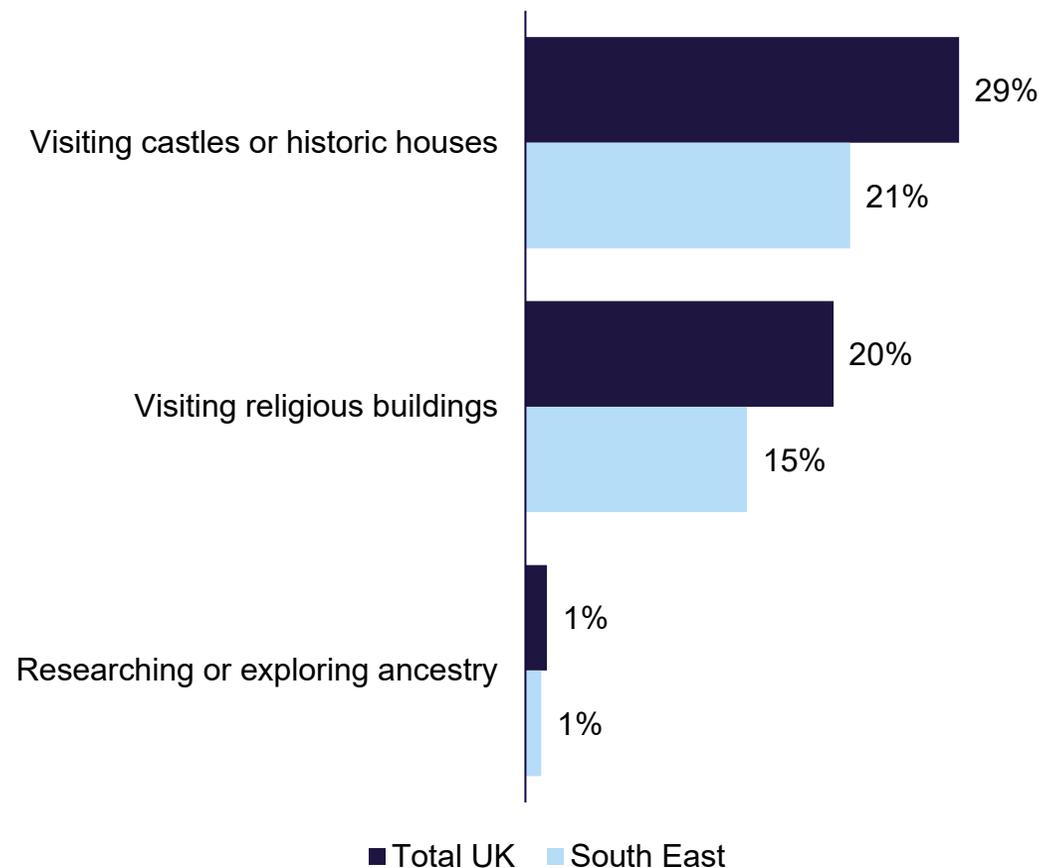
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage

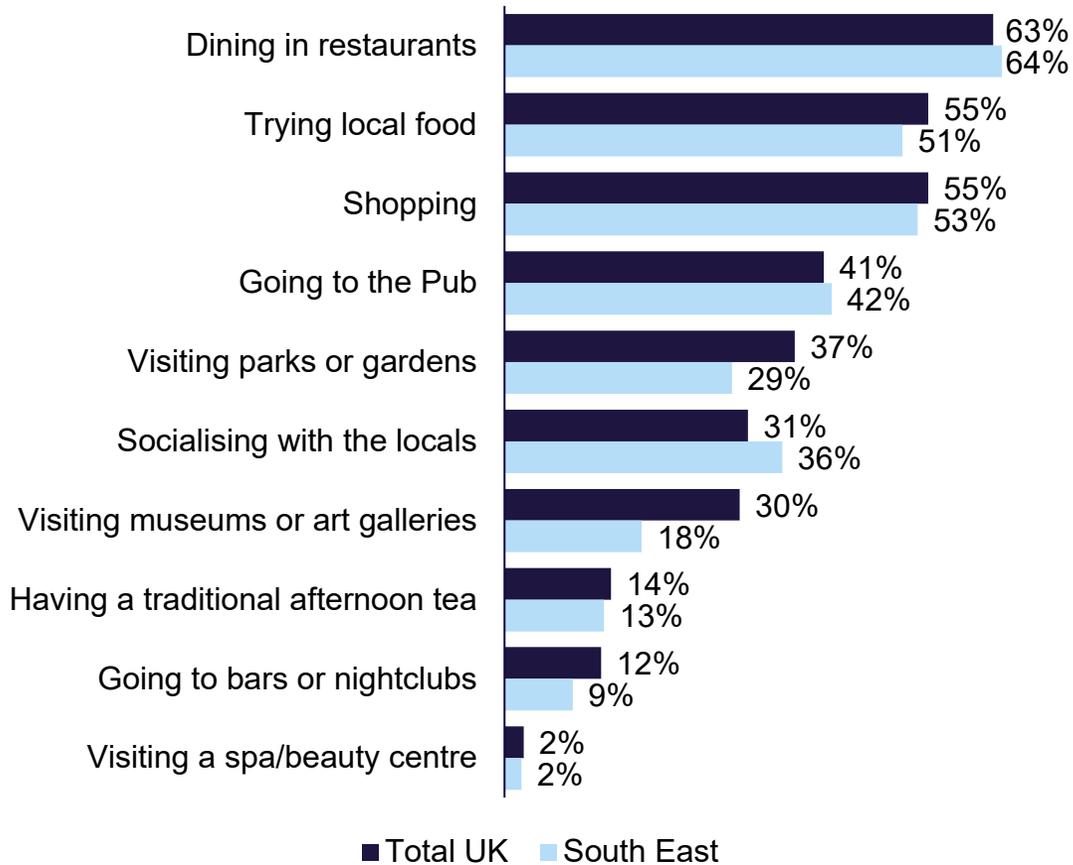


Data compares overseas visitors staying only in the South East with overseas visitors who stayed in any region of the UK, or GB for 2024.

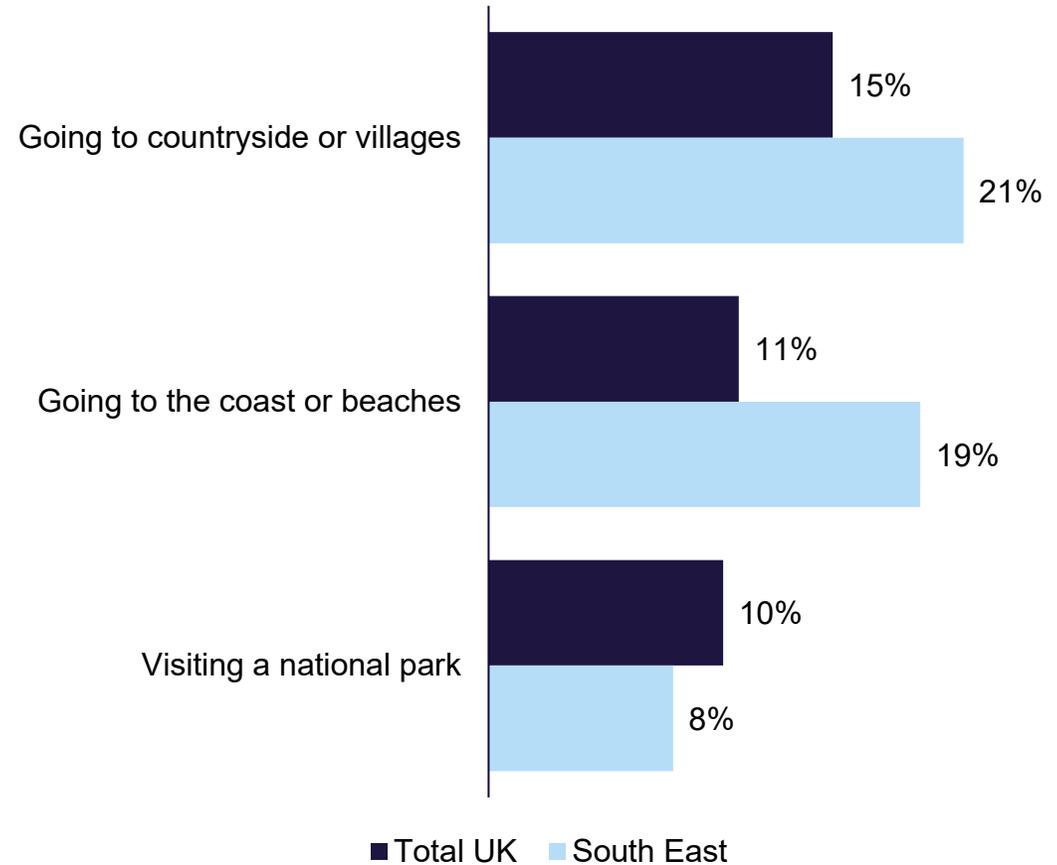
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



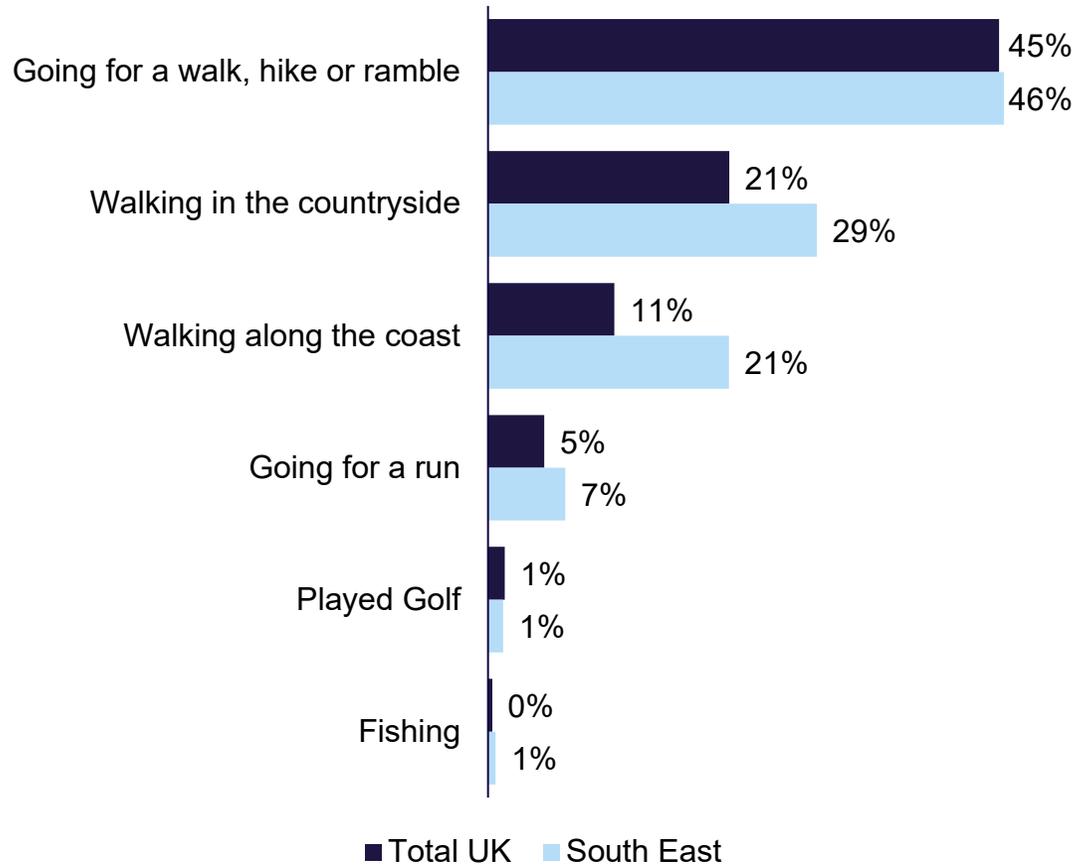
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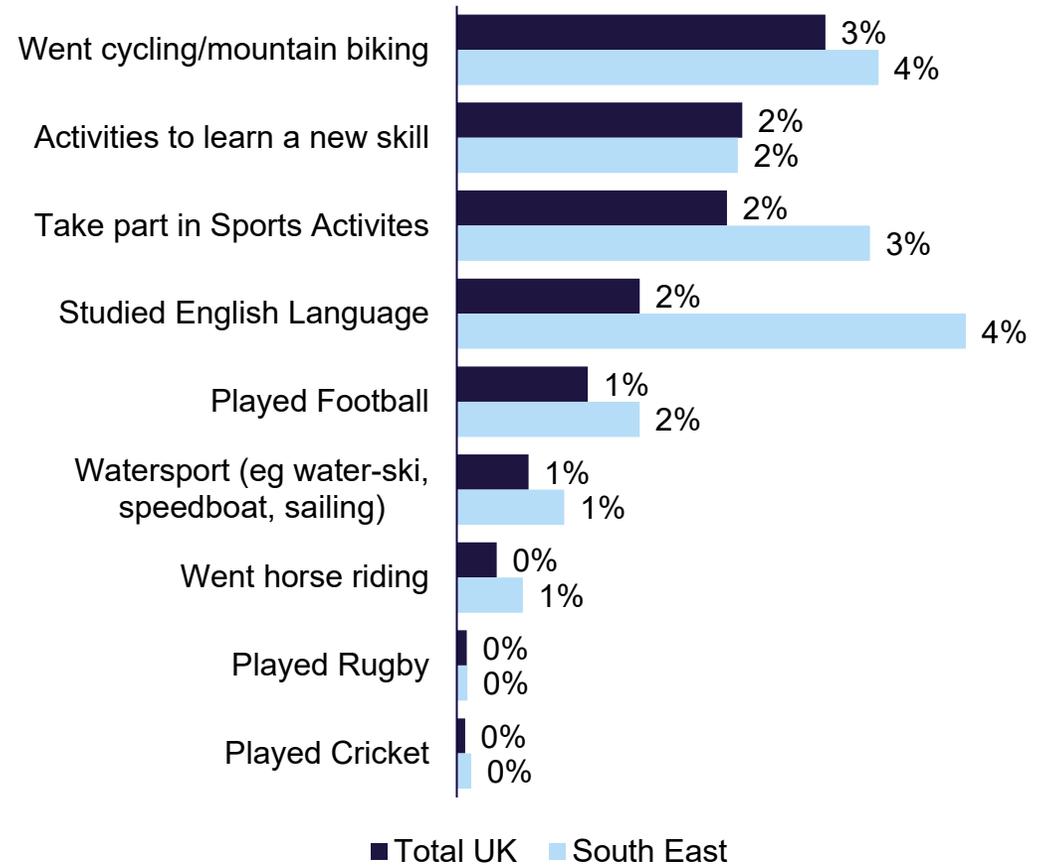
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action

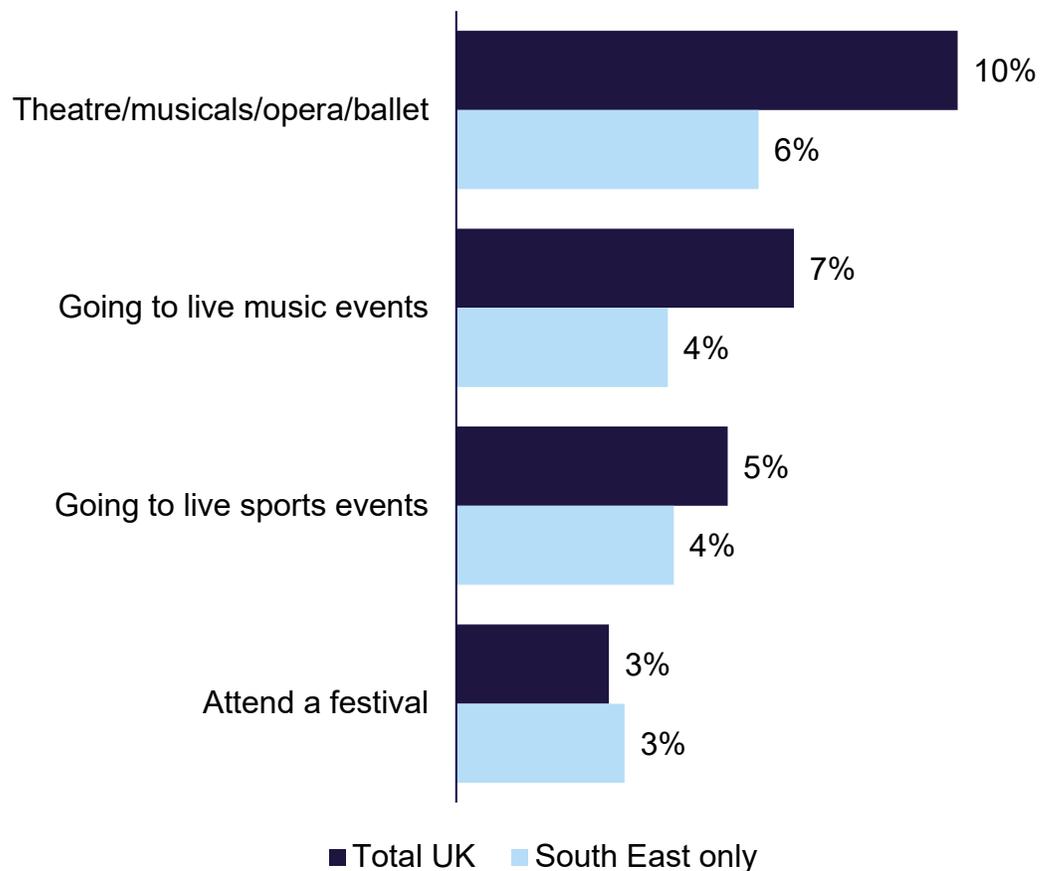


Data compares overseas visitors staying only in the South East with overseas visitors who stayed in any region of the UK , or GB for 2024.

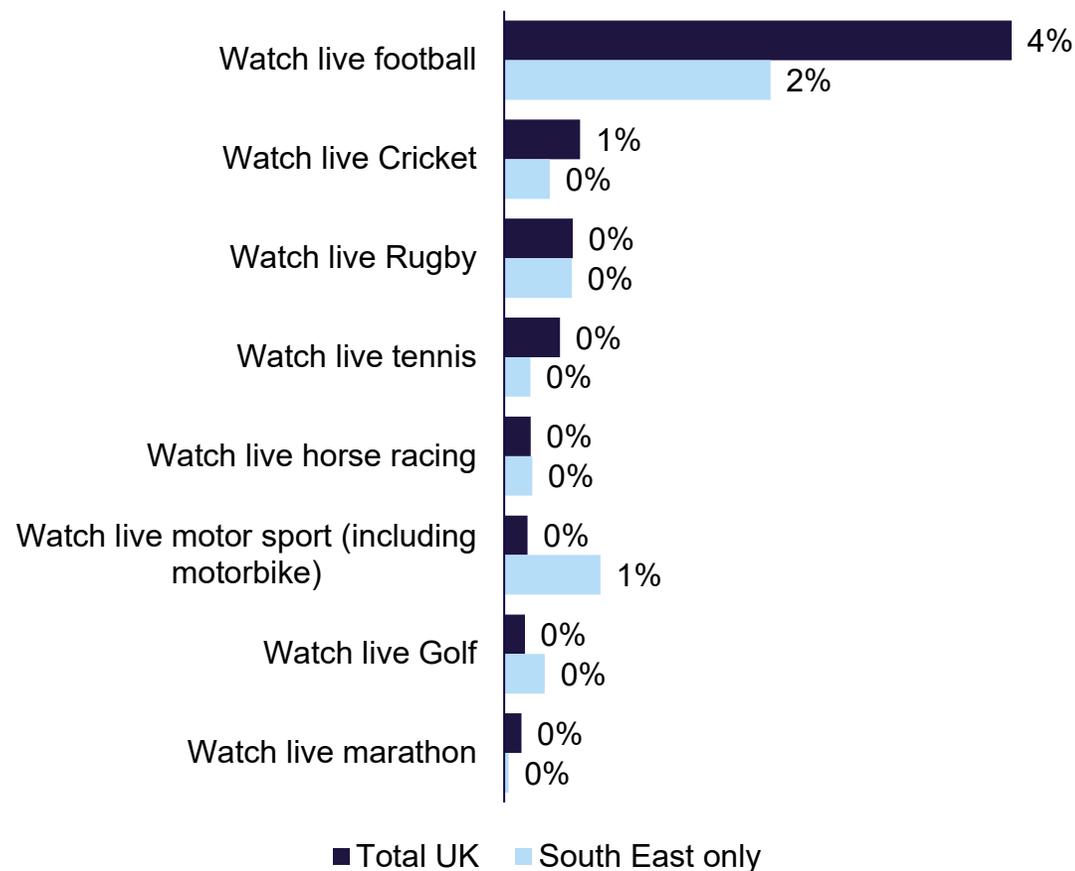
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events

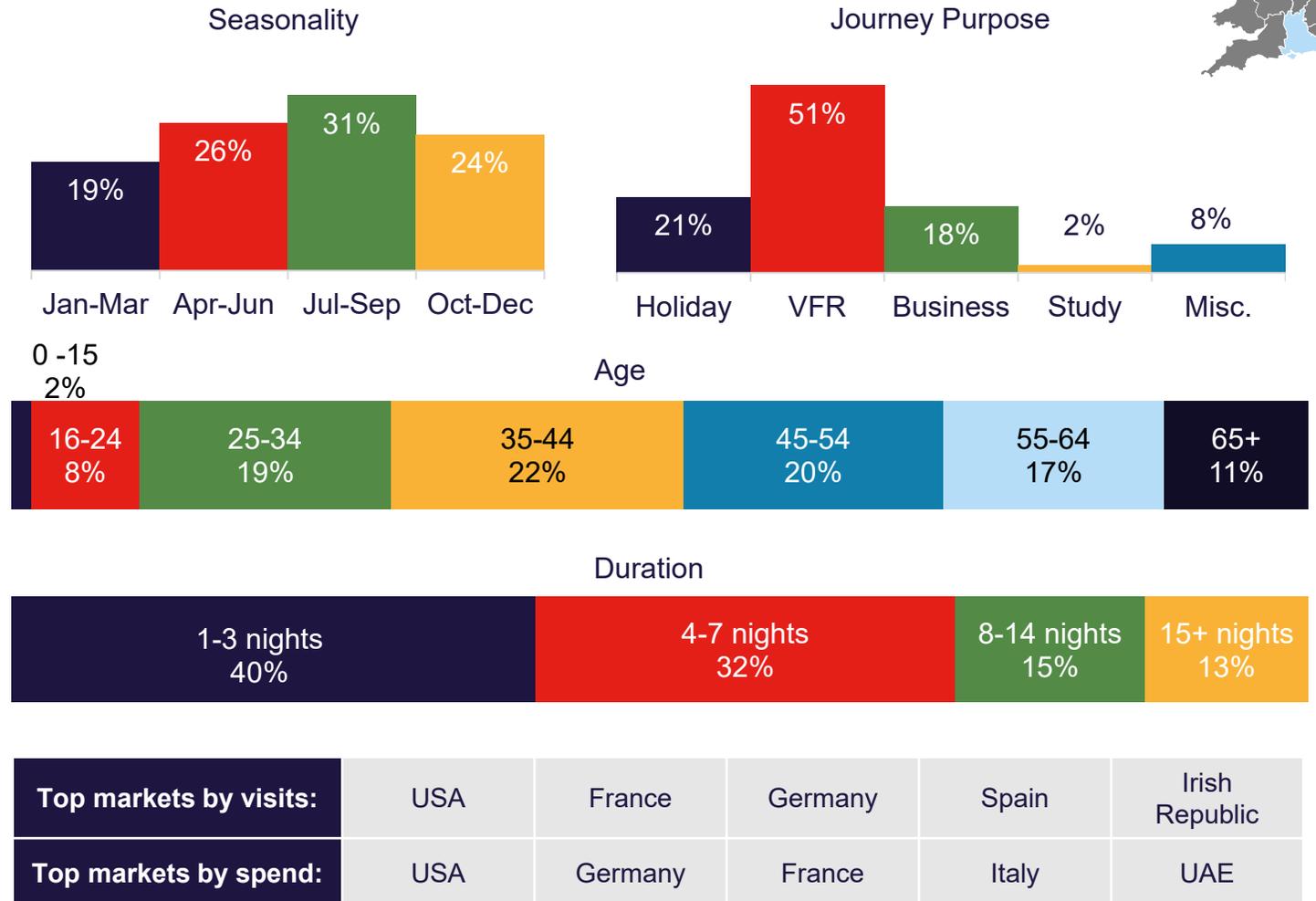


Data compares overseas visitors staying only in the South East with overseas visitors who stayed in any region of the UK , or GB for 2024.

South East – visitor profile



- April to September were the most popular months to visit the South East – accounting for 57% of the inbound visits between 2022 and 2024.
- Half of the international visits to the South East were to visit friends and relatives. One fifth were for holiday visits and 18% were for business visits
- 28% of all visitors represented those aged 55+ which was the third highest proportion of all nations/regions, behind the South West and Yorkshire.
- Short stays of 1-3 nights were most popular in 2022-2024.



Base: 8,494

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the South East)



London – key insights

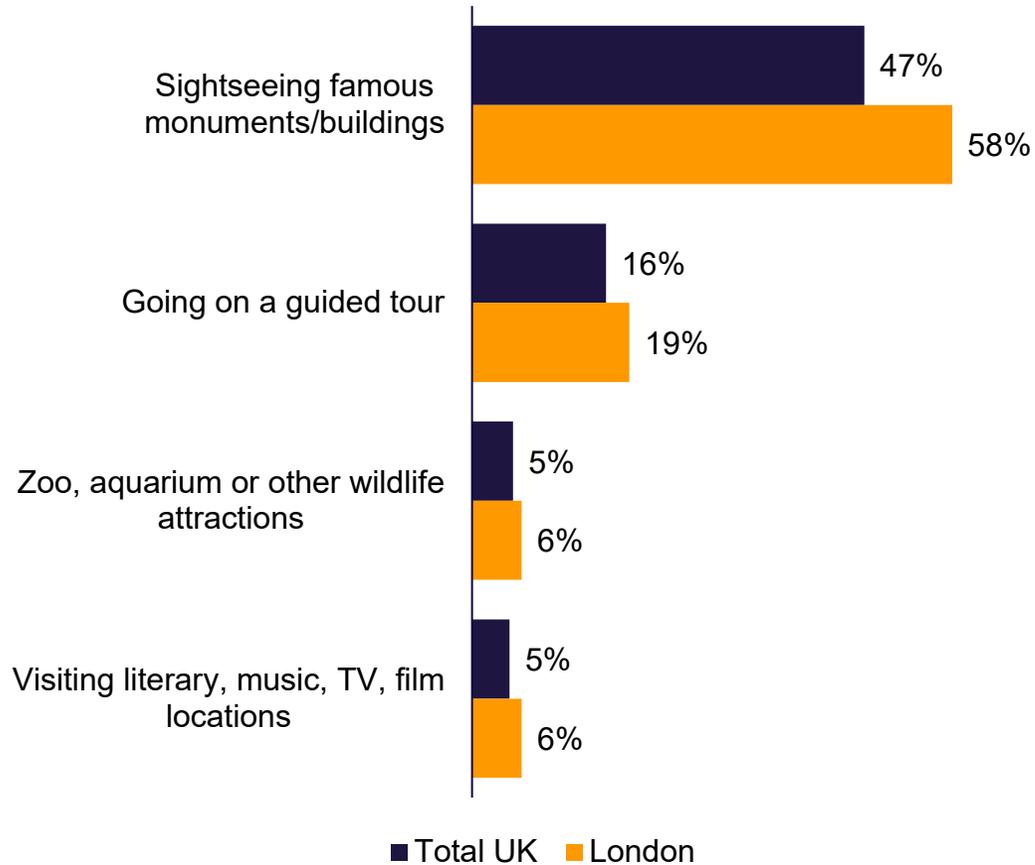


- London offers a wide variety of activities to international visitors. With this in mind visiting famous buildings, historic castles and houses, museums and art galleries, parks and gardens are all very popular activities, with many visitors also going to the theatre.
- While London's image focuses on the city based activities, half of visitors are still going for a walk or hike and are still finding opportunities to walk in the countryside or go to the coast (especially as those who only stay in London might take day trips out of London) just to a lower extent to those visiting other UK regions.
- The majority of visits involve dining in London's restaurants or shopping, with around half trying local food. While holidaying is the main reason for being in the capital for half of all international visitors, with a quarter visiting friends and relatives.
- London attracts many visitors of all demographics but sees a higher proportion of those aged 25-44 than other regions do.
- The long haul, high spending, US market is the largest inbound market for London. France, Germany, Spain and Irish Republic make up the top five inbound markets for London.

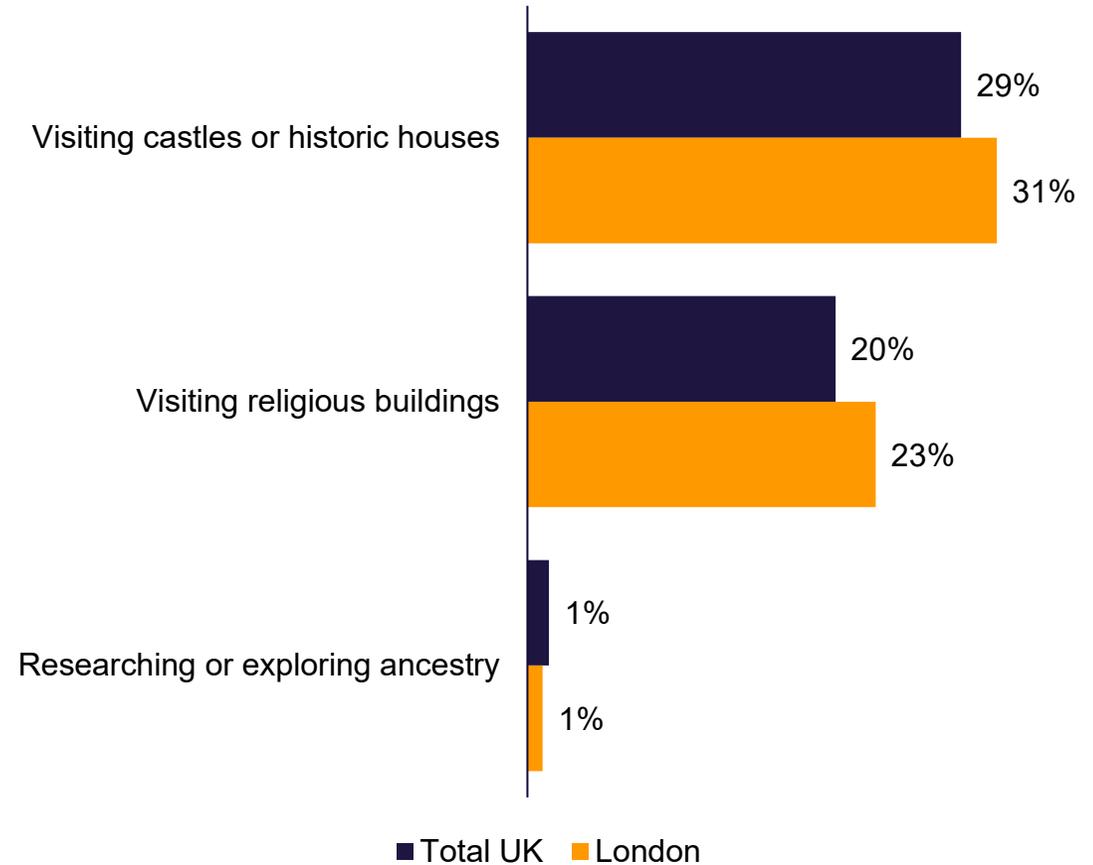
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage

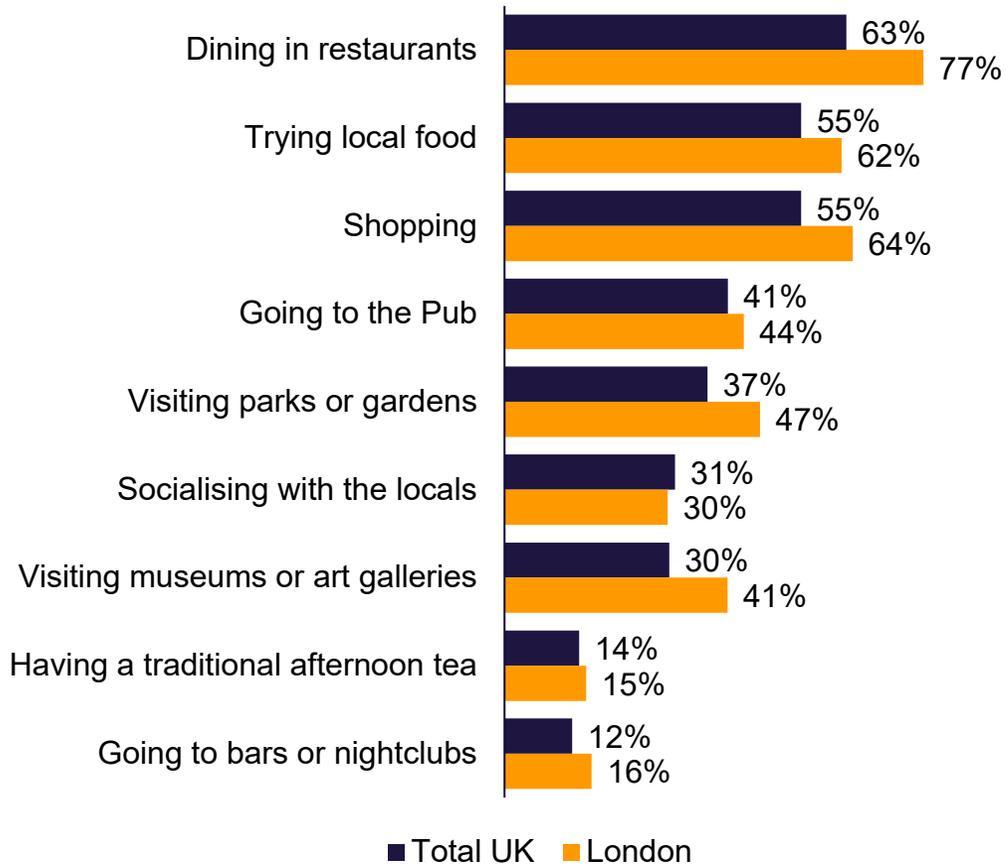


Data compares overseas visitors staying only in London with overseas visitors who stayed in any region of the UK, or GB for 2024.

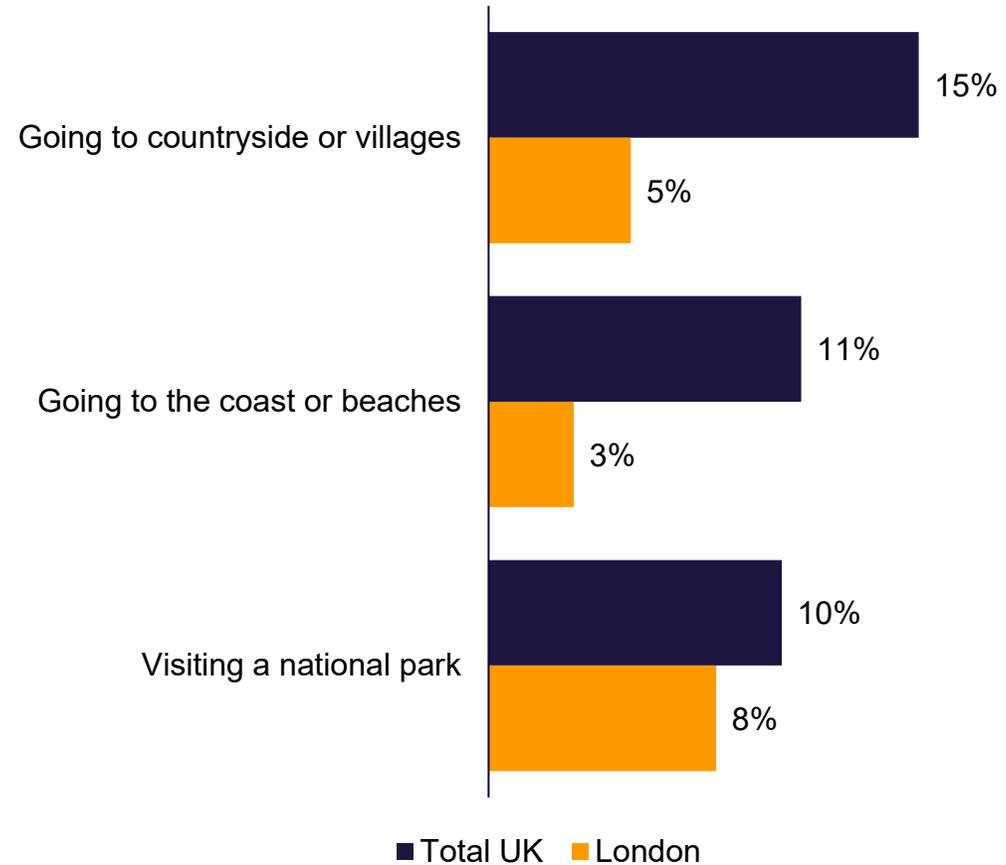
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



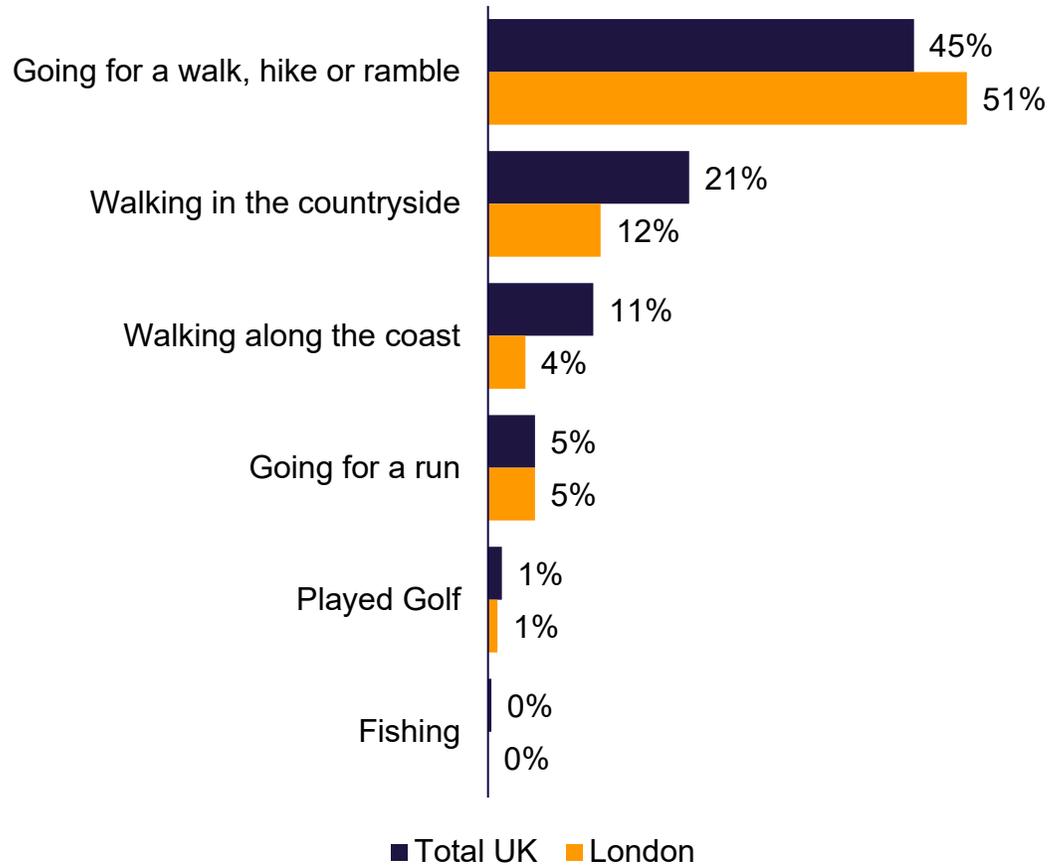
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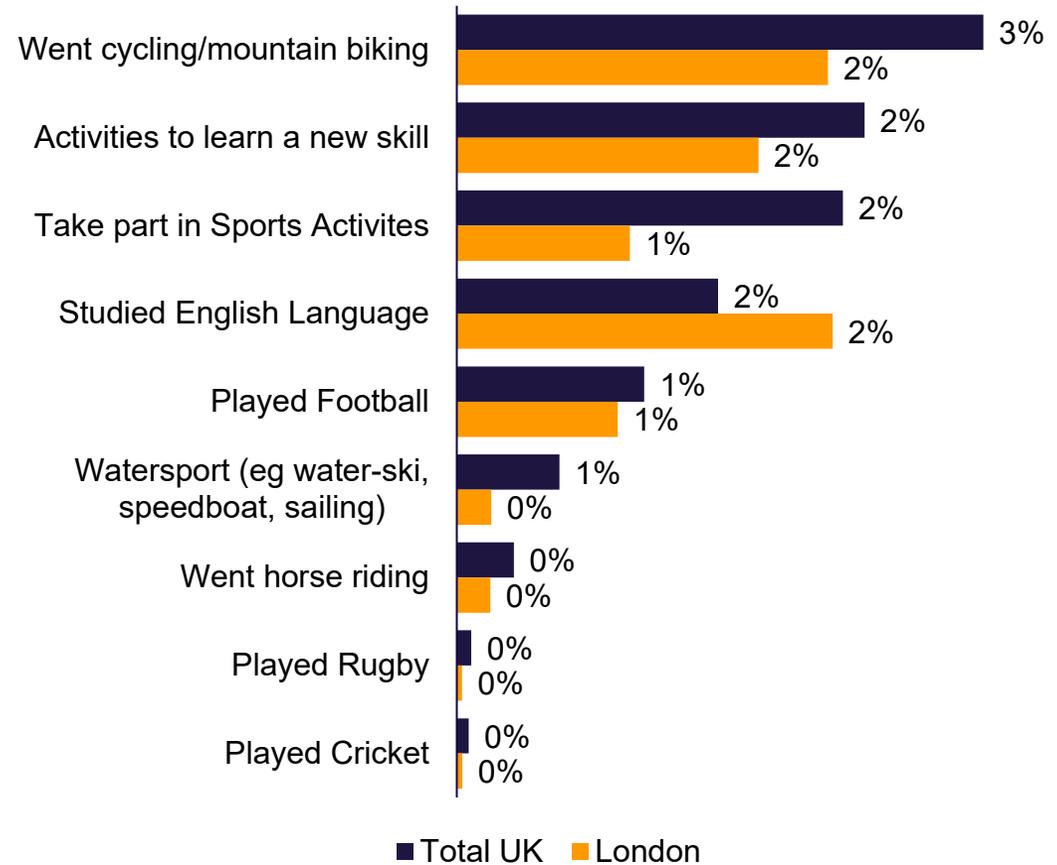
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action

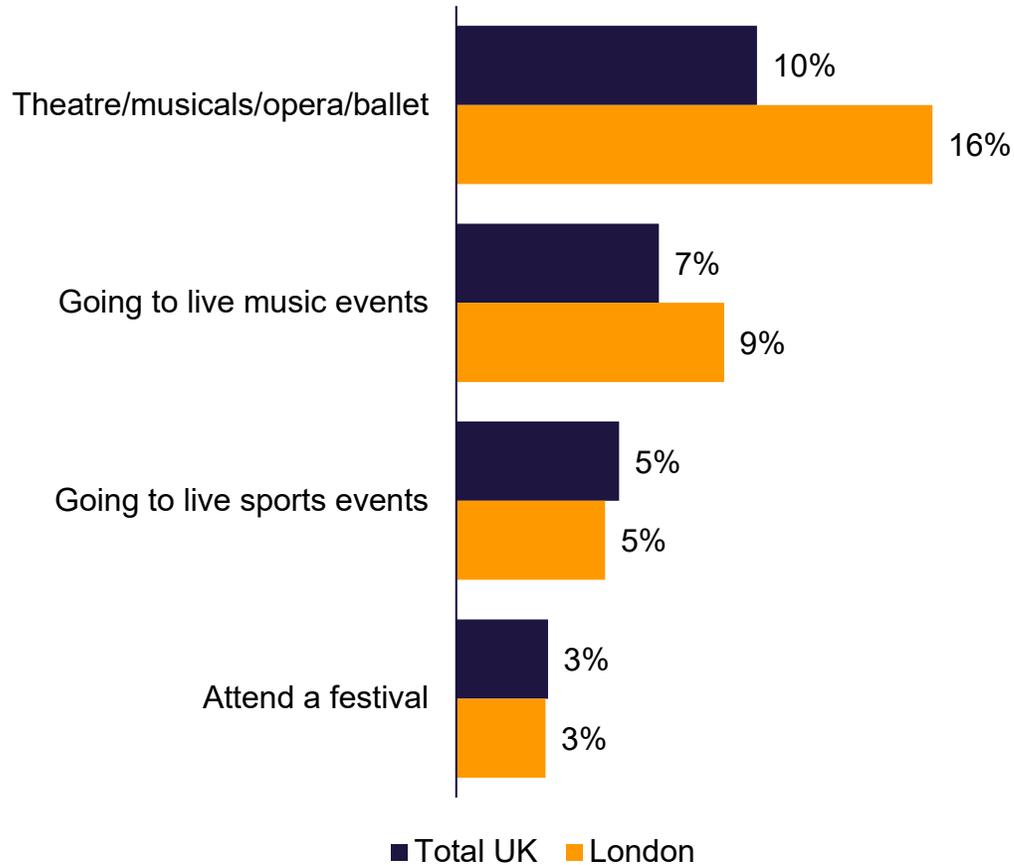


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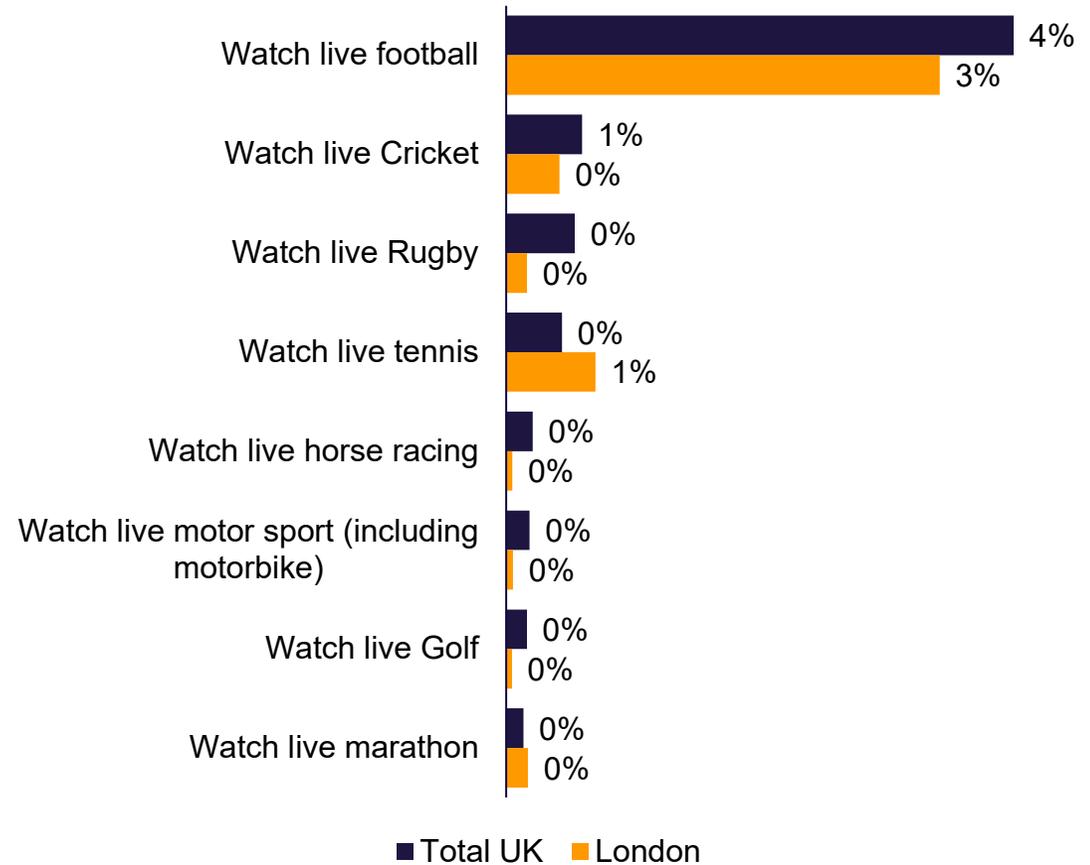
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events

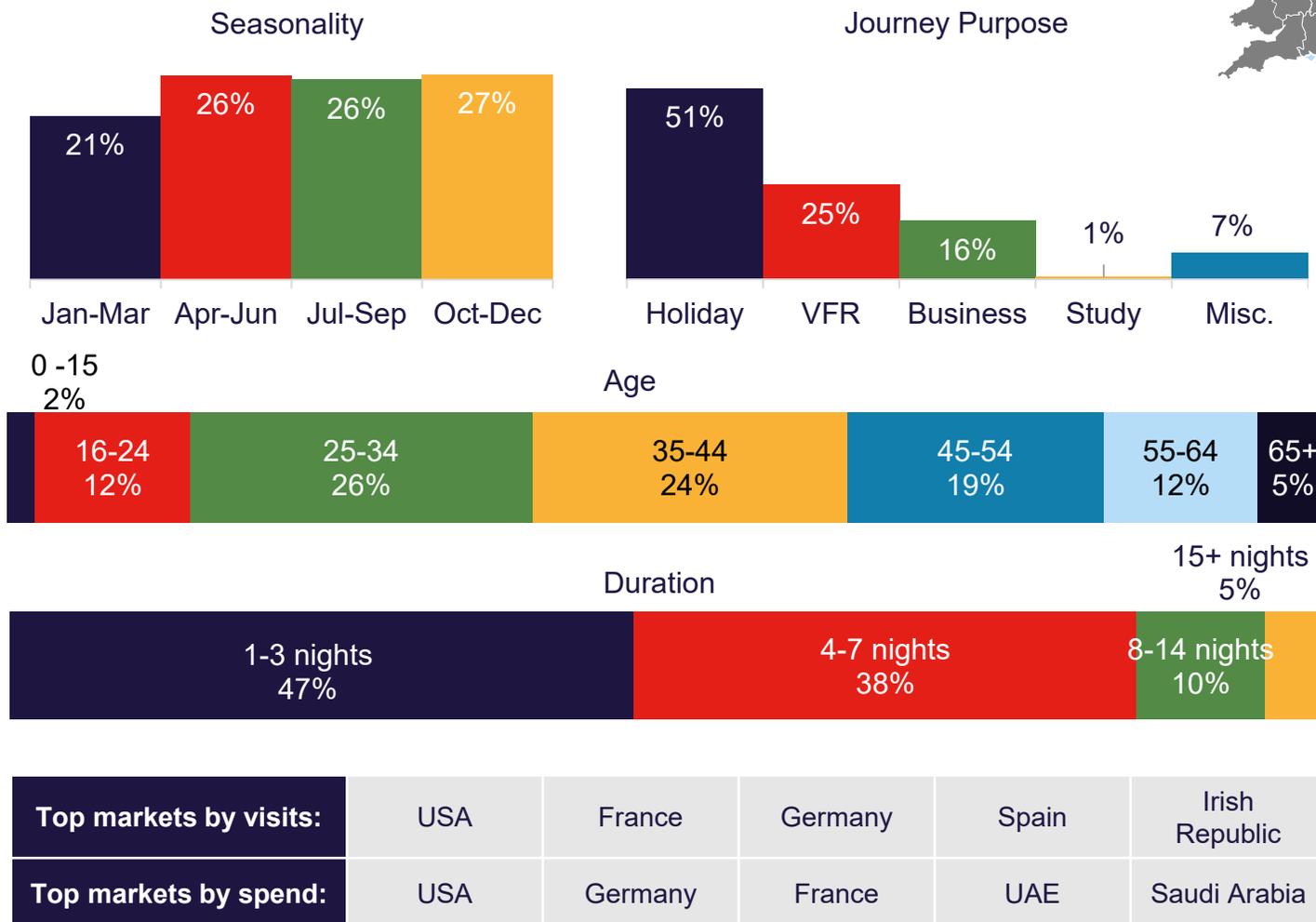


Data compares overseas visitors staying only in London with overseas visitors who stayed in any region of the UK , or GB for 2024.

London – visitor profile



- Oct to Dec were the most popular months, but London is a relatively year round destination.
- Half of the international visits to London (who only stayed in London) were for a holiday in 2022-2024, with a further one quarter for VFR visits.
- A quarter of all visitors to London were aged 25-34, with the same proportion of 35-44s as well – both were the highest proportion of this age group amongst all nations and regions.
- Short stays of 1-3 nights were most popular, and London hosted the lowest proportion of visits more than 2 weeks in length, perhaps an indication of London’s role as the UK’s gateway.



Base: 49,761

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in London)



East of England – key insights

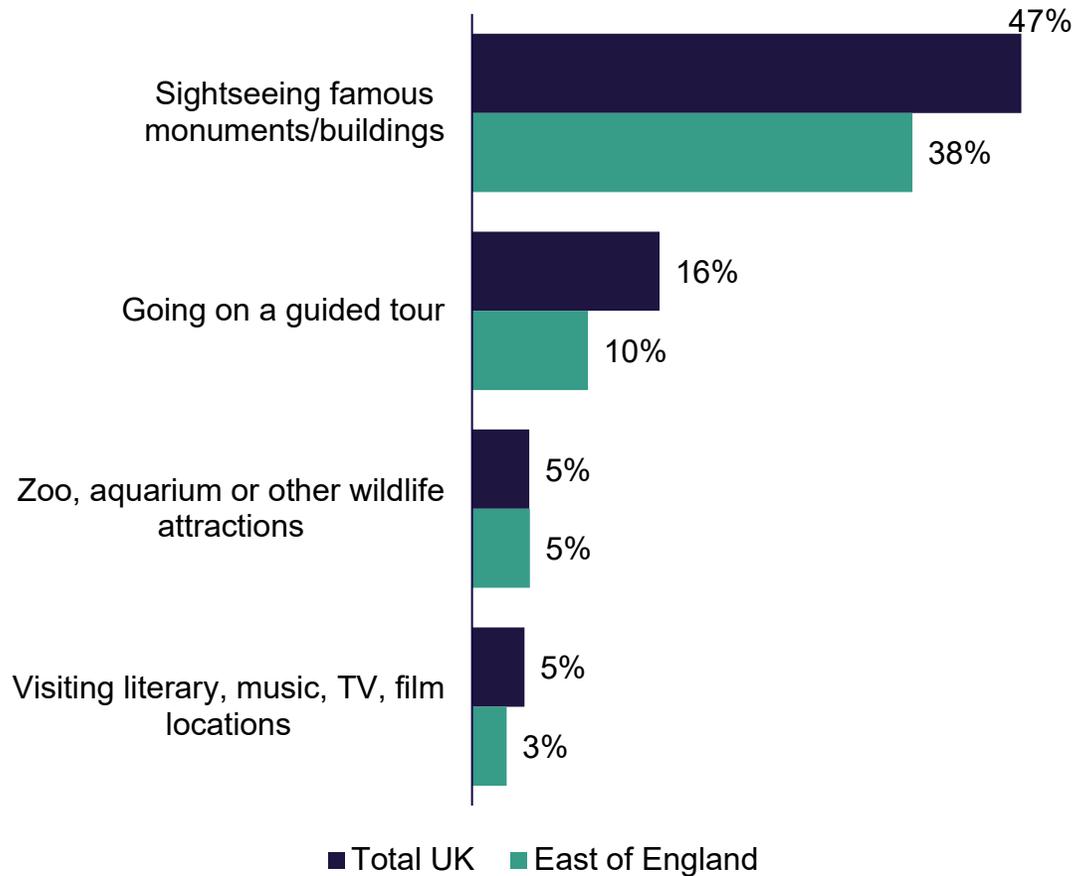


- Near neighbours Irish Republic and Germany are important markets for the East of England as is long haul market, the USA. Scenery and outdoor activities are often popular with visitors, and this is reflected in the relatively high proportions walking in the countryside.
- Shopping and eating out often feature on the itineraries of those visiting the East of England.
- Cambridge is a major draw and helps attract a high proportion of young visitors aged under 24. Compared to the other regions of the UK, the East of England has a relatively high proportion of visitors in the region seeing family and friends.
- Visitors staying with friends or relatives may contribute to ‘socialising with the locals’ featuring as an activity during a stay in the East of England.
- Although a niche activity, taking part in sports attracts some visitors to the area – including playing football and going horse riding.

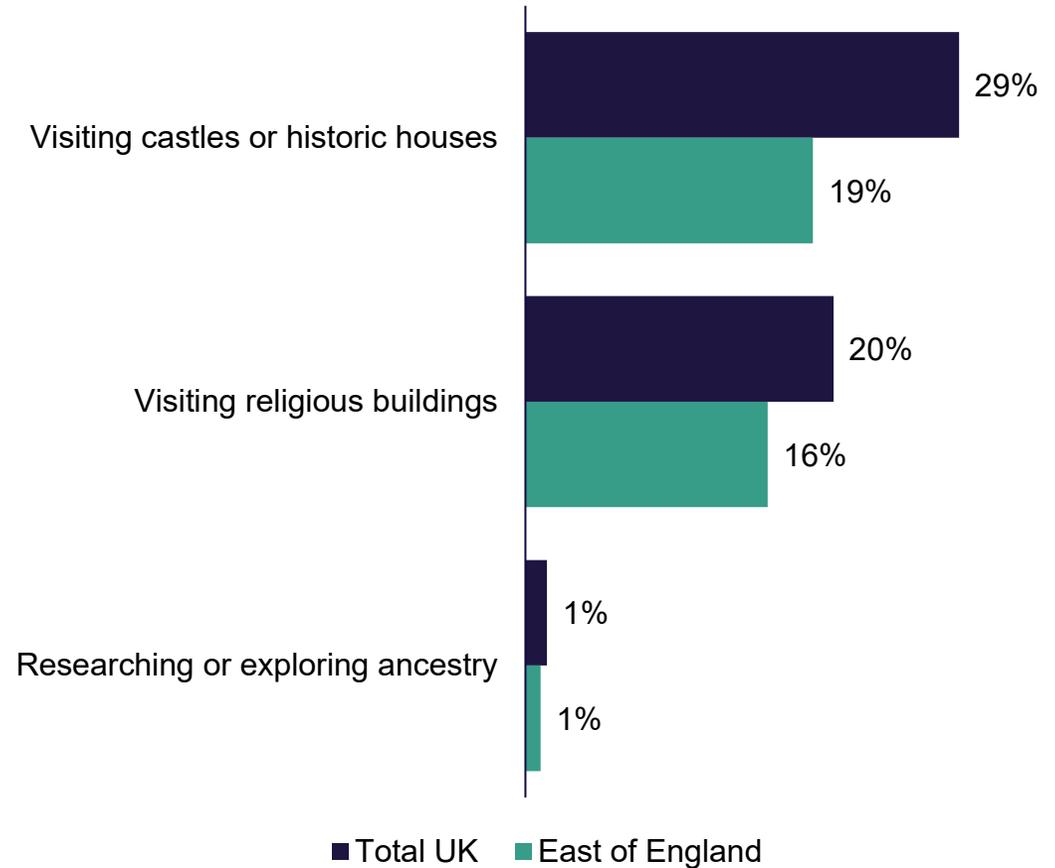
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



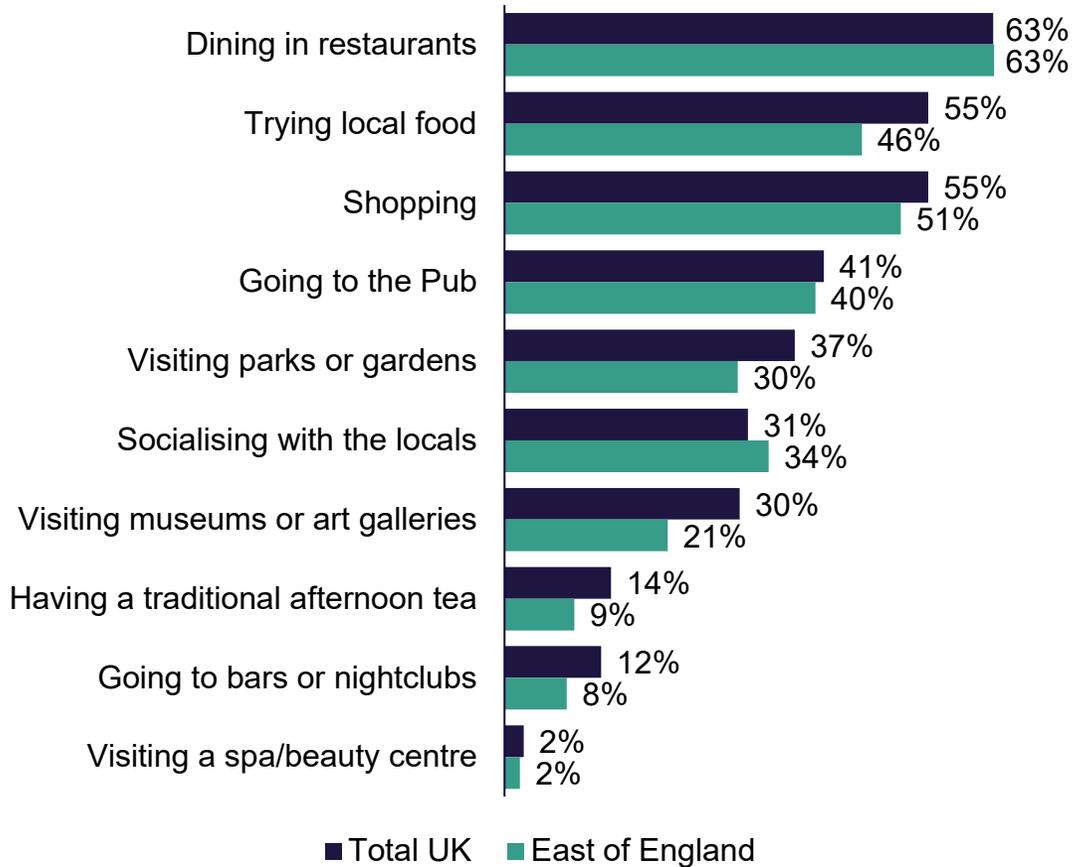
Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK, or GB for 2024.



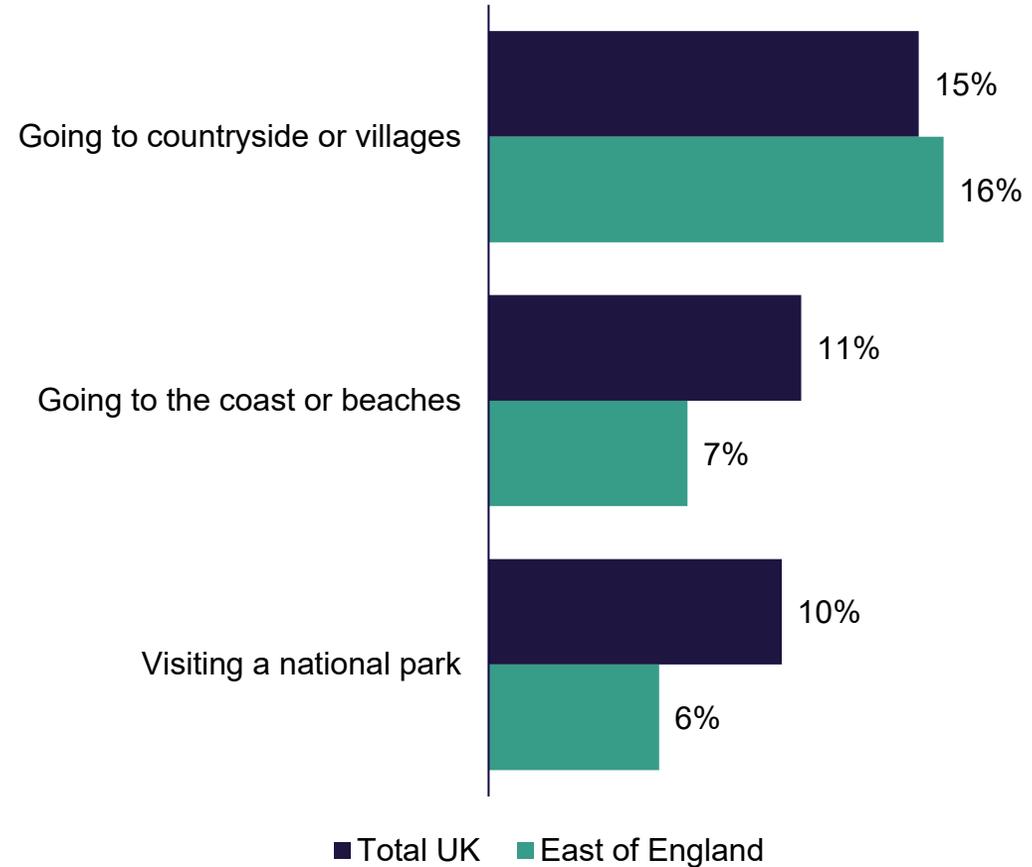
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



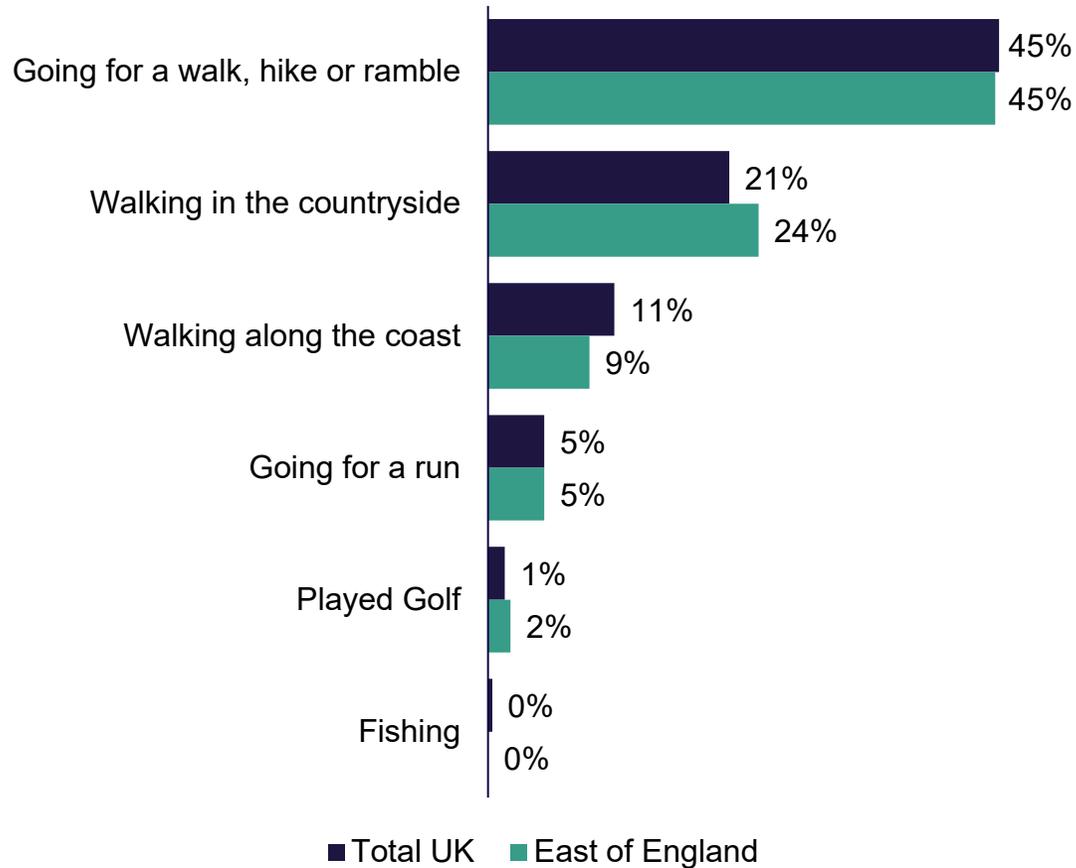
Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK, or GB for 2024.



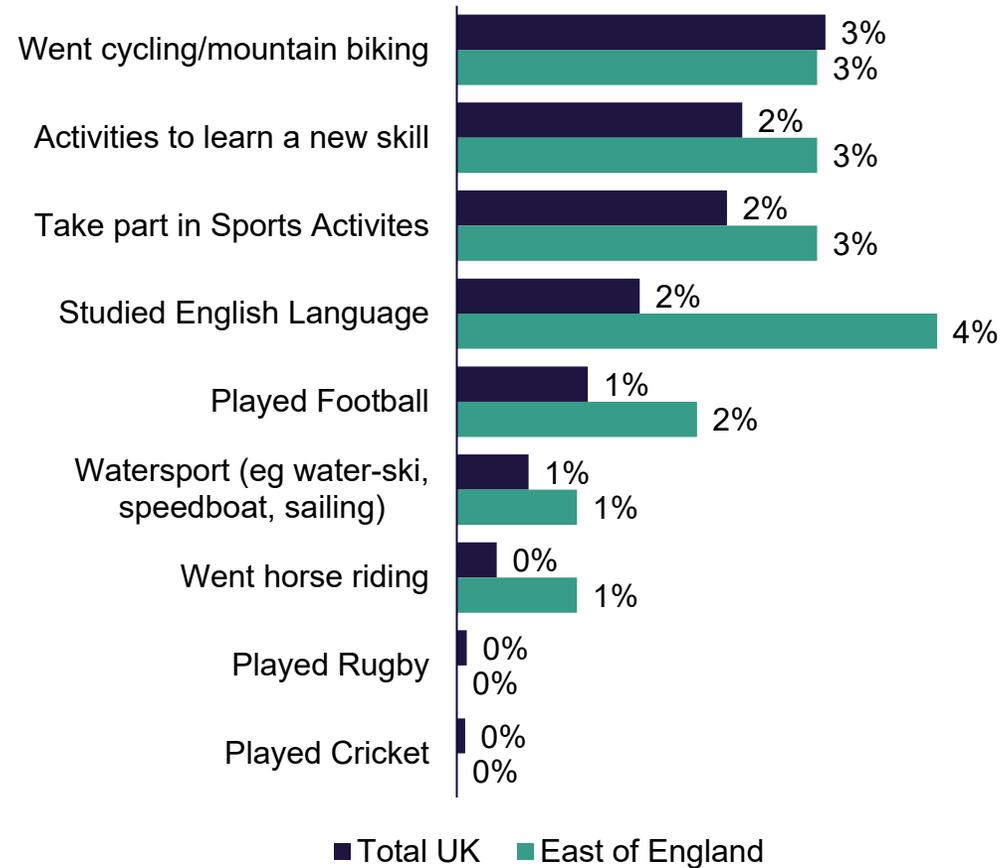
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



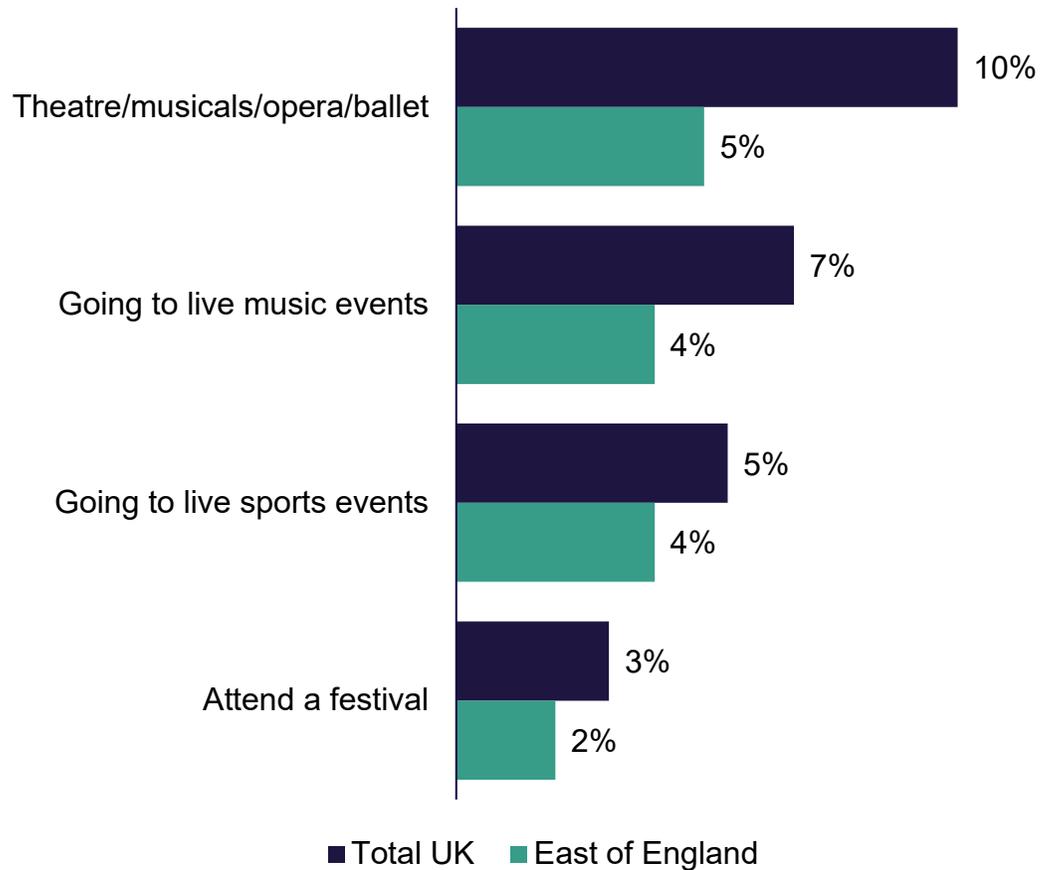
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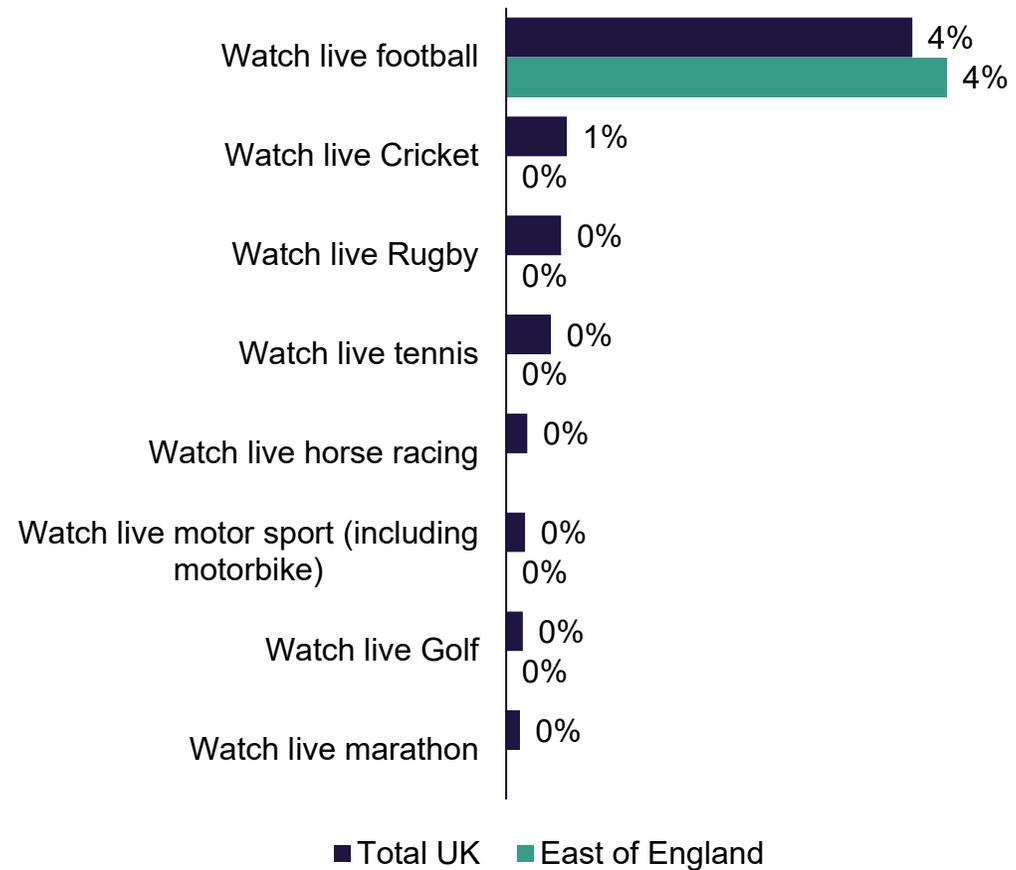
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events



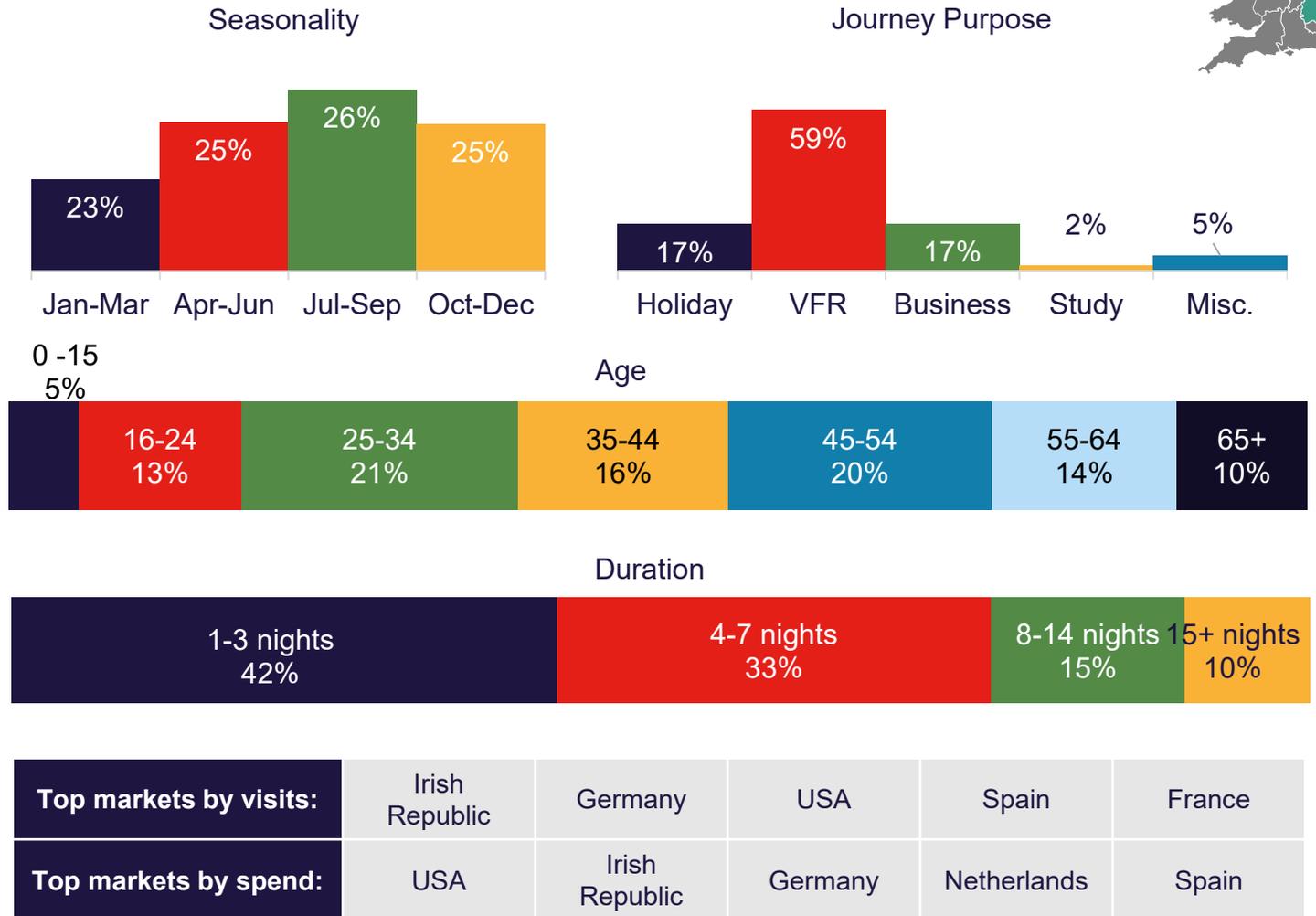
Data compares overseas visitors staying only in the East of England with overseas visitors who stayed in any region of the UK, or GB for 2024.



East of England – visitor profile



- The summer months of July to September were the most popular months to visit the East of England, with a quarter of visits in the season either side.
- Visiting friends and relatives was the most common reason for an inbound visit to the East of England in 2022-2024.
- 5% of all visits were for children (aged 15 and under); the highest proportion of all nations and regions.
- Short stays of 1-3 nights were most popular in 2022-2024. Three quarters of all visits were for a week or less.



Base: 4,120

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the East of England)



West Midlands – key insights

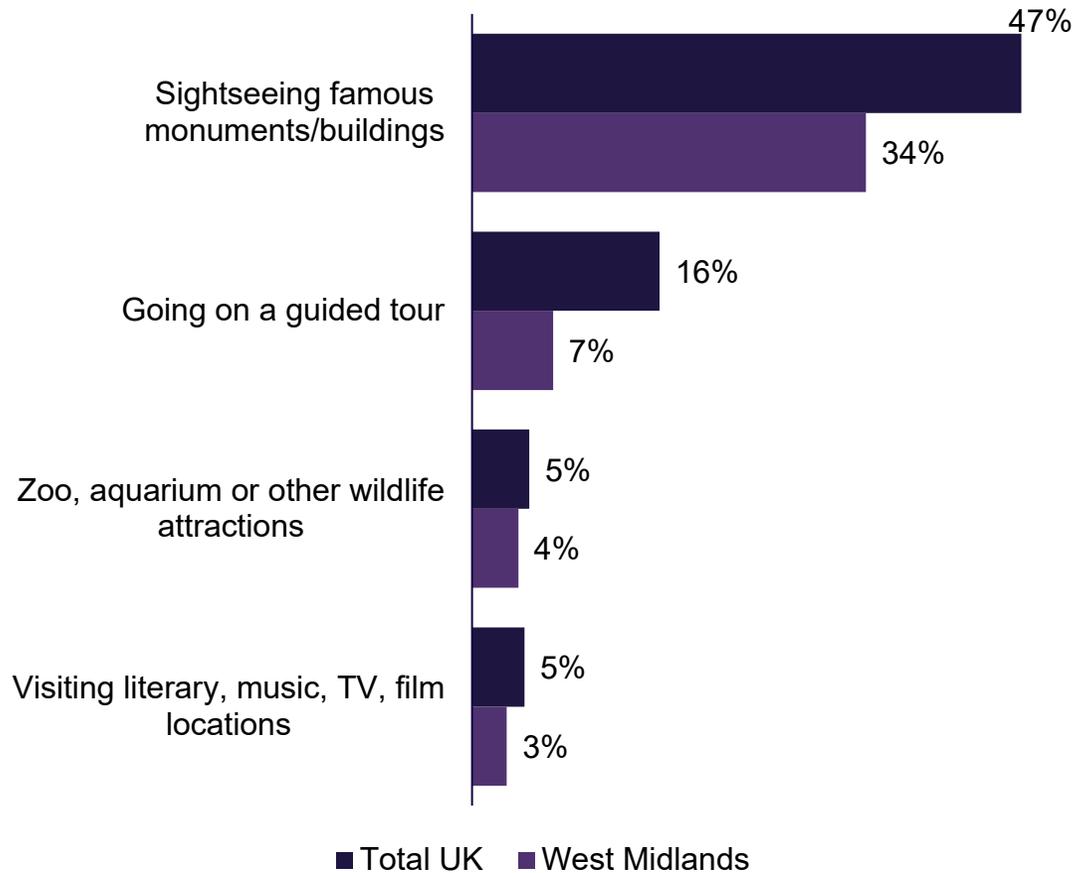


- The West Midlands appears to offer a well rounded selection of activities for inbound visitors to the region – with visitors participating in a wide range of activities in the area and no activity really standing out, except perhaps watching live rugby.
- A third of visits to the West Midlands are for business, which is perhaps a contributing factor behind the region showing below average participation in a variety of activities.
- The area has a relatively even seasonal spread but also one of the highest proportion of short stays (between 1 and 3 nights) – again probably driven by the high proportion of business visits.
- The Irish Republic contributed the highest volume of visits and visitor spend to the West Midlands in the 3 years to 2024. The rest of the top 5 inbound market for visits to the region was dominated by short-haul European markets with Germany, France, Poland and the Netherlands all important markets for the West Midlands.

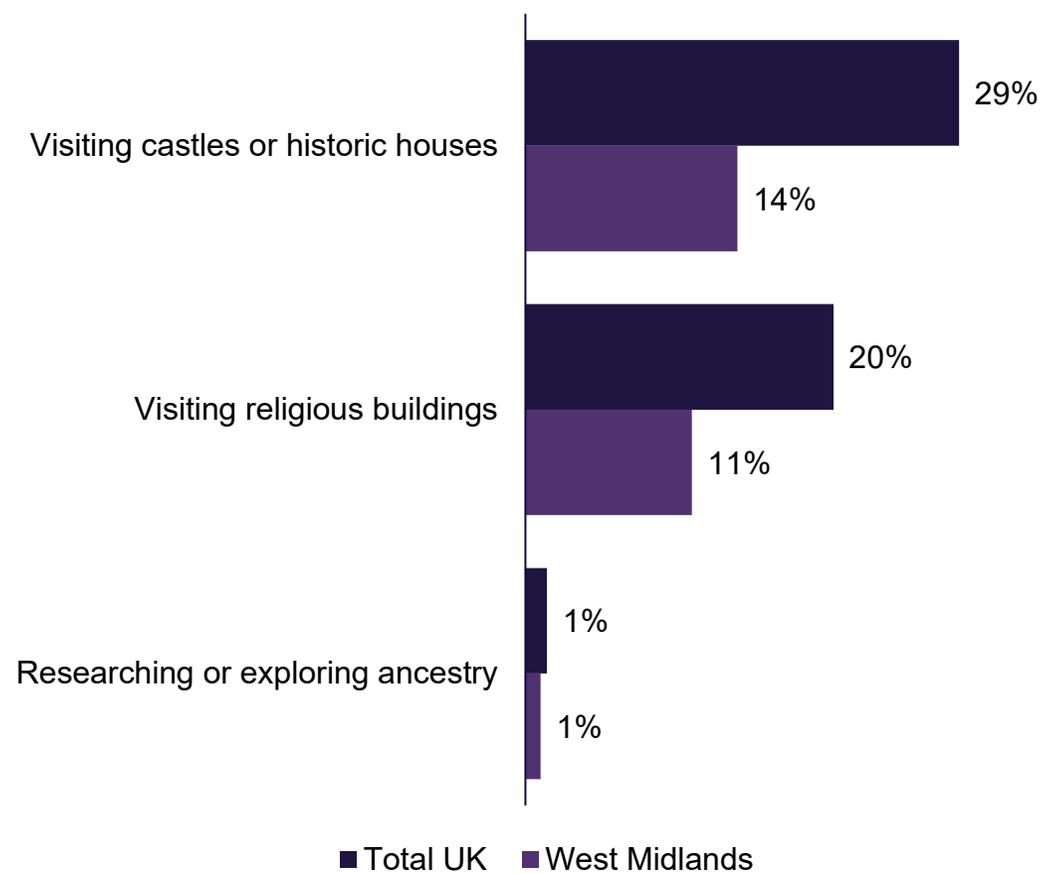
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



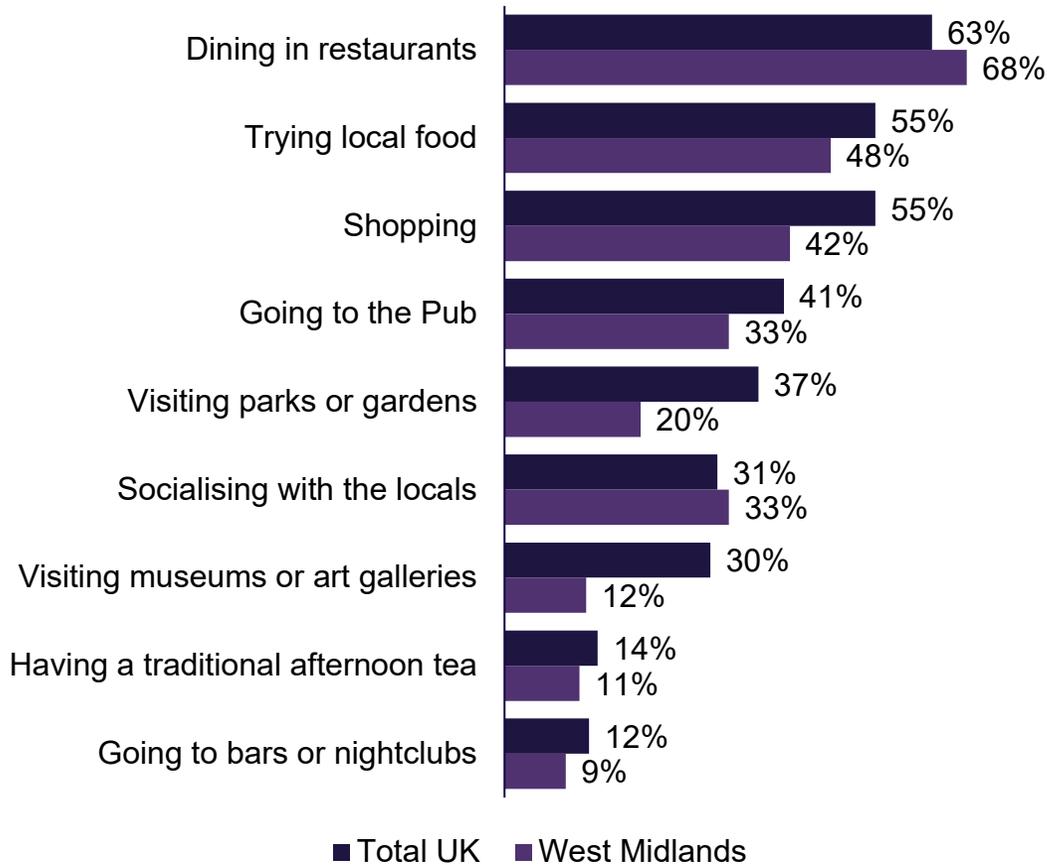
Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK , or GB for 2024.



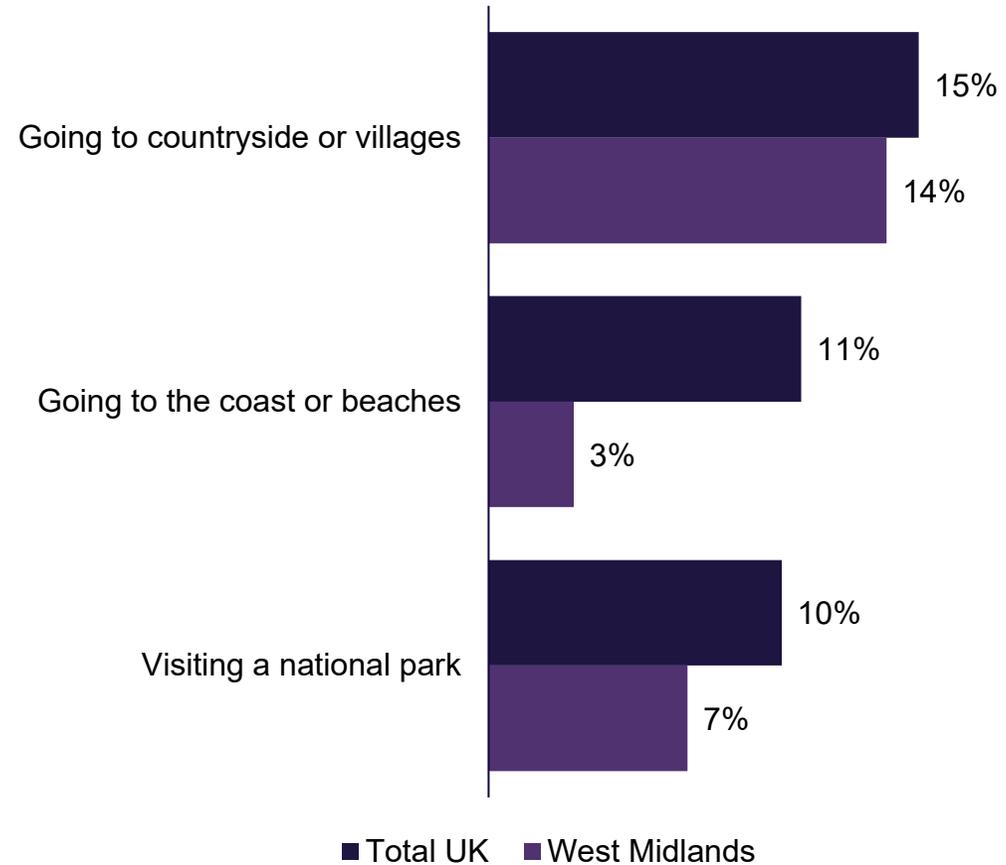
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



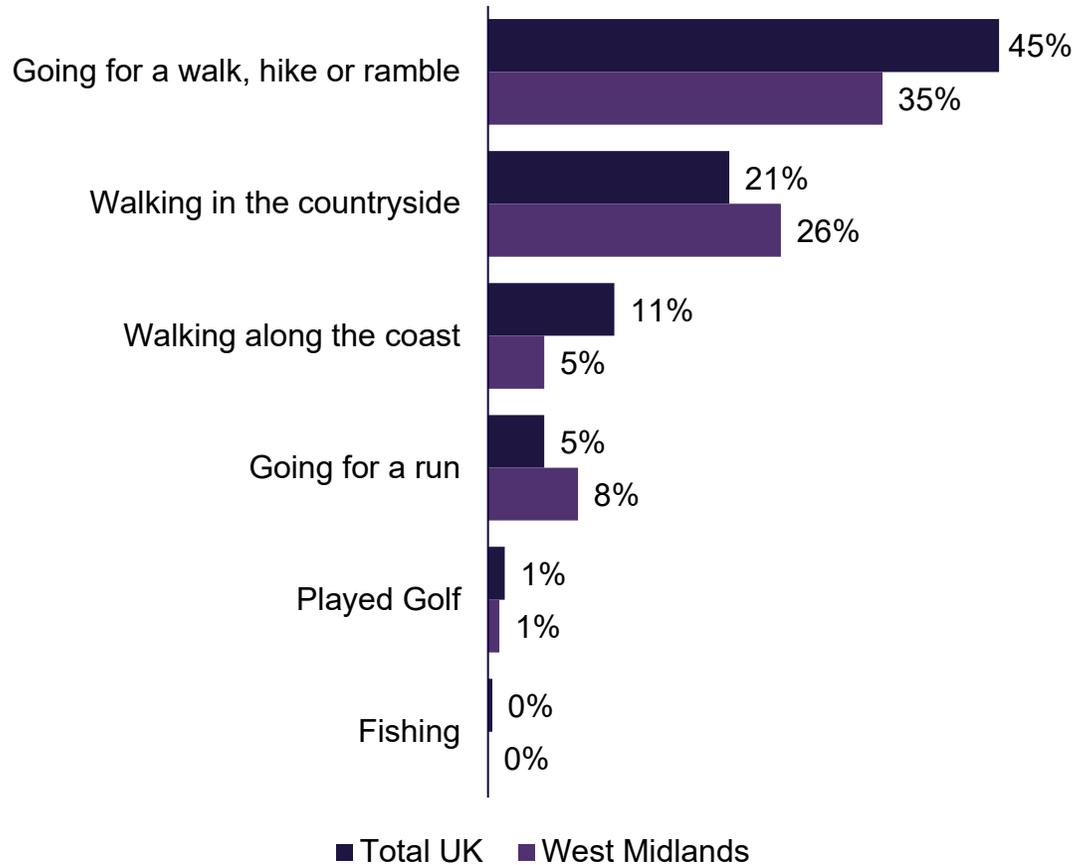
Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK, or GB for 2024.



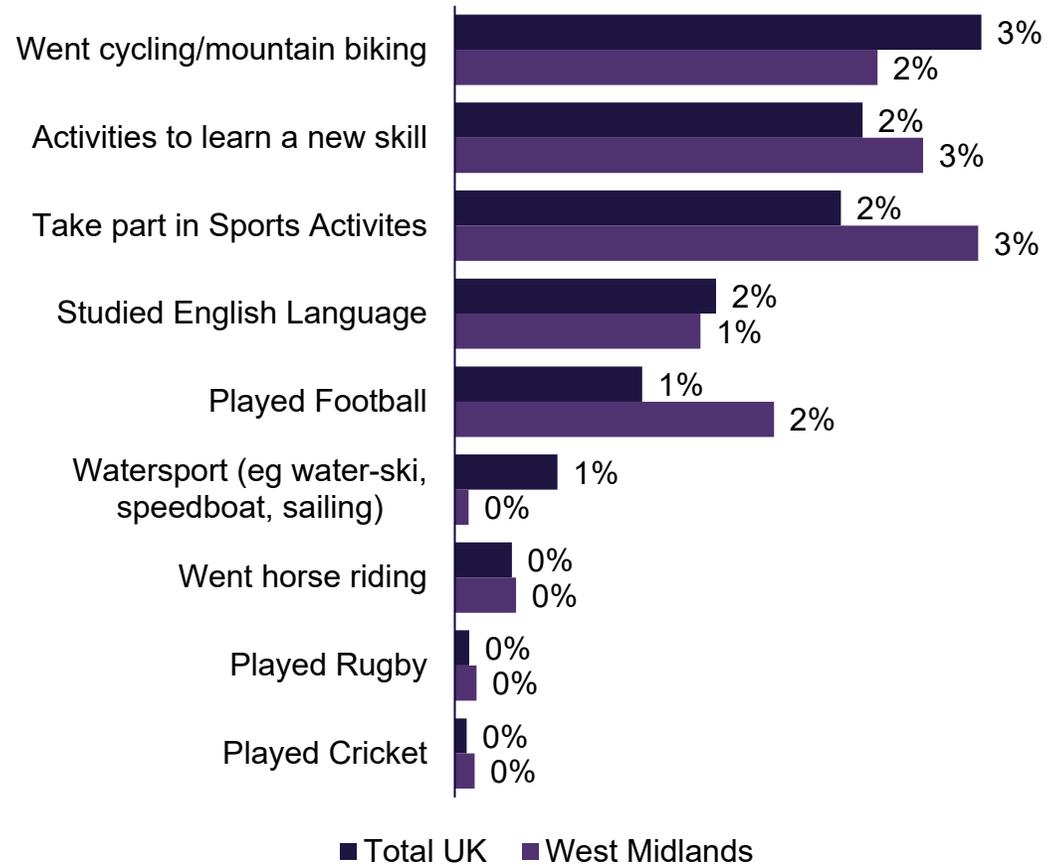
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



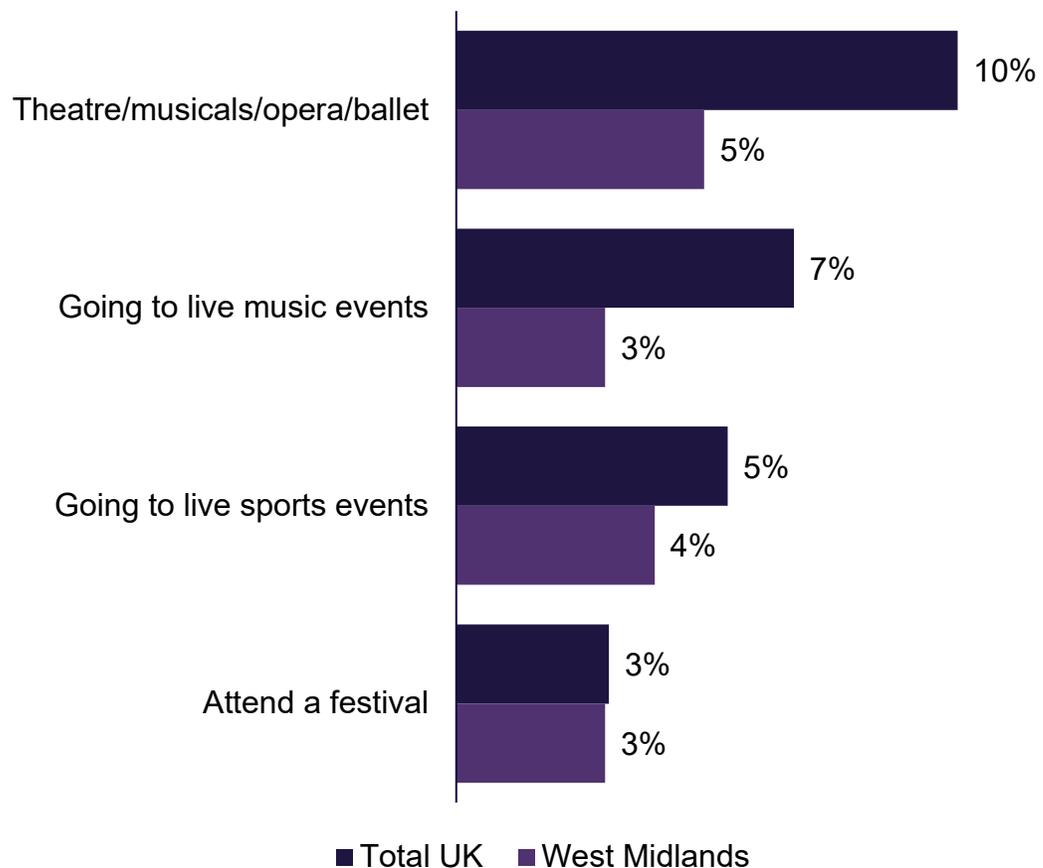
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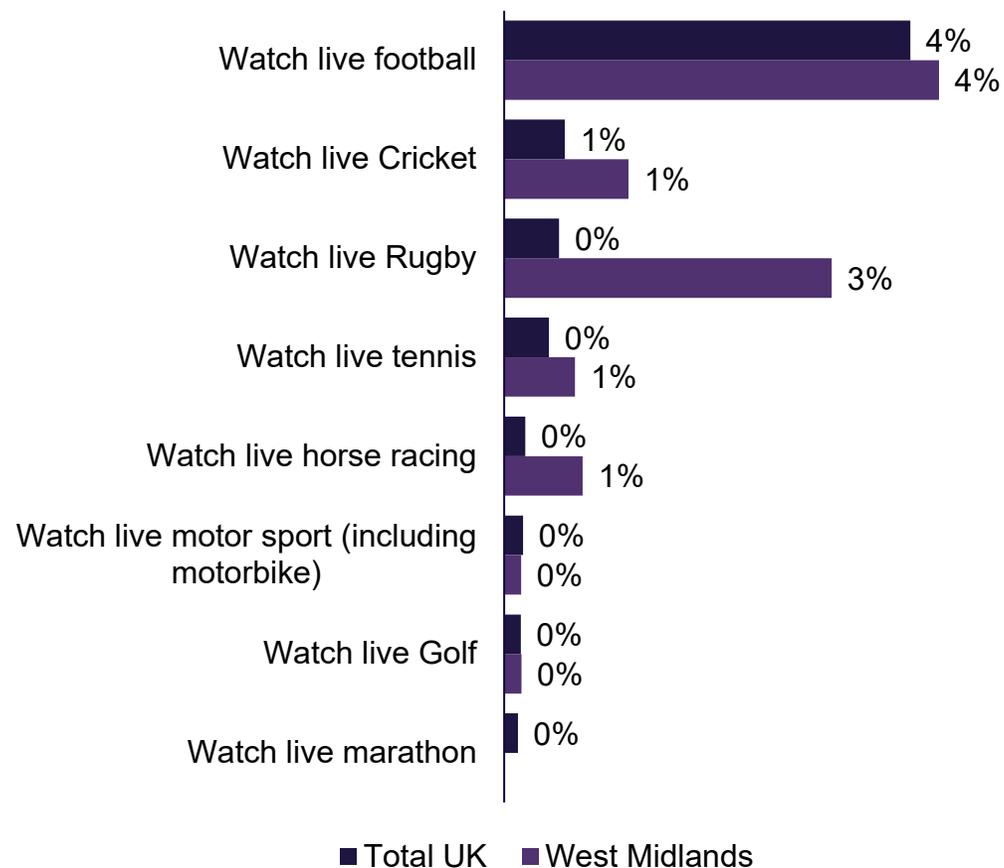
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events

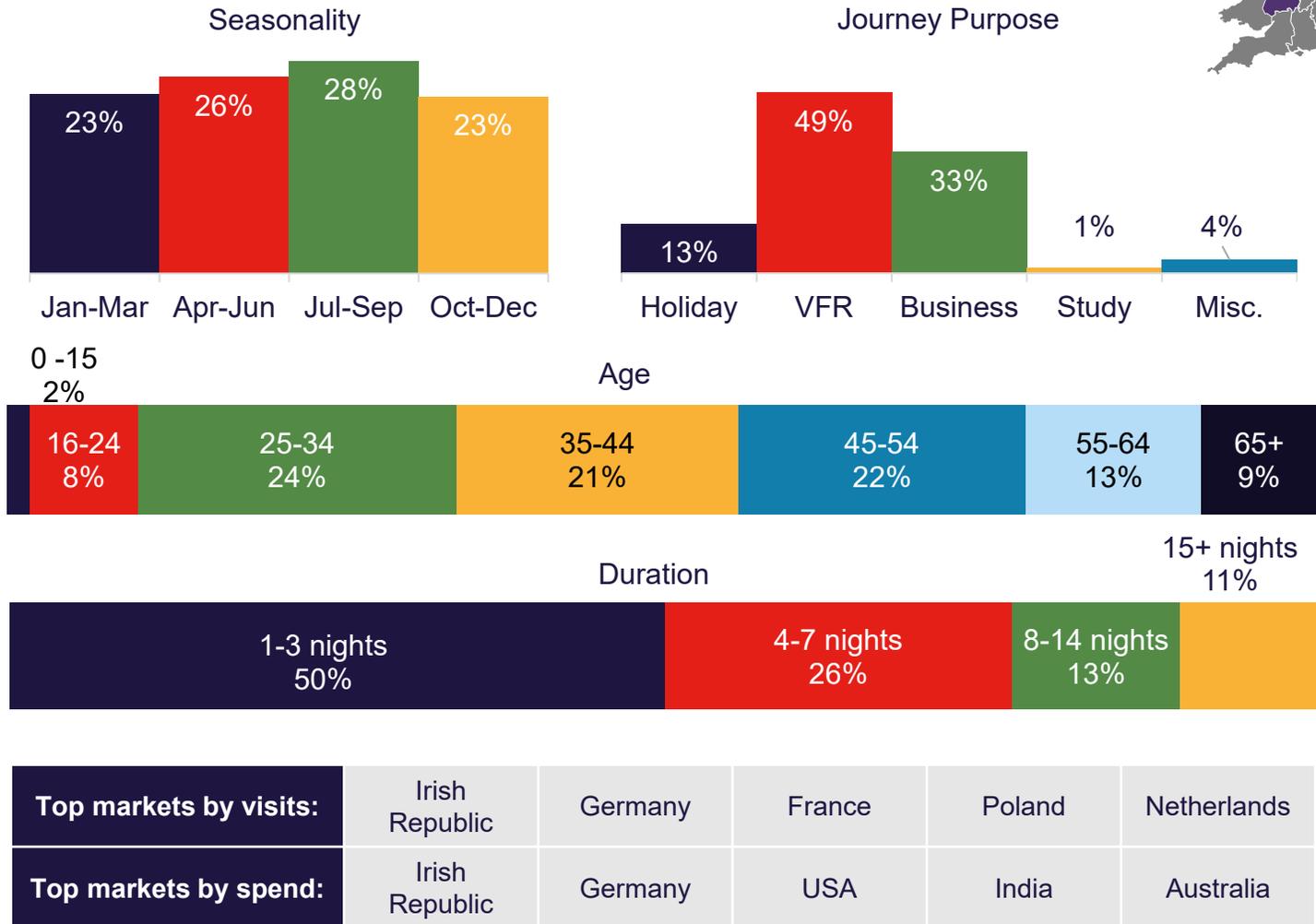


Data compares overseas visitors staying only in the West Midlands with overseas visitors who stayed in any region of the UK , or GB for 2024.

West Midlands – visitor profile



- The most popular time to visit the West Midlands was summer (July to September) – though by comparison the West Midlands has a relatively even seasonal spread.
- Half of visits to the West Midlands were for visiting friends and relatives, and a further third were for business visits – the highest proportion amongst Britain’s nations and regions.
- 24% of visitors were aged 25-34, followed closely by 45-54s and 35-44s, between 2022-2024.
- Short stays of 1-3 nights were most popular in 2022-2024 accounting for half of all visits.



Base: 4,495

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the West Midlands)



East Midlands – key insights

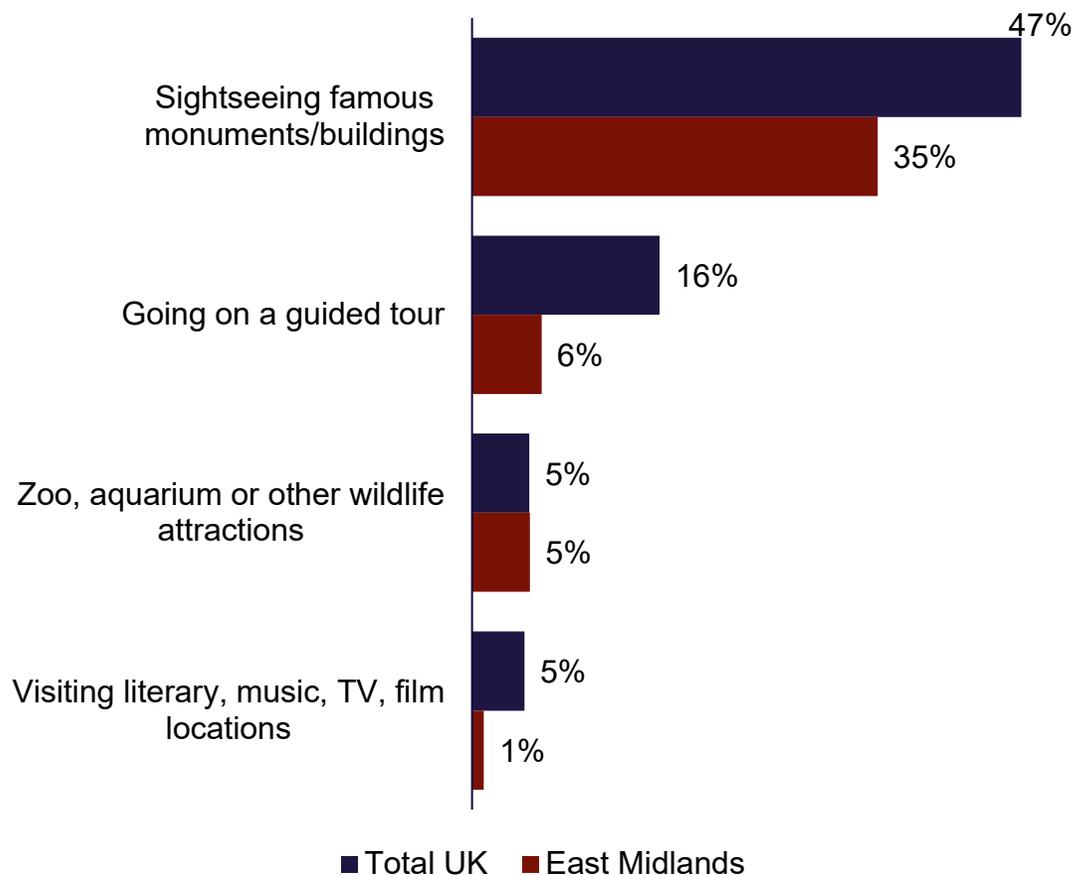


- Eating out, trying local food and shopping are the top 3 activities in the East Midlands.
- Walking in the countryside is included on just under a third of East Midlands itineraries, which is higher than the UK average.
- Although a niche activity, compared to the UK results a higher proportion of visitors took part in challenging/action activities including studying English, taking part in sport or activities to learn new skills.
- Irish Republic and Poland were the 2 largest international source markets for visitors to the East Midlands between 2022 and 2024.
- A quarter of visits to the region are for Business the second highest proportion of the British nations and regions (after the West Midlands).
- July to September is the peak season for international visitors to the East Midlands.

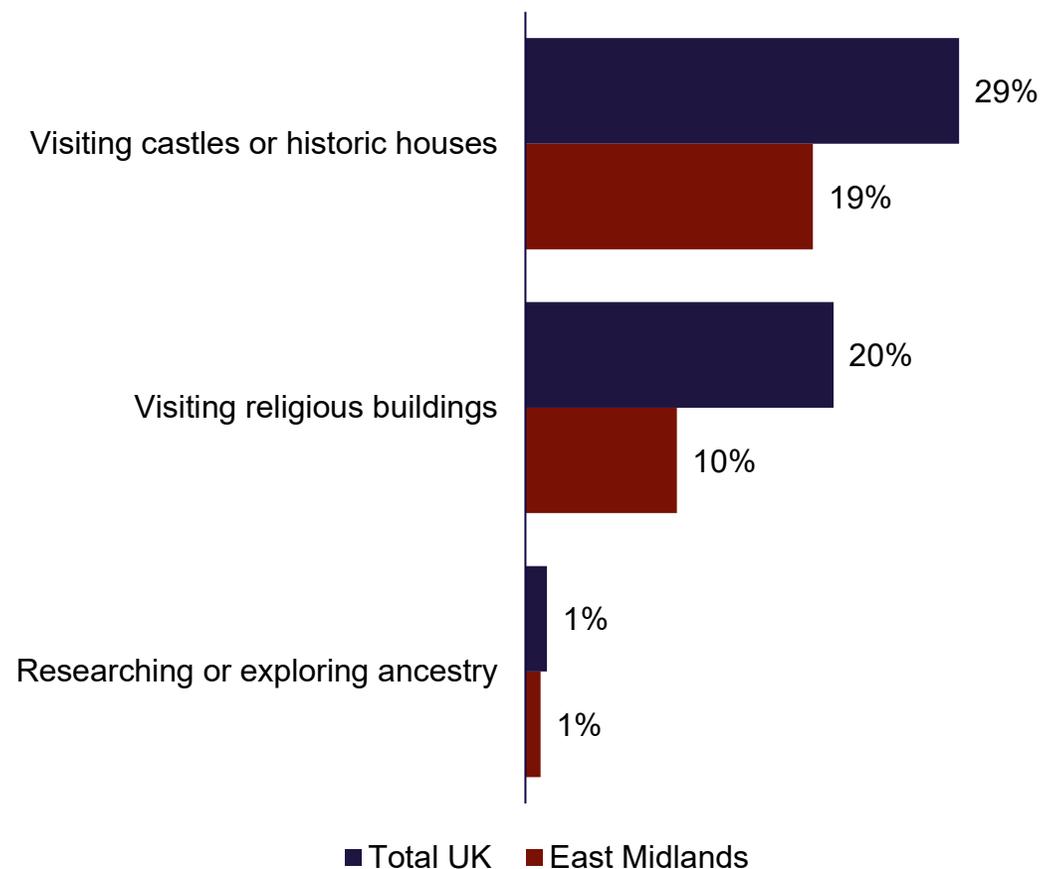
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



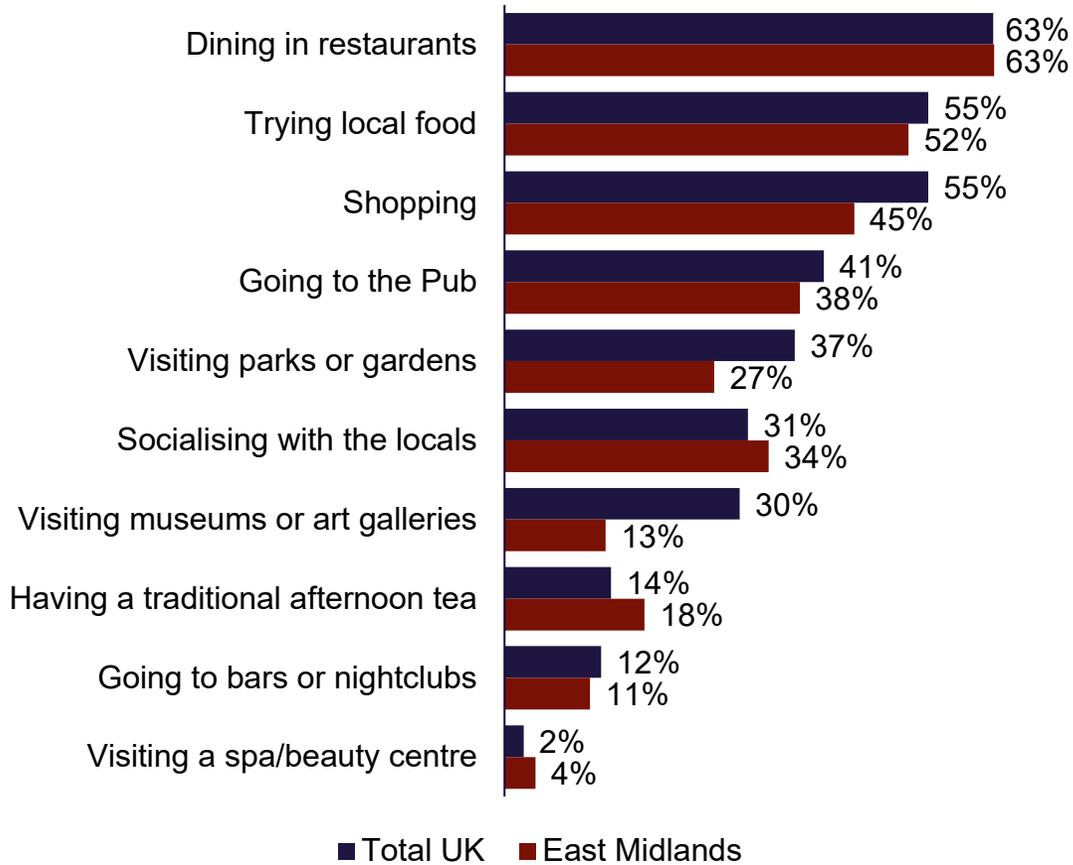
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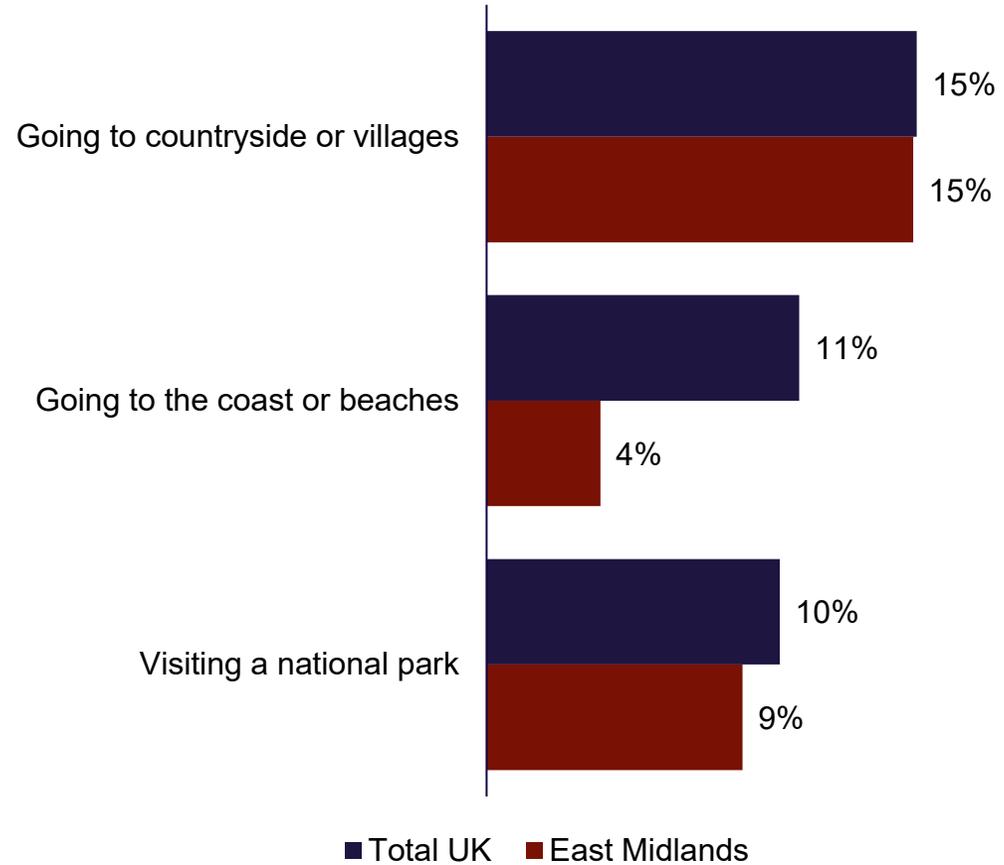
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



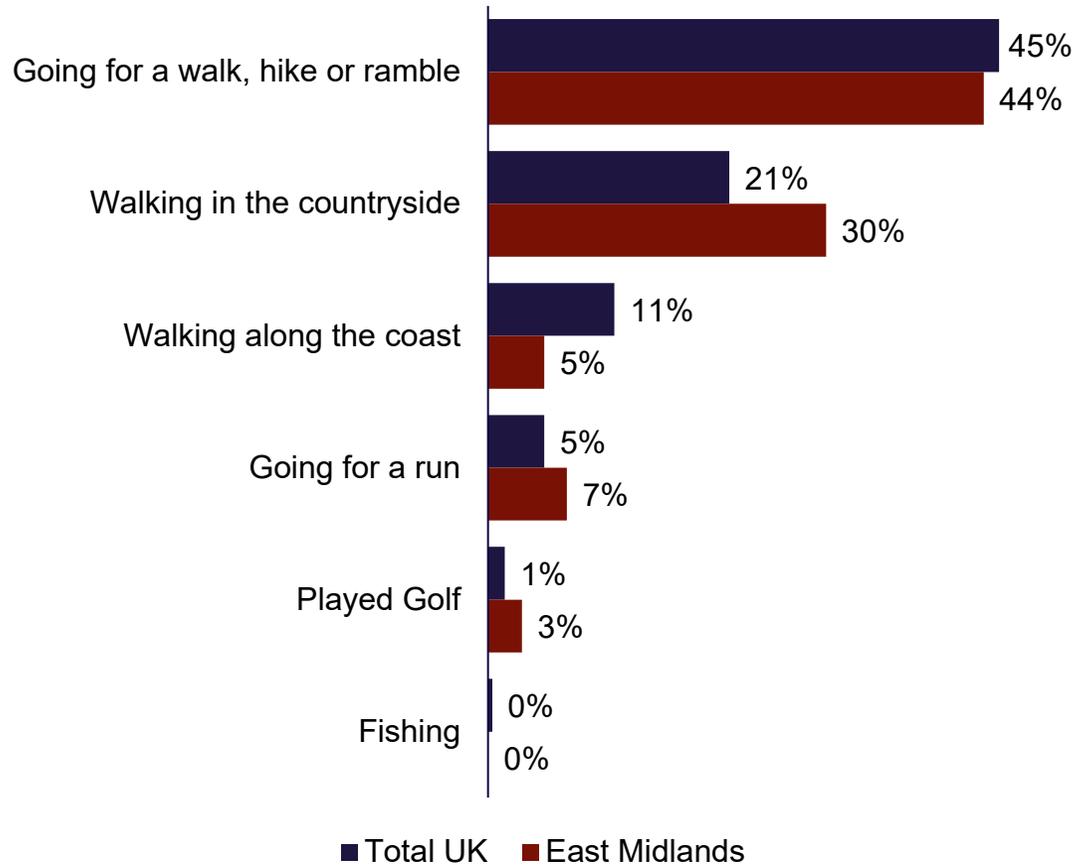
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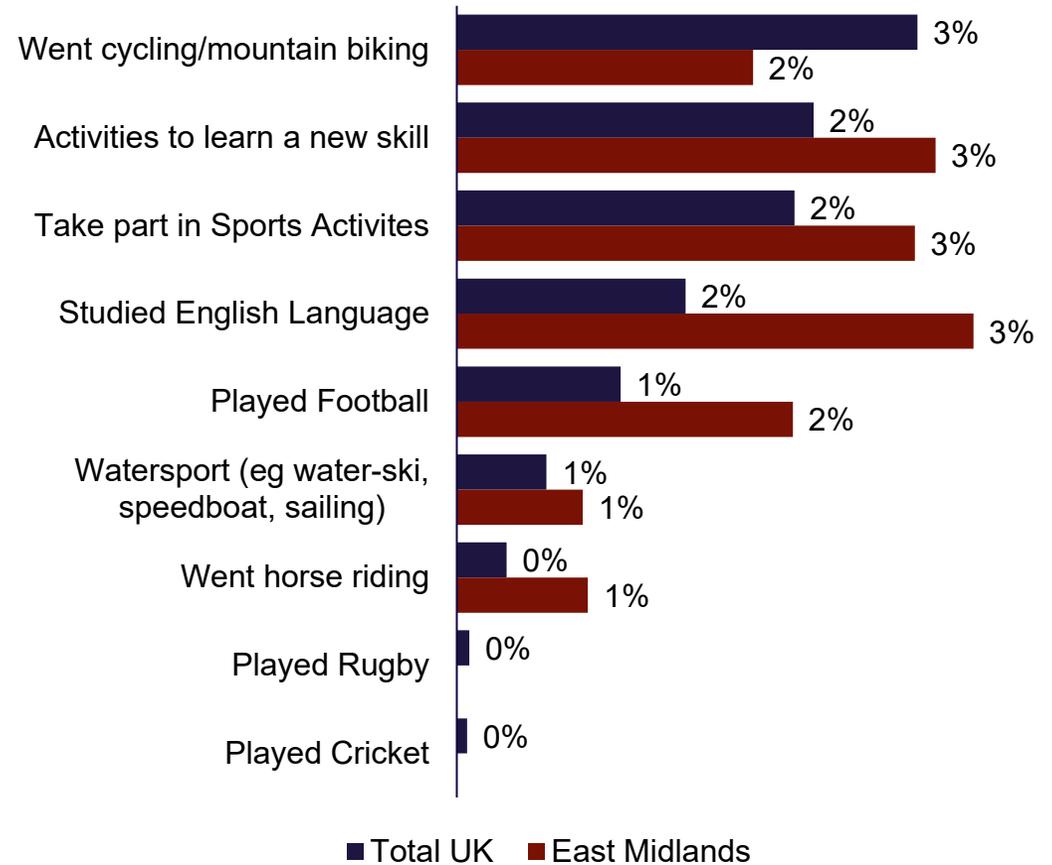
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action

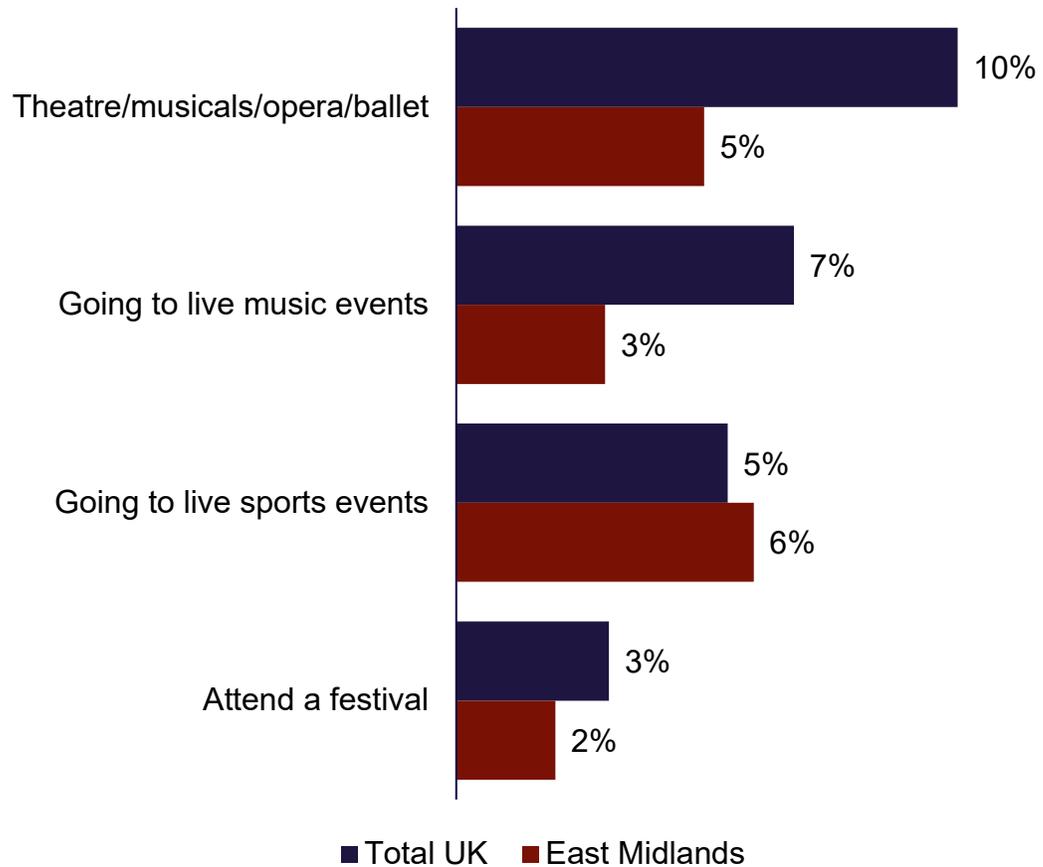


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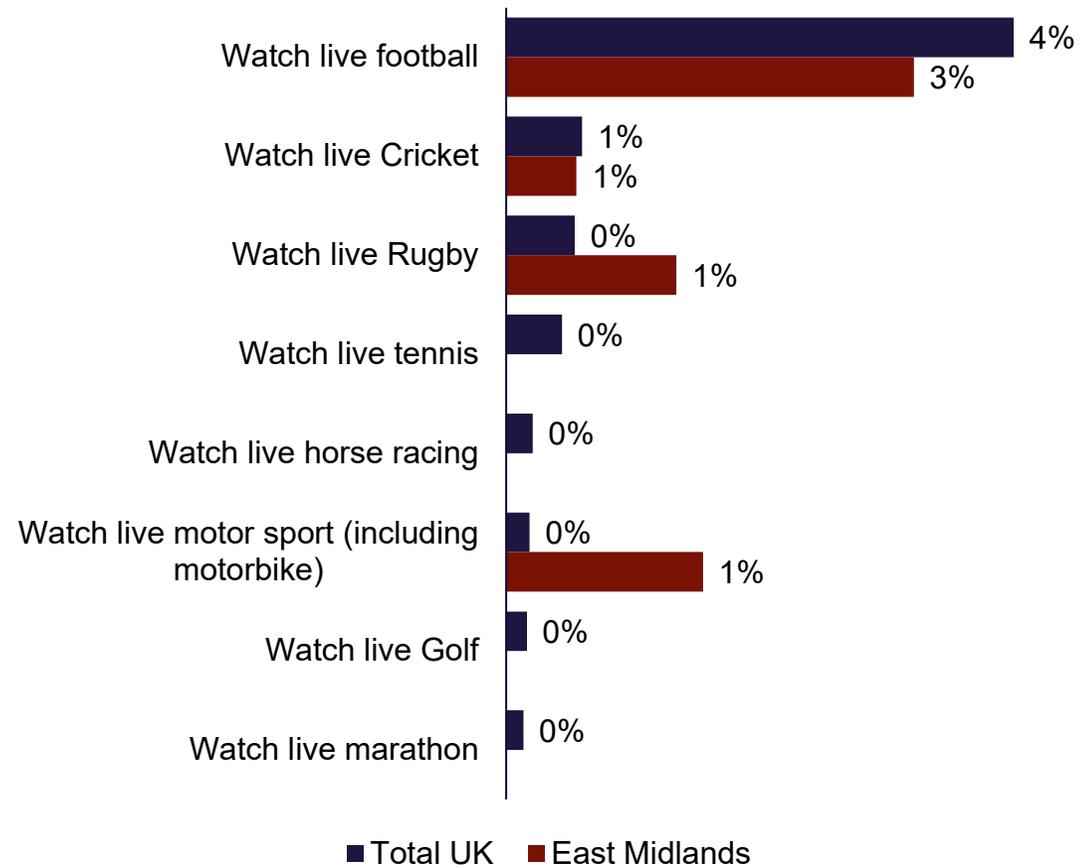
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events



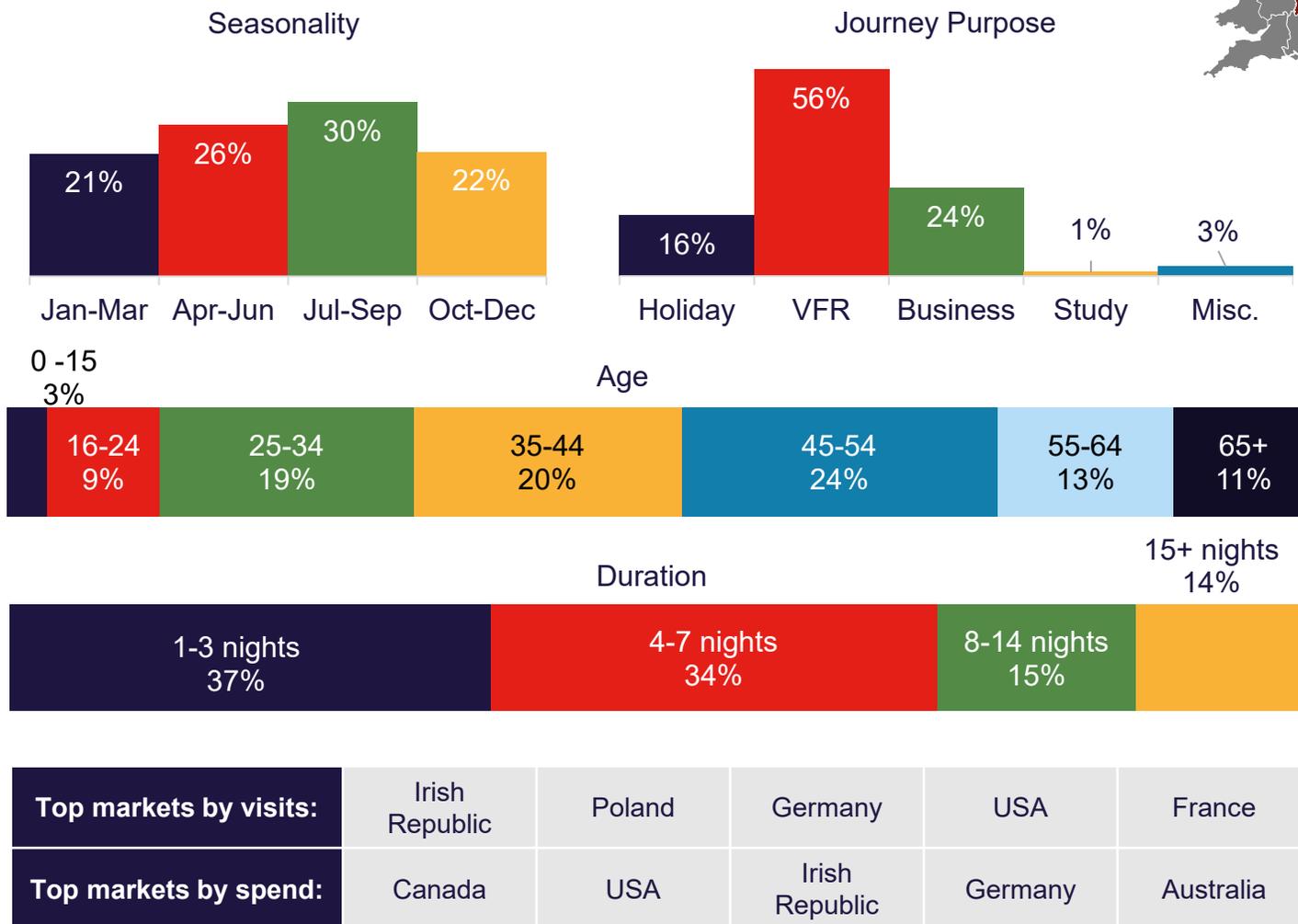
Data compares overseas visitors staying only in the East Midlands with overseas visitors who stayed in any region of the UK , or GB for 2024.



East Midlands – visitor profile



- The most popular times to visit the East Midlands were the summer months of July, August and September.
- Over half of visits to the East Midlands were for visiting friends and relatives, with a further quarter for business visits.
- One quarter of visits were from 45-54 year olds from 2022-224, the highest proportion of all nations/regions, along with the North West. Only 9% were 16-24 years old – compared to all other nations and regions this was amongst the lowest proportion.
- Stays for less than a week accounted for 71% of all visits to East Midlands.



Base: 1,943

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the East Midlands). Markets with a sample below 30 have been removed from rankings.



Yorkshire – key insights

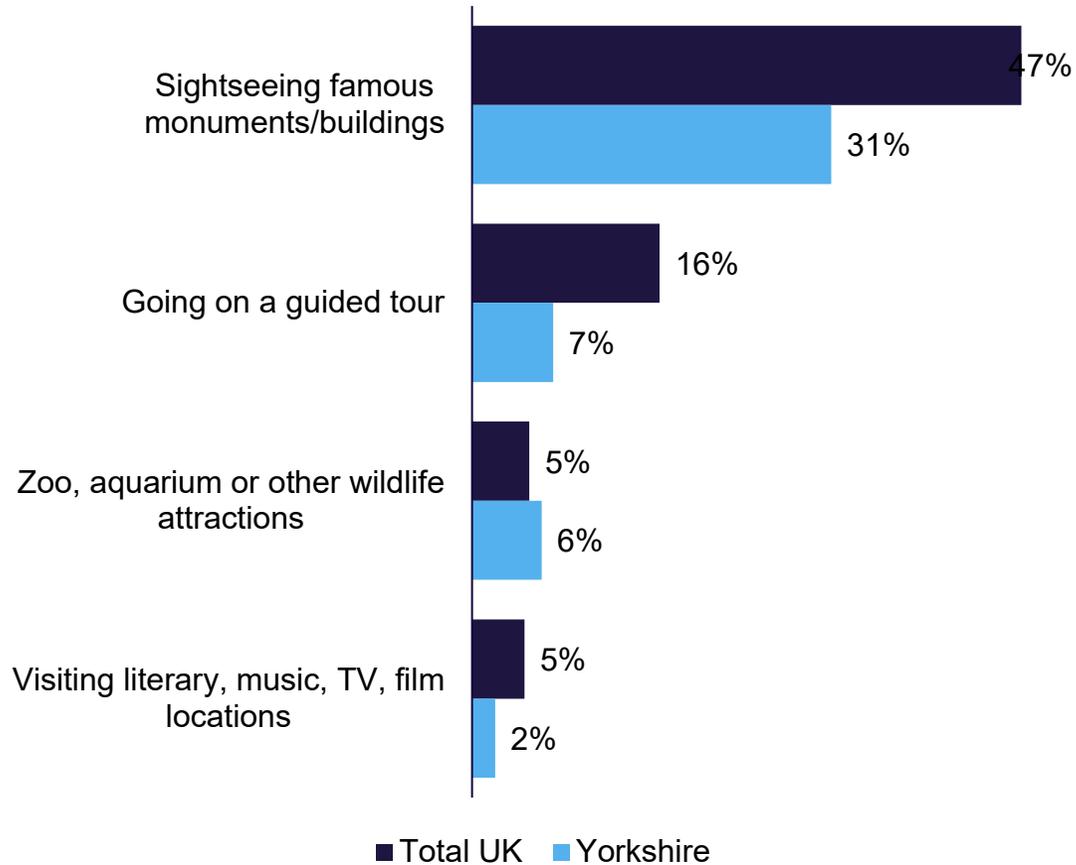


- Yorkshire's countryside and villages are a key draw with visits here more likely to include these than those in most other areas, with walking a popular activity when visiting rural locations.
- Visiting friends and relatives accounts for three fifths of all visits to Yorkshire, the highest proportion of any UK nation / region.
- Socialising and visiting pubs are also very popular, most probably due to the high proportion of those in the area to visit friends and relatives.
- Activities in the theme of *city life* are popular in Yorkshire with visits to the region likely to include trying local food, dining in restaurants and shopping.
- Visits here are often longer, with almost one third of all visits staying over a week – 16% of visits to Yorkshire are for more than 2 weeks. There is a degree of seasonality where July to September visits are most popular, however, visits during the winter (January - March) and spring (April - June) months are not far behind.

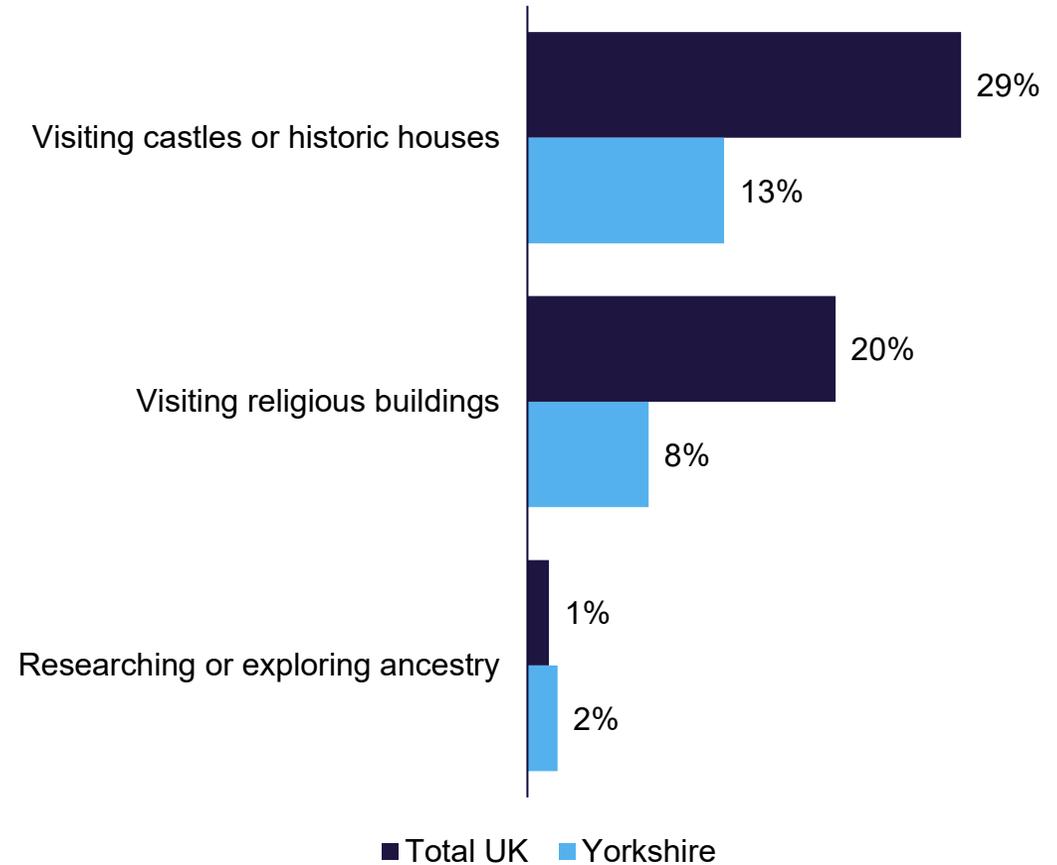
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



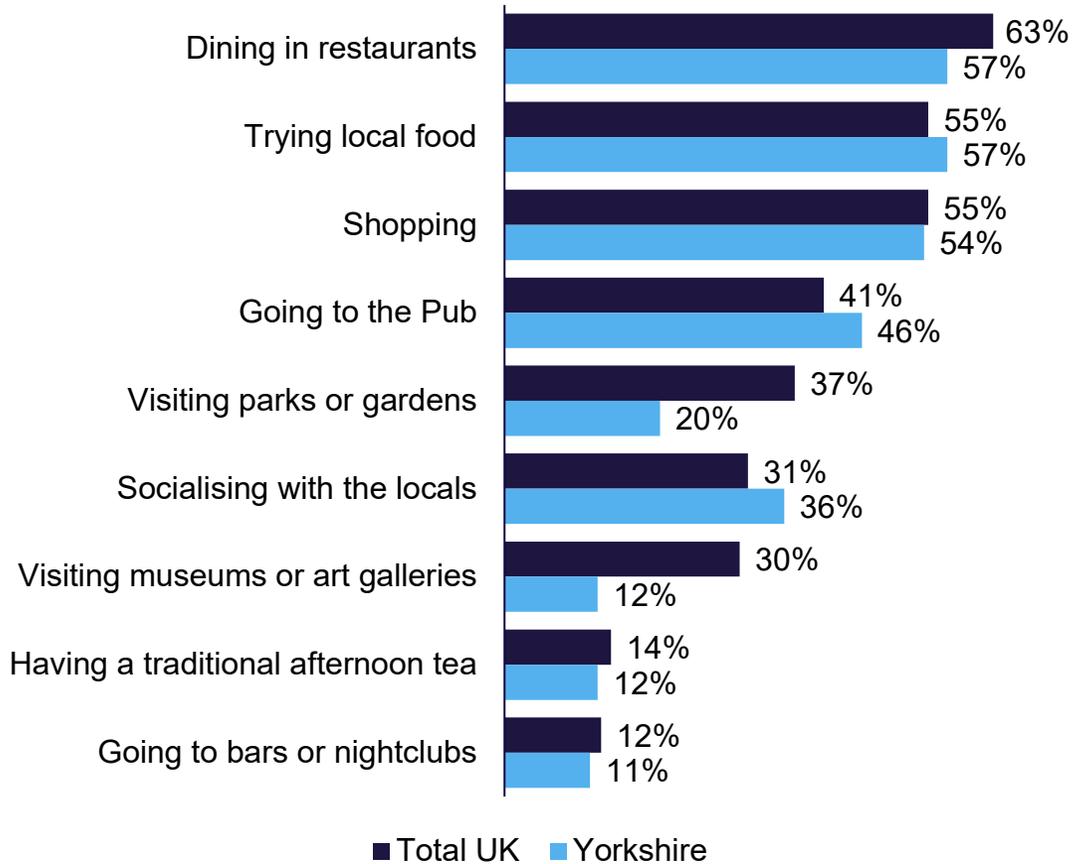
Data compares overseas visitors staying only in Yorkshire with overseas visitors who stayed in any region of the UK , or GB for 2024.



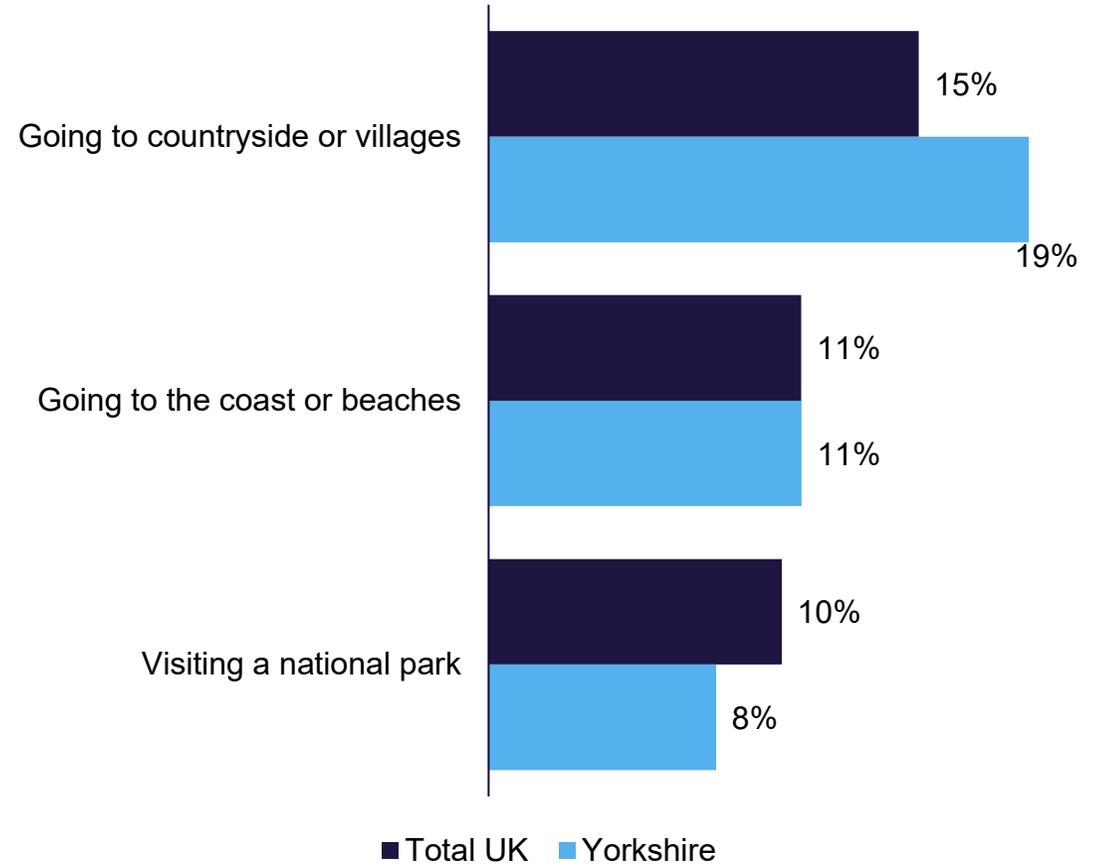
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



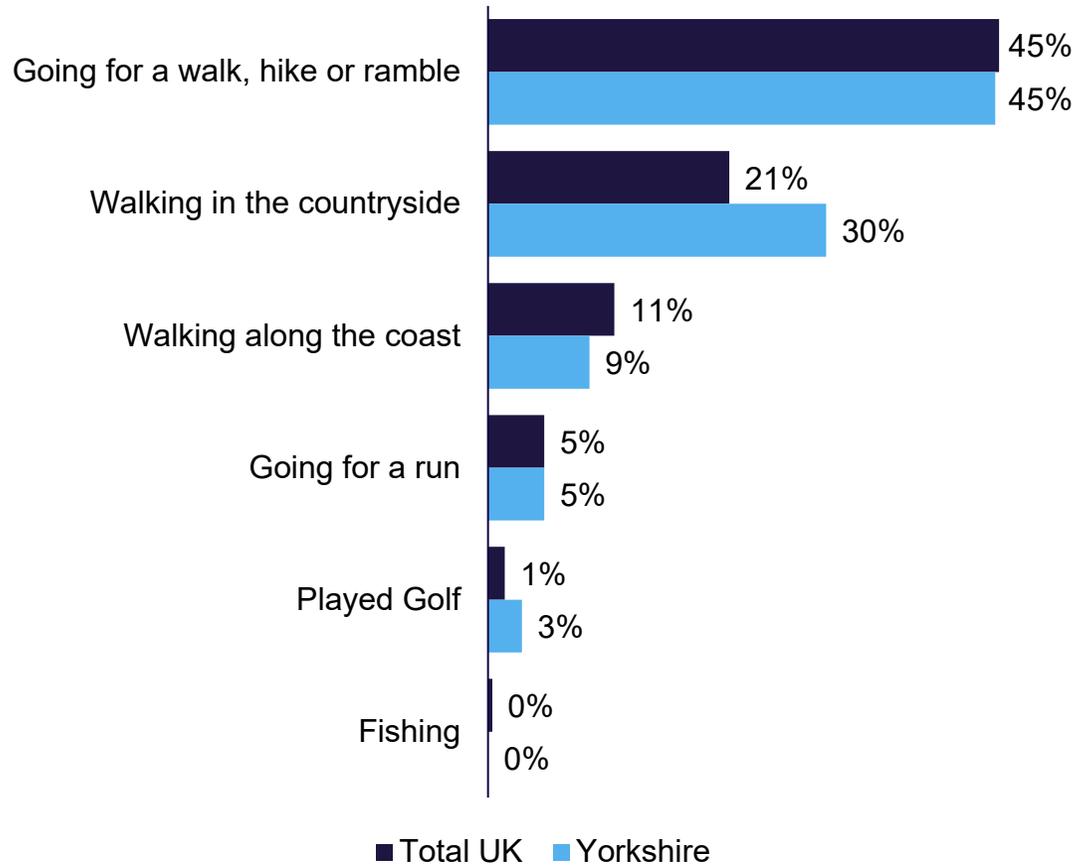
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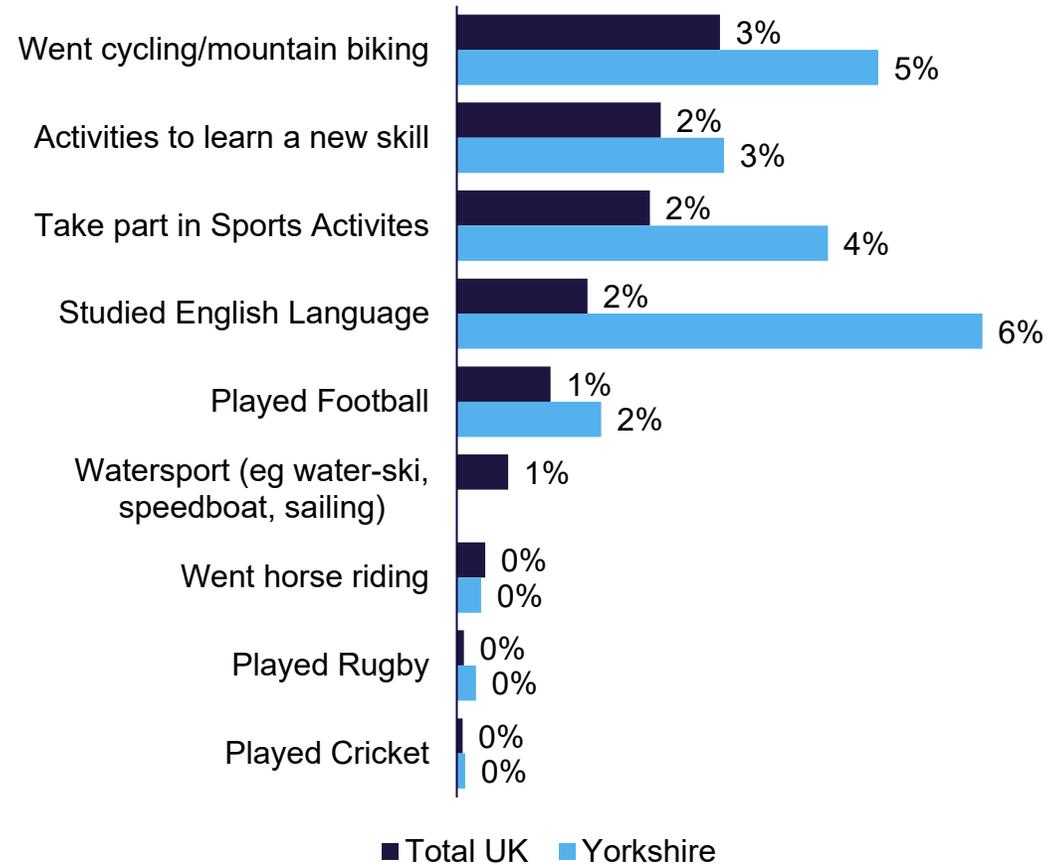
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



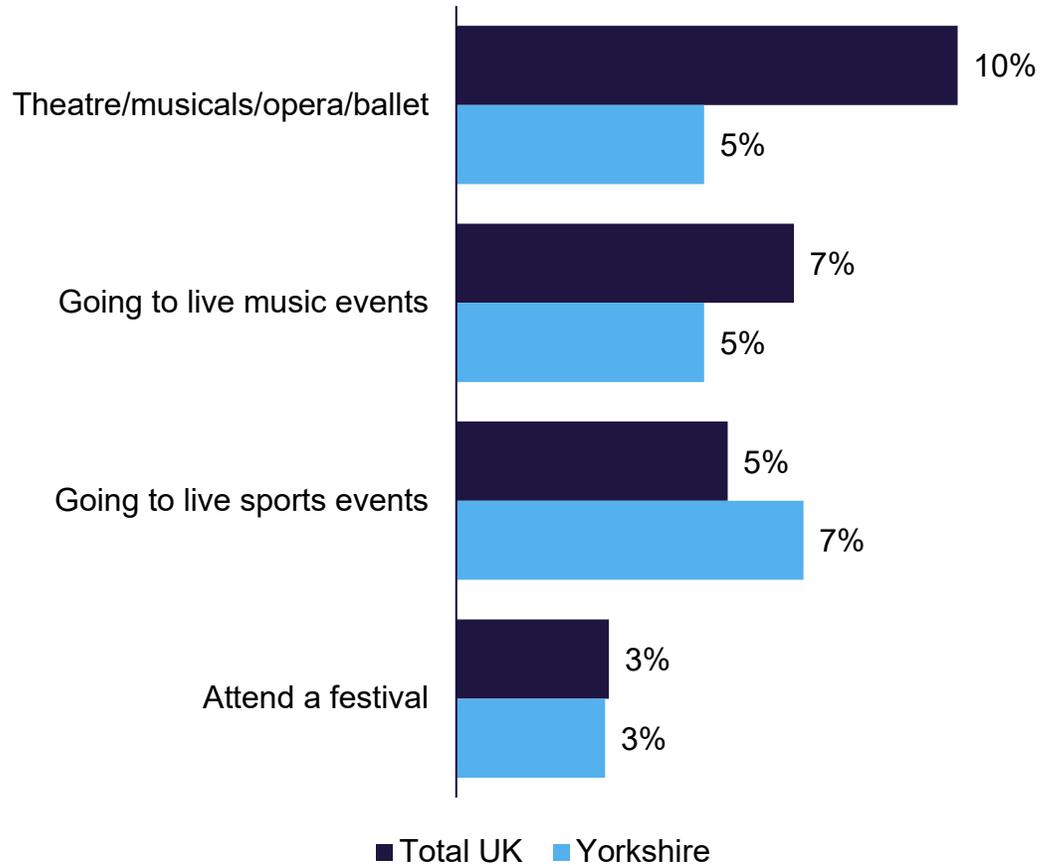
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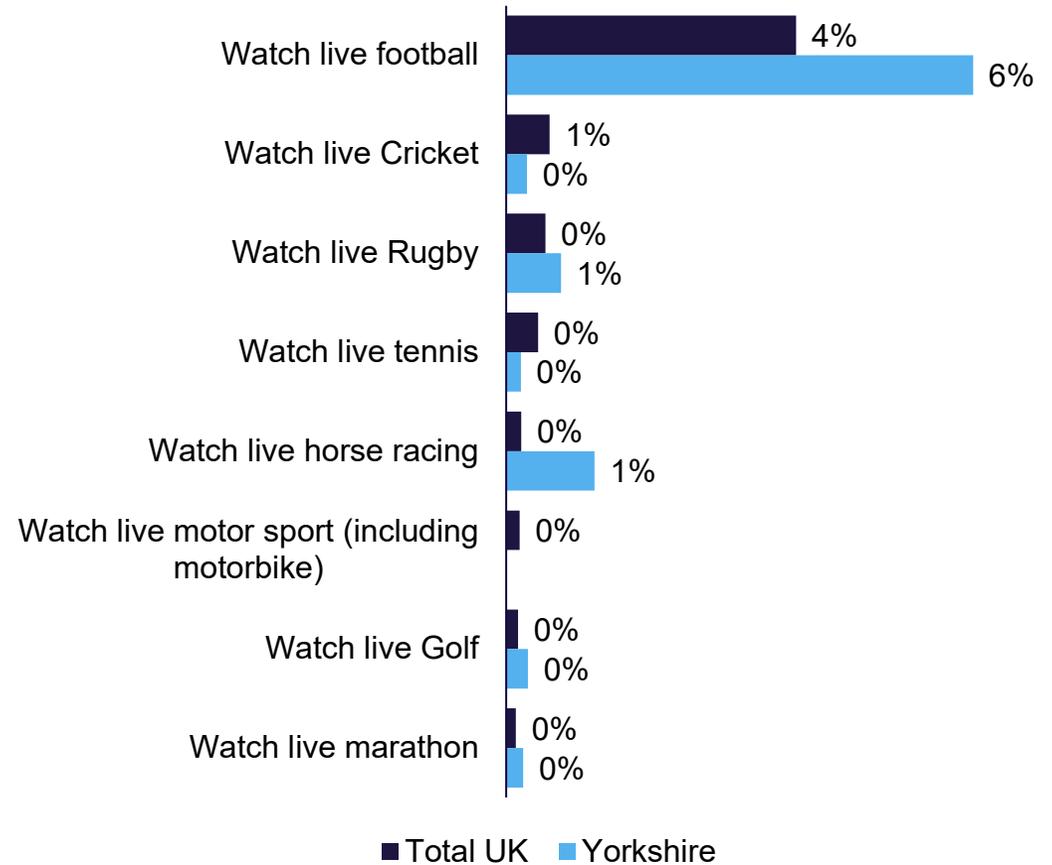
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events



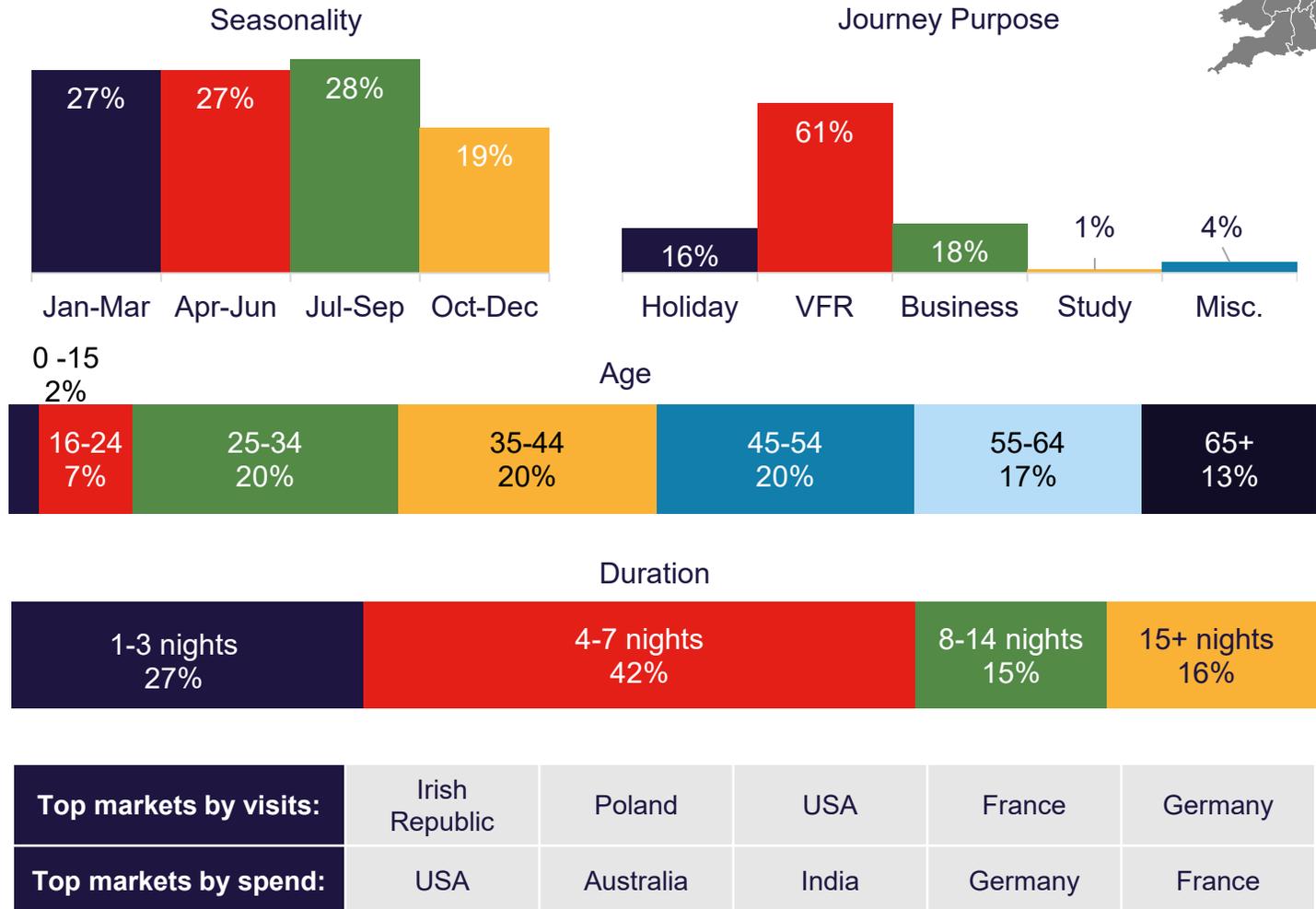
Data compares overseas visitors staying only in Yorkshire with overseas visitors who stayed in any region of the UK , or GB for 2024.



Yorkshire – visitor profile



- Whilst summer (Jul-Sep) was the most popular quarter for visiting Yorkshire, Jan-Mar saw the highest proportion of visits out of all nations and regions (27%).
- Visiting friends and relatives was the most common reason to visit Yorkshire in 2022-24, the highest amongst all nations and regions (61%)
- Yorkshire had the highest proportion of visitors aged 55+ at 31%, and the lowest proportion aged 0-24 (9%)
- Short stays of 4-7 nights were the most popular in Yorkshire.



Base: 1,858

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the Yorkshire). Markets with a sample below 30 have been removed from rankings.



North West – key insights

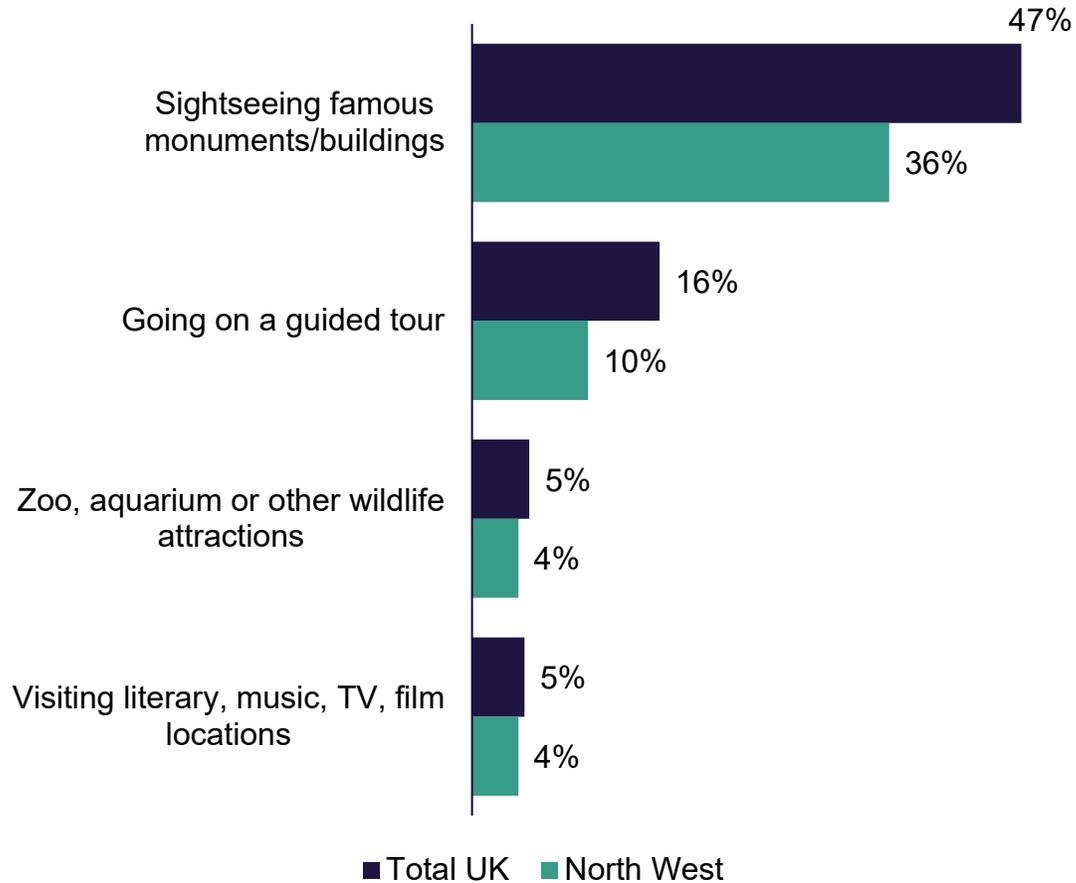


- The North West sees a good spread across the seasons, with Oct-Dec the most popular time to visit. Live sport is a particular driver for visits with the North West welcoming one of the highest proportion of visits to live sports events and particularly watching live football.
- The North West's nightlife is a draw, with the proportion of visits to bars and nightclubs above the UK average, as well as socialising with locals.
- Overseas visitors to the North West are typically in the region for a short break. The North West sees the highest proportion of 1-3 nights stays of any UK nation / region.
- There is an opportunity to build awareness of the North West's offer in terms of heritage (and regeneration) and countryside, with potential visitors perhaps unaware of the proximity of the Lake District to the area's major cities.
- The North West attracts visitors for a variety of reasons though visiting friends and relatives accounted for a little over a third of visits in 2022-24, followed by holiday.

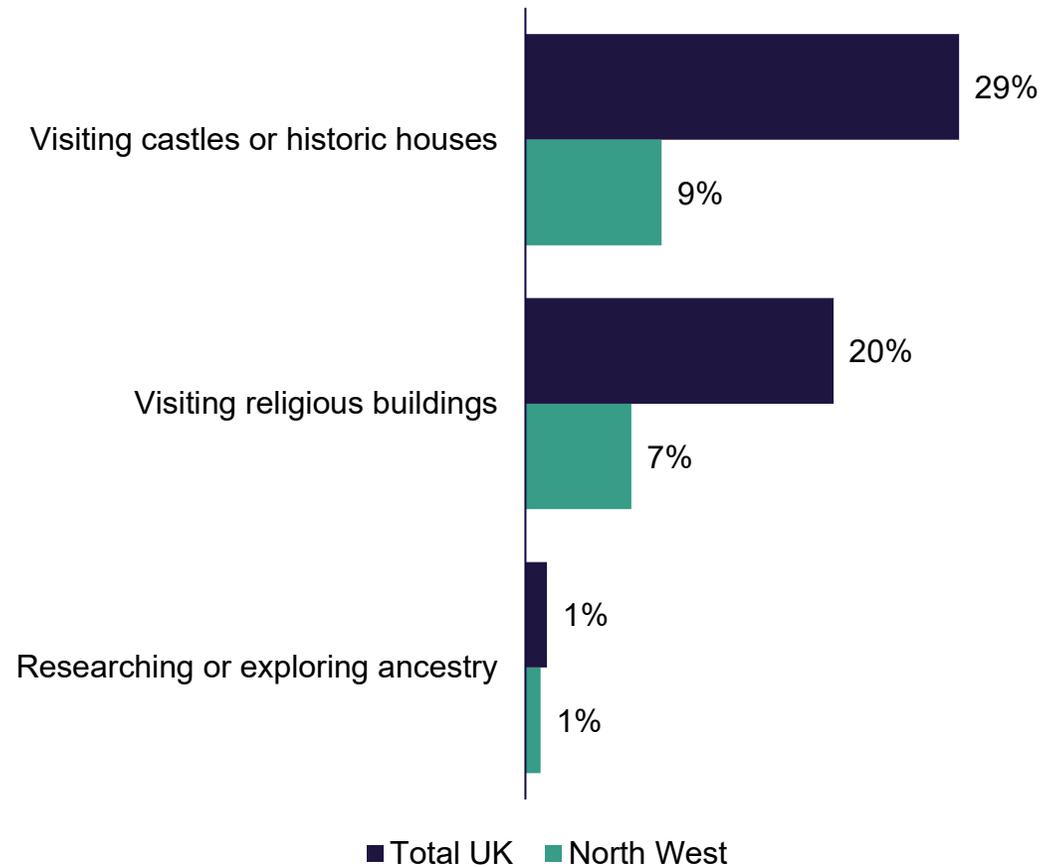
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



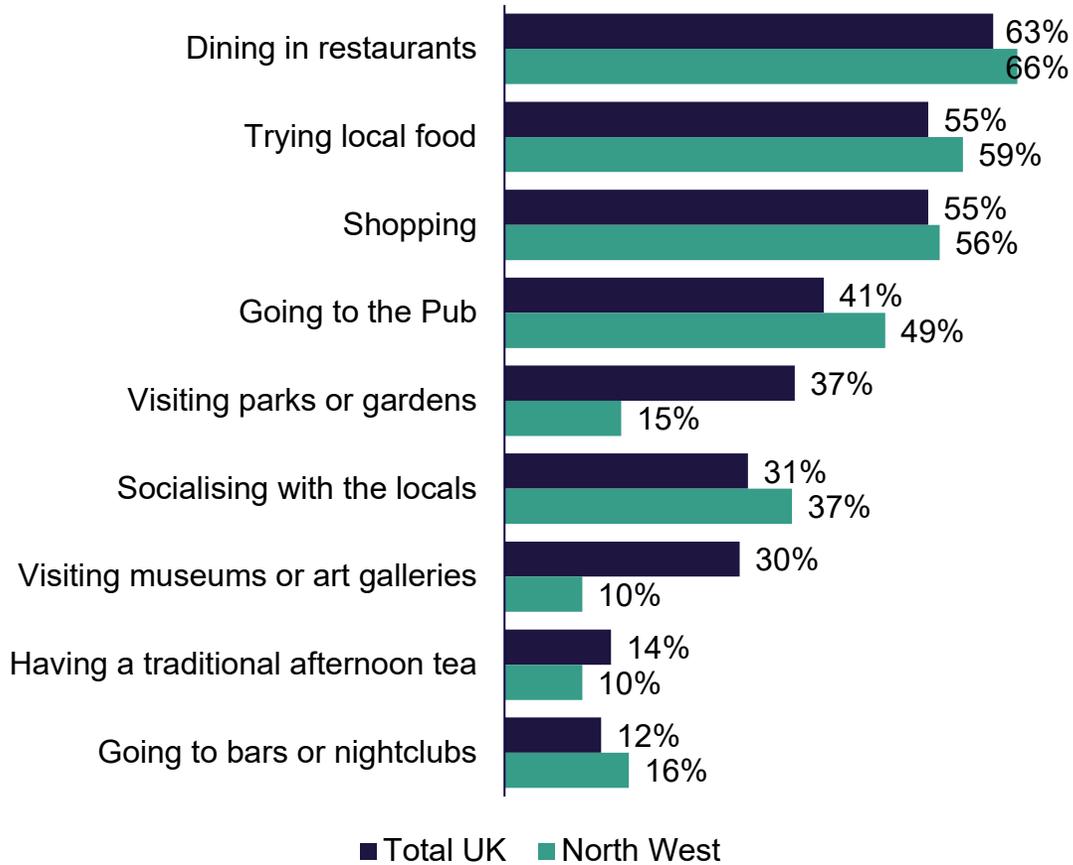
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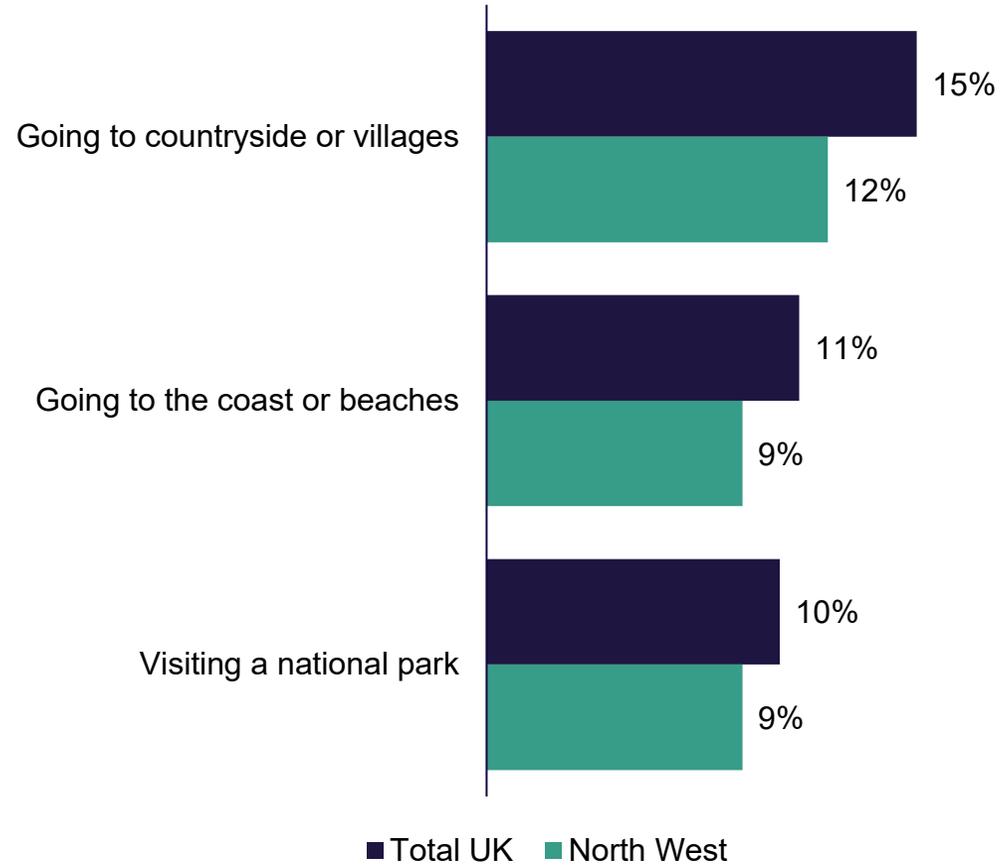
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



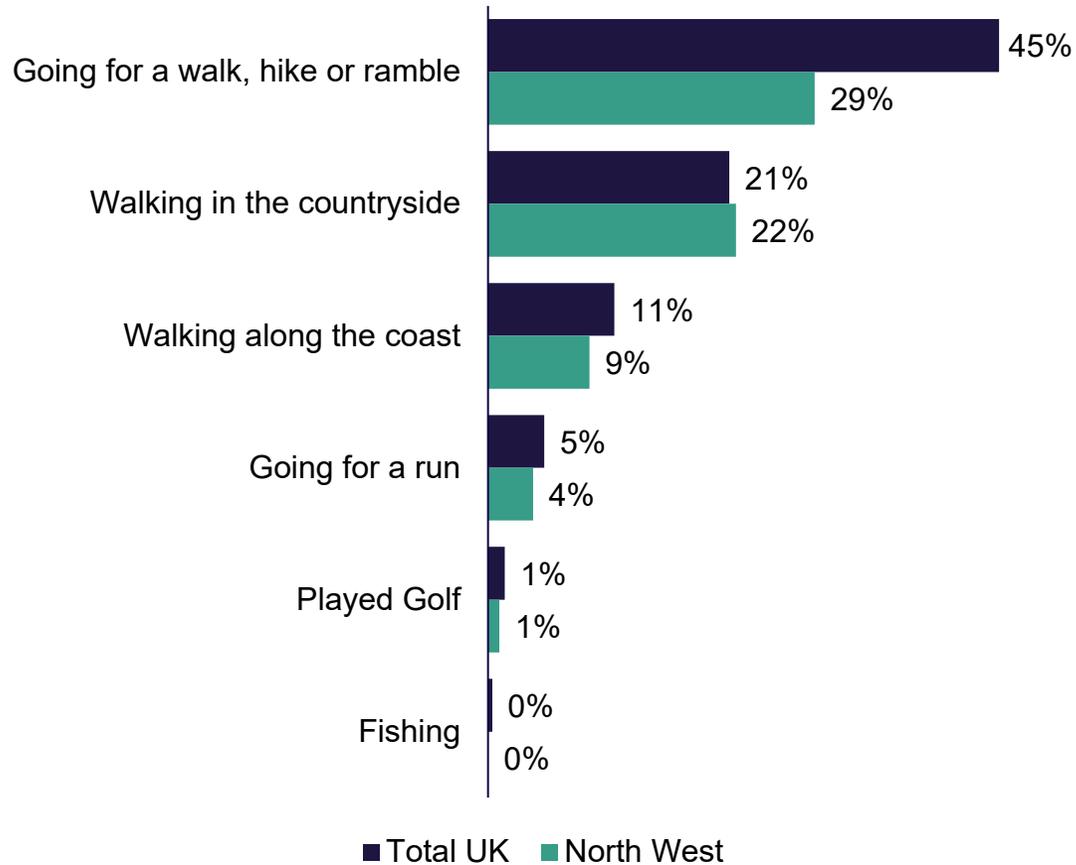
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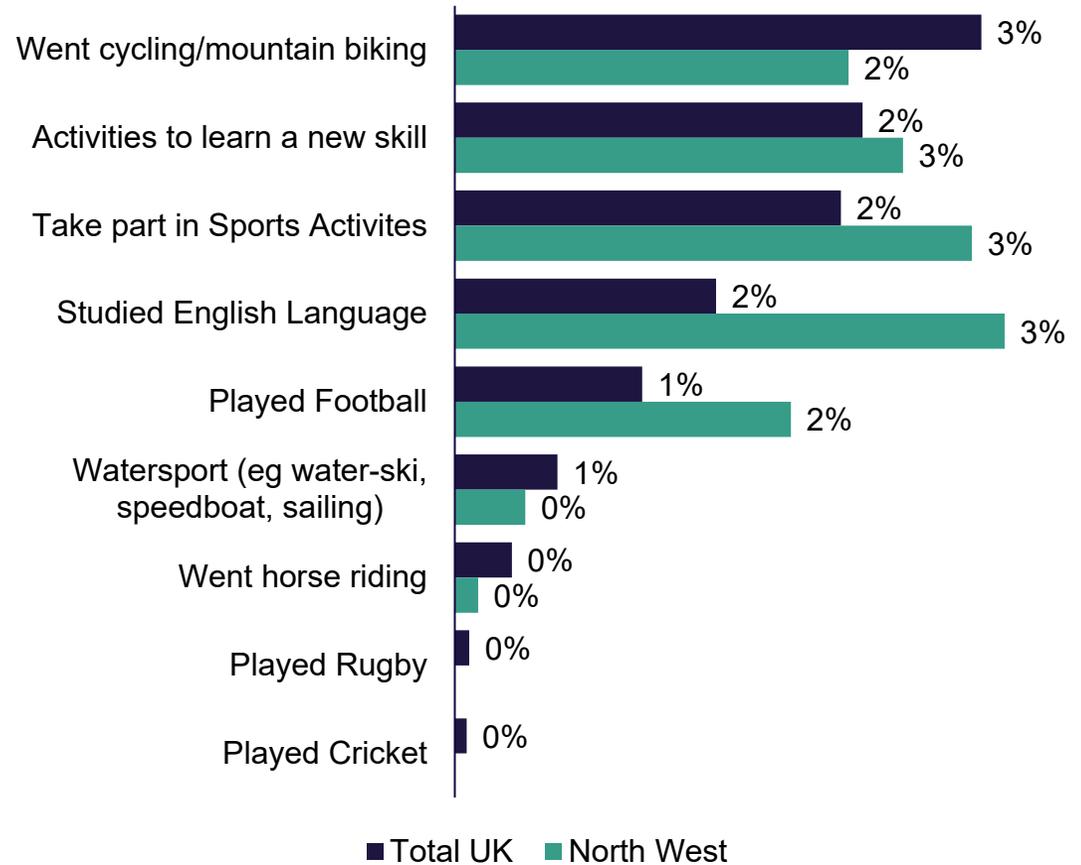
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



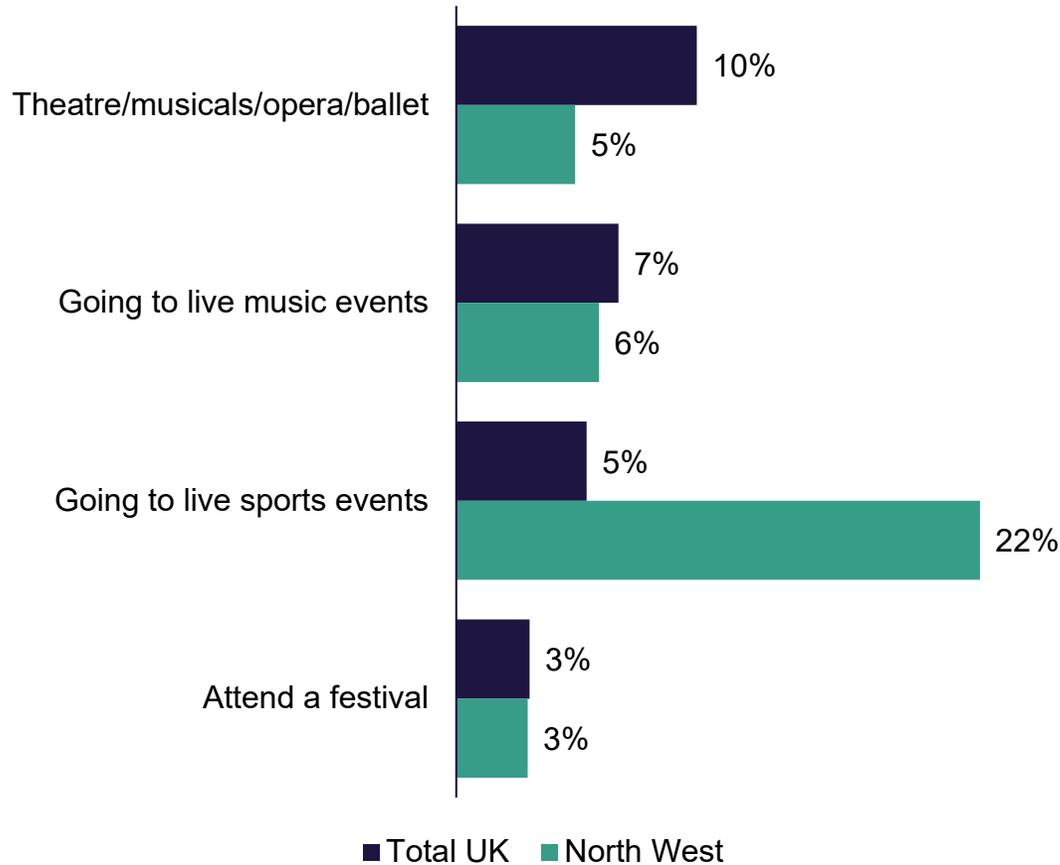
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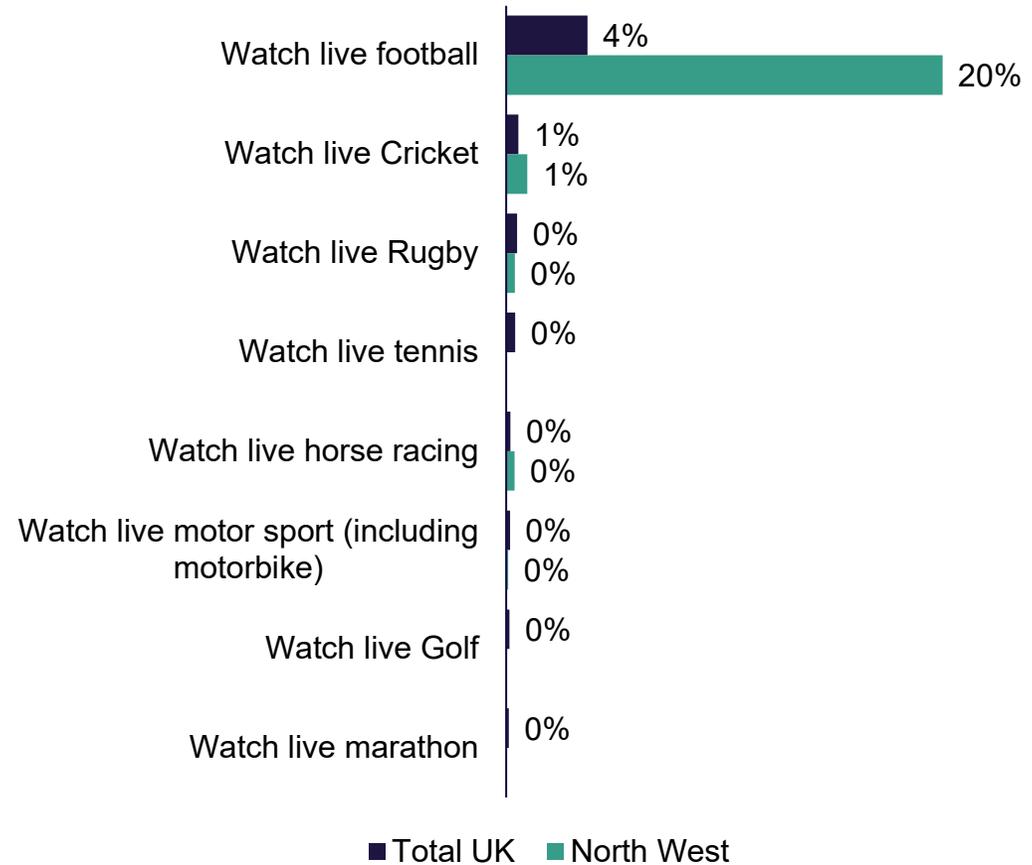
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events



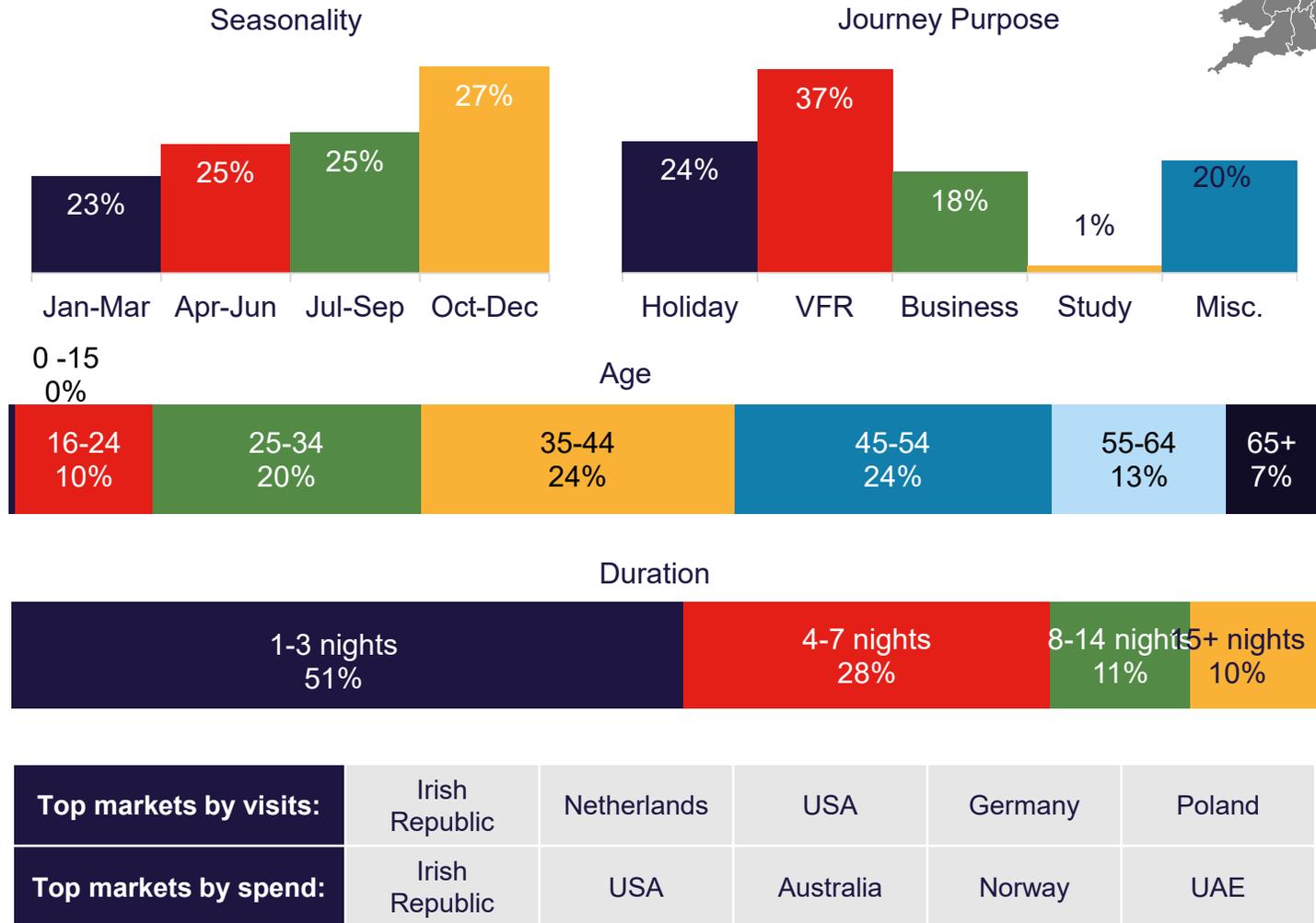
Data compares overseas visitors staying only in the North West with overseas visitors who stayed in any region of the UK , or GB for 2024.



North West – visitor profile



- The majority of visits to the North West took place in the second half of the year.
- Visiting friends and relatives was the most common reason to visit the North West, followed by holiday visits. There has been a high proportion of visits for miscellaneous reasons – including (but not limited to) short term study, looking for work, medical treatment, attending a sports event and more.
- The largest proportion of visitors were 35-54 years old but the region also had one of the lowest proportions of visitors aged 65+.
- Half of the visits in 2022-2024 were short stays of 1-3 nights.



Base: 6,557

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the North West)



North East – key insights

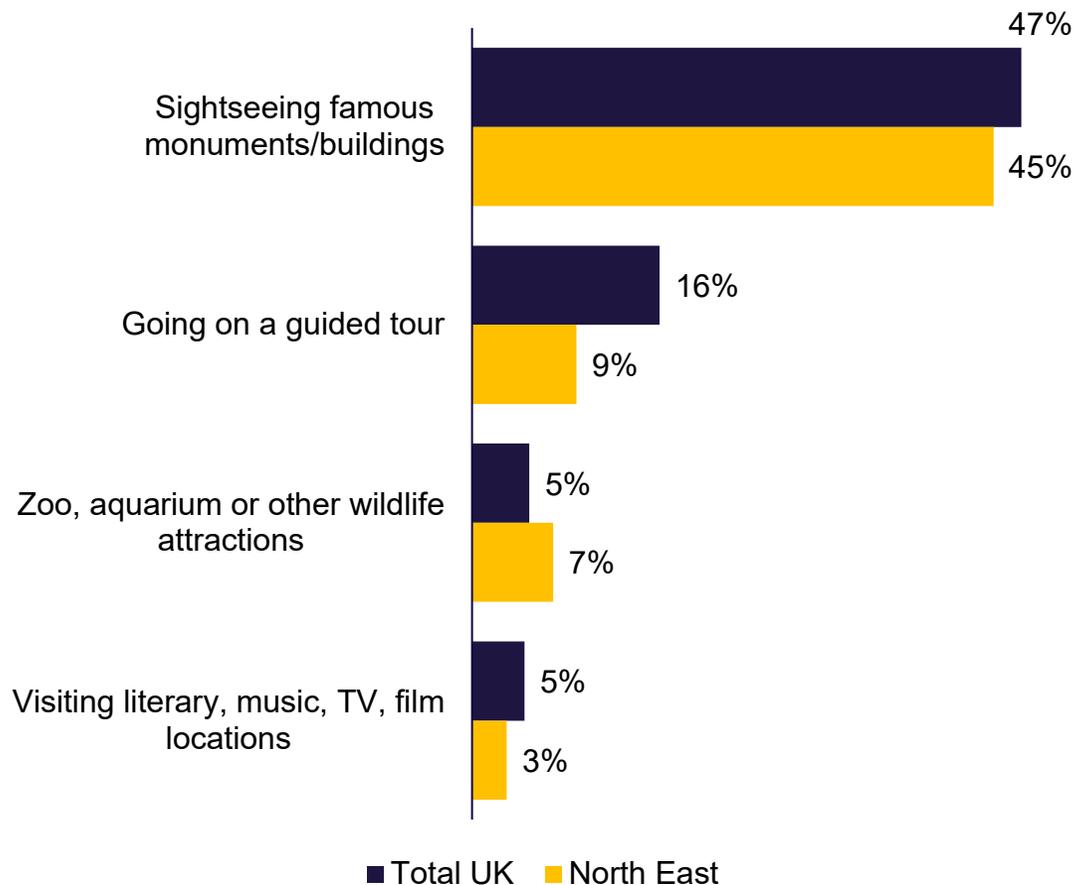


- The area is popular with visitors who come to eat out, go to pubs, bars and clubs. The area also over indexes on visits to research and explore ancestry.
- Three fifths of visitors stay in the North East for less than a week – though the North East has a high proportion of longer (+2 week stays) which is perhaps a result of the high proportion of those in the region to visit friends and relatives.
- Walks in the countryside and along the coastline of the North East are particularly popular activities with international visitors.
- With short breaks common, visitors perhaps do not have the opportunity to visit a range of attractions, and there may be opportunity to ‘sell’ a wider offer in terms of culture and heritage. This is highlighted by the fact the North East sees a lower proportion of visits going to visit castles and historic buildings than the UK average.
- There is a clear peak during the summer months of July to September for inbounds visits – there is a possibility to leverage the football and rugby offer to encourage visitors throughout the year.

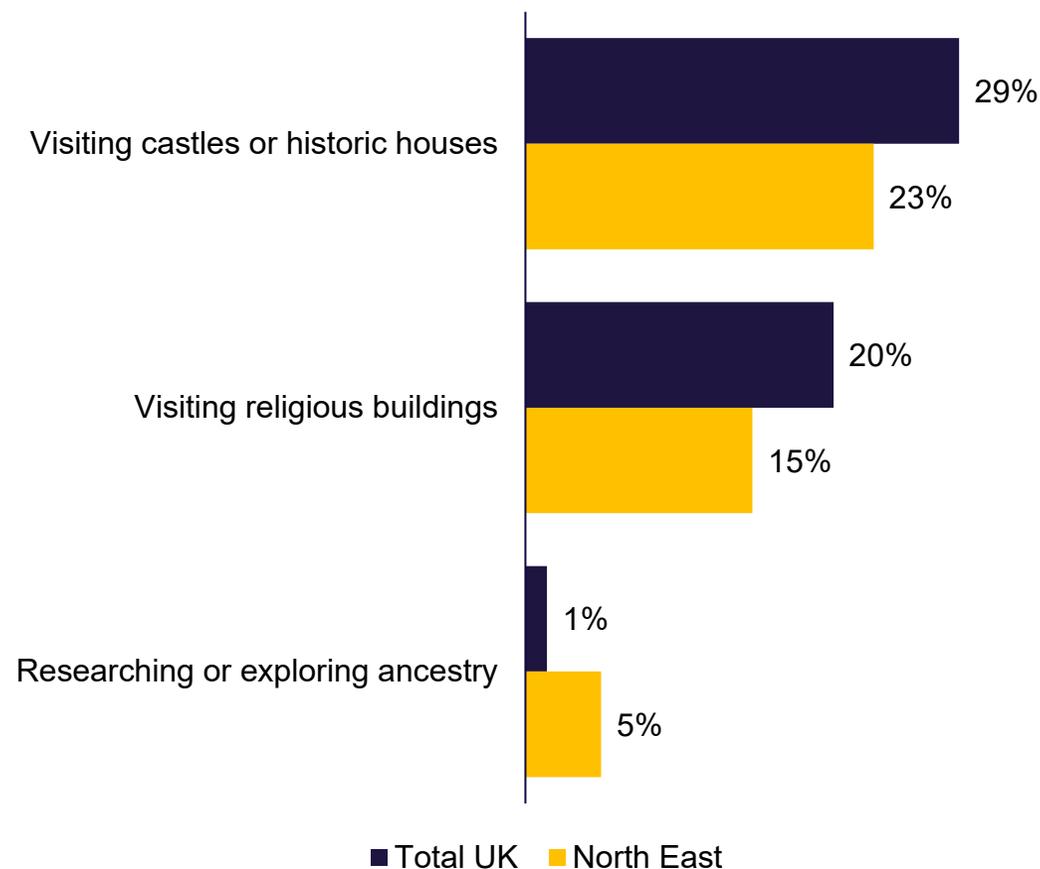
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



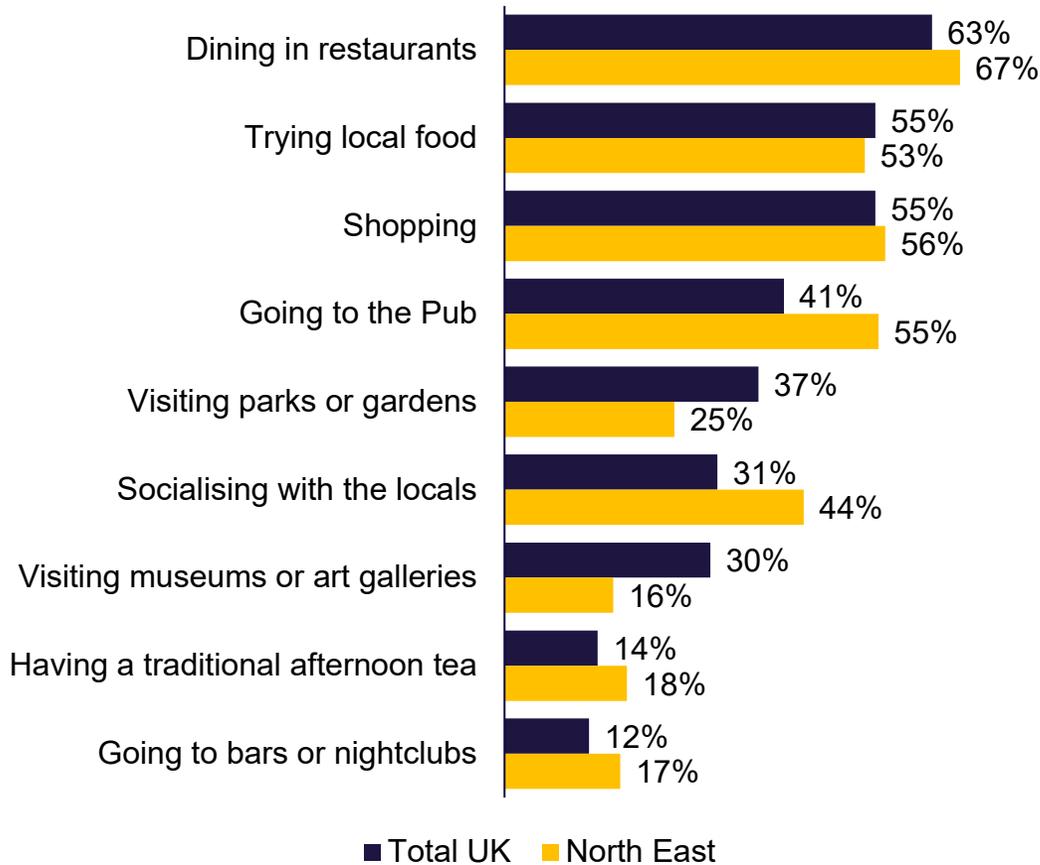
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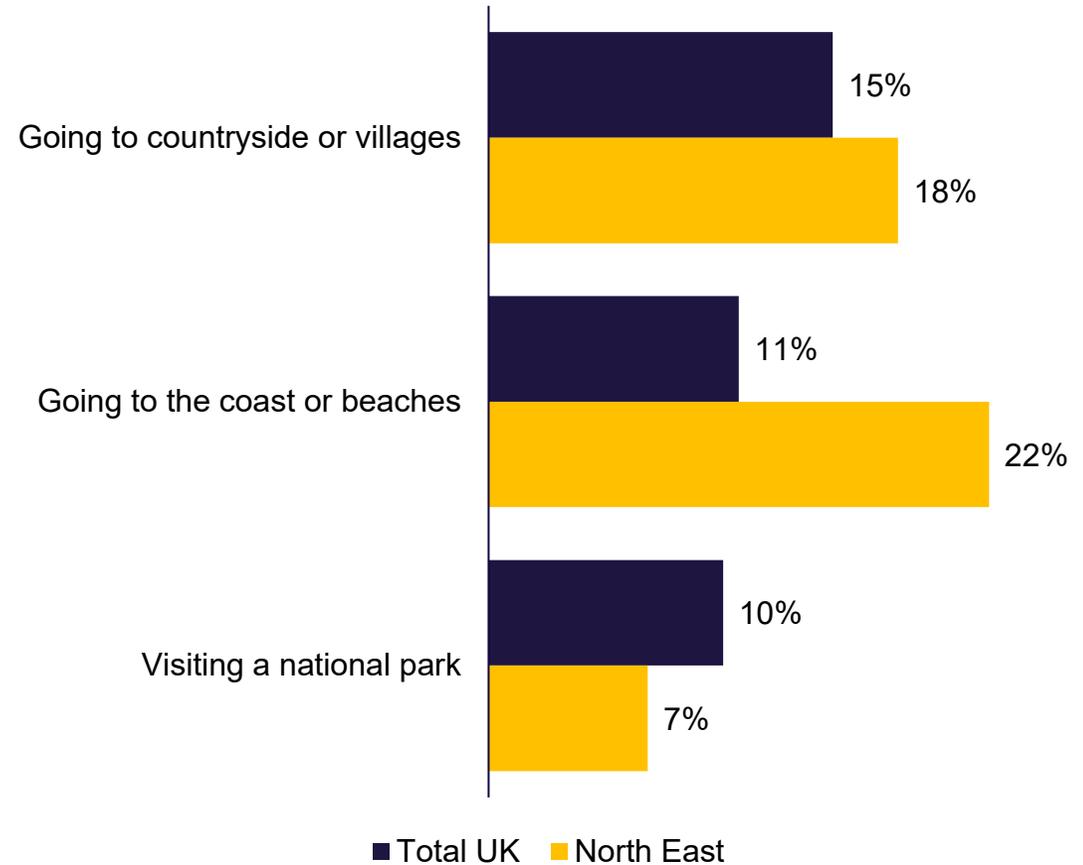
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



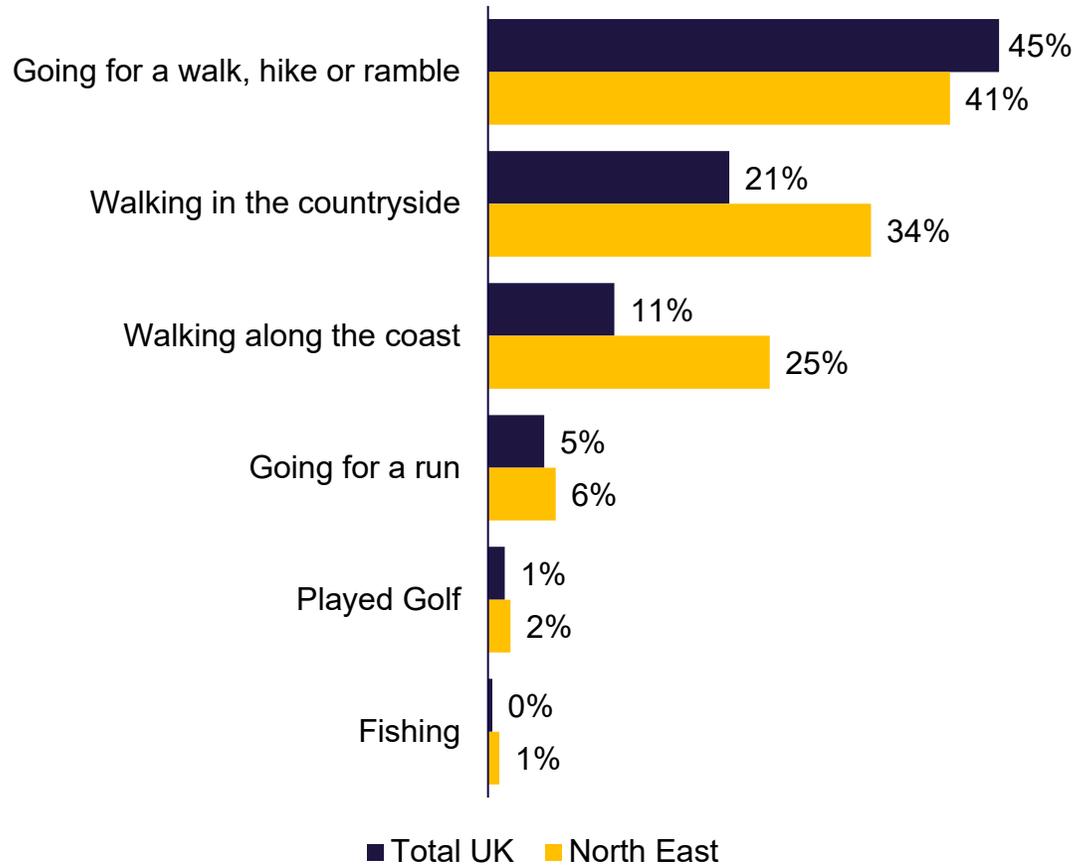
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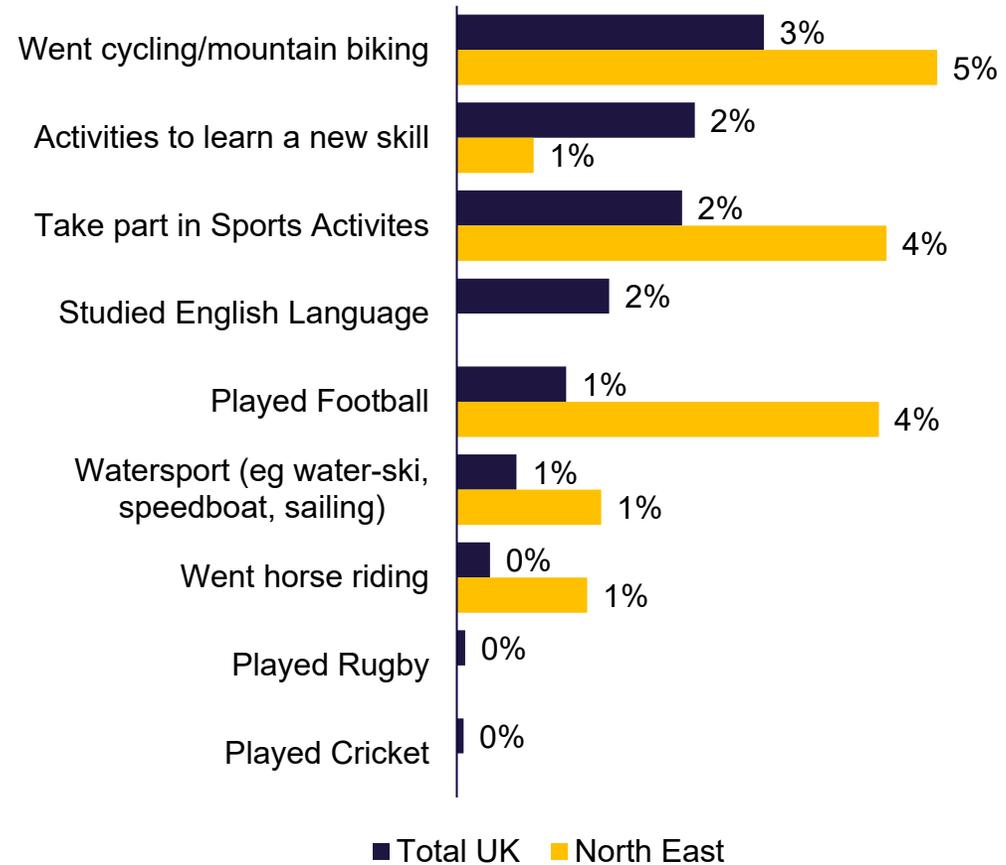
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



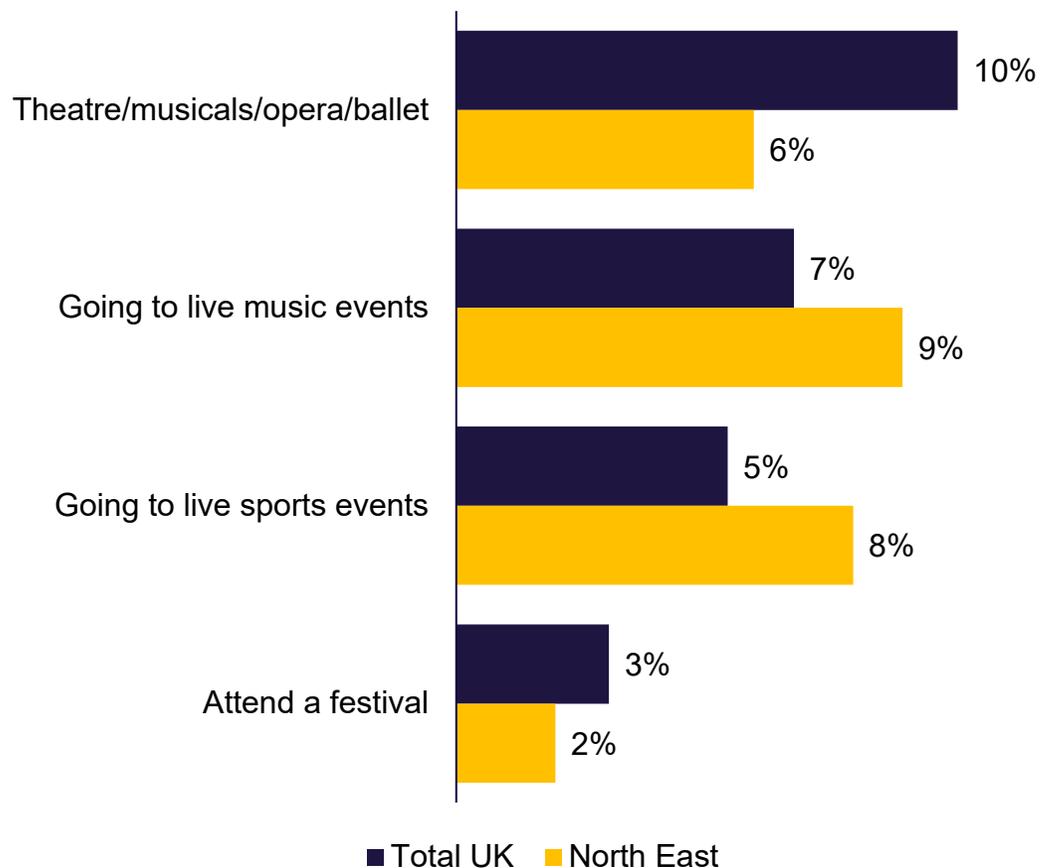
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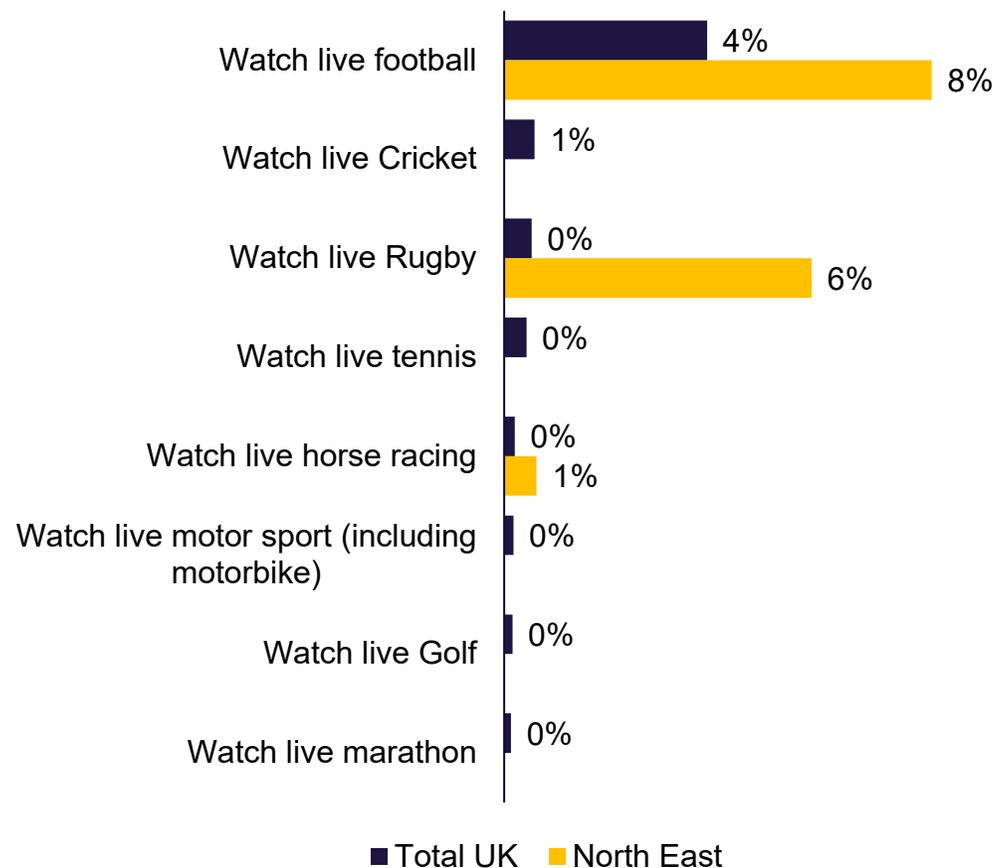
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events



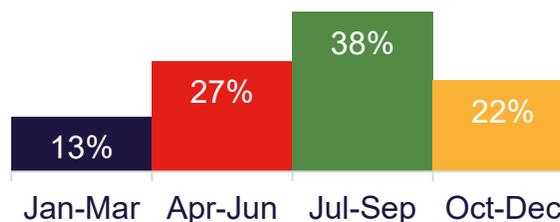
Data compares overseas visitors staying only in the North East with overseas visitors who stayed in any region of the UK, or GB for 2024.

North East – visitor profile

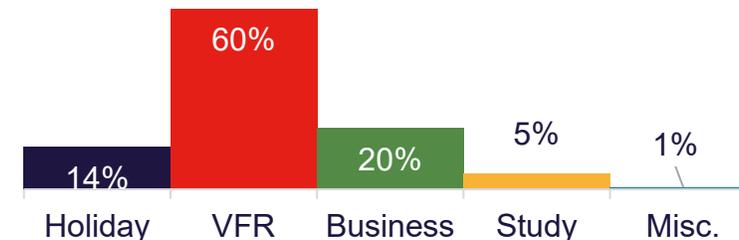


- July to September were the most popular months for inbound visitors to the North East in 2022-2024 – the highest level of peak summer visits amongst the regions of Britain.
- Visiting friends and relatives was the most common reason to visit the North East, a further 20% visiting for business.
- Visits were relatively evenly spaced across age groups from 25-54. The North East had the highest proportion of visits from 16-24s (17%).
- Over half of the visits in 2022-24 were short stays of less than a week. However, 21% stayed more than two weeks, the highest level of long stays amongst all the nations and regions.

Seasonality



Journey Purpose



0-15
1%

Age



Duration



Top markets by visits:	France	Irish Republic	Spain	Germany	USA
Top markets by spend:	USA	India	Spain	France	Italy

Base: 949

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the North East)



Wales – key insights

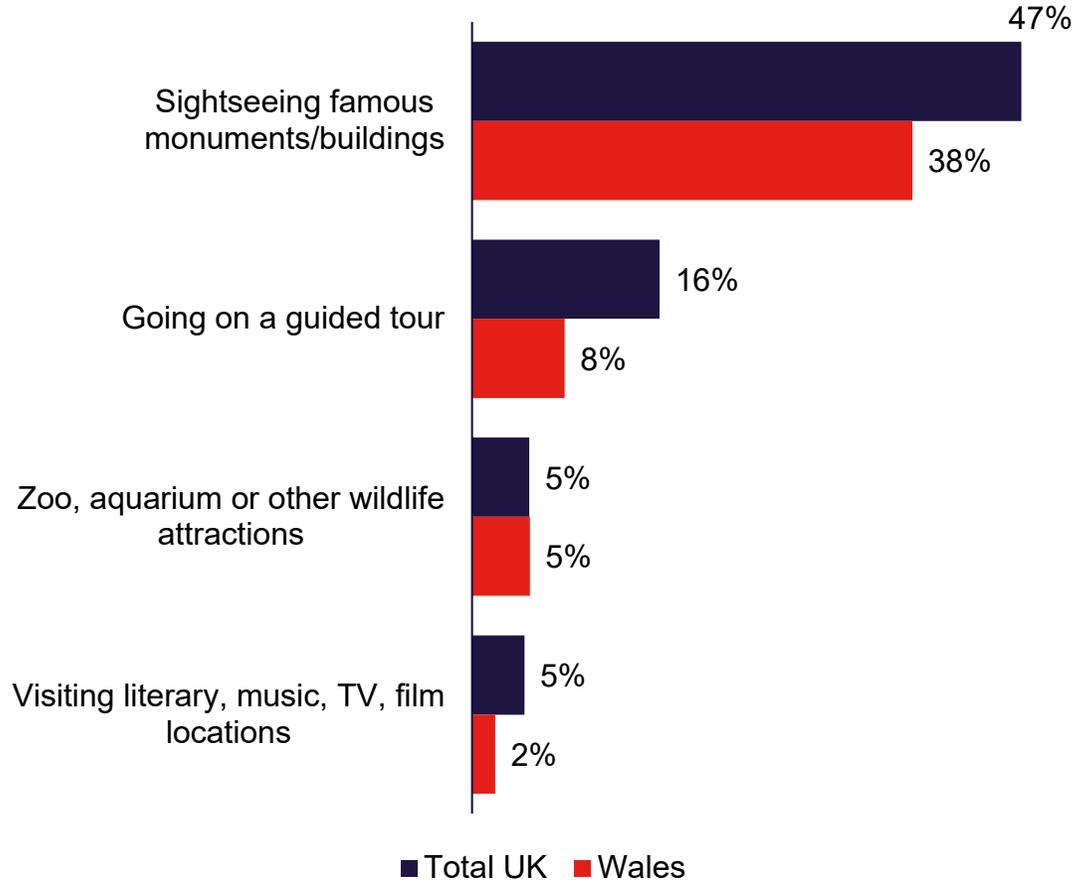


- Overseas visits are dominated by visits from the Irish Republic; a quarter of all visits are from the Irish Republic. Wales is also a popular destination amongst visitors from other short-haul markets including Germany, France and Spain.
- Visitors to Wales are especially likely to visit the coast, countryside, national parks and go walking, with the area around Snowdonia attracting many visits.
- Those visiting Wales are keen to socialise with locals and go to the pub as well as try local food – all activities which perhaps help capture Wales's unique offer.
- Wales is one of the most popular British region for sport amongst international visitors, both going to a live sports event and also taking part in sporting activities. Visitors go to a live sporting event at 3x the rate of the average visitor to the UK. Doing water sports and cycling are also popular in Wales.
- Summer is a particularly popular time for visiting Wales, with Wales (alongside the North East) seeing the highest proportion of visits from July to September.

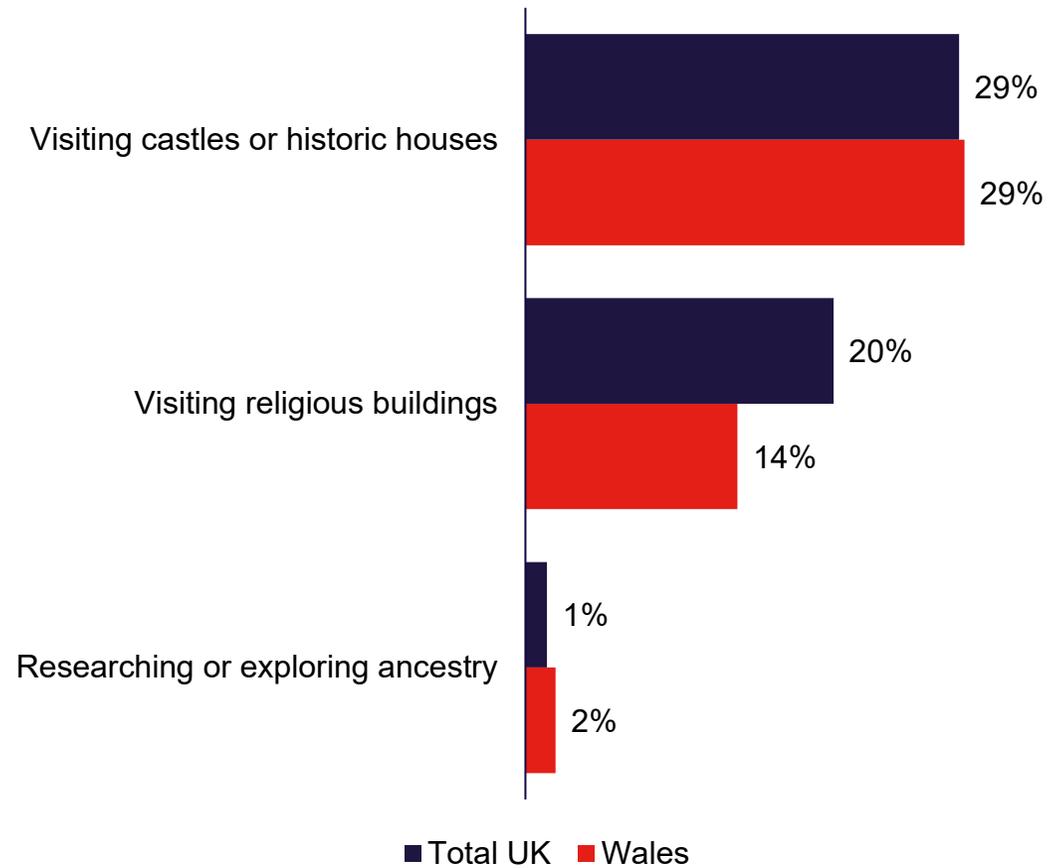
Famous iconic places/history and heritage



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Exploring history and heritage



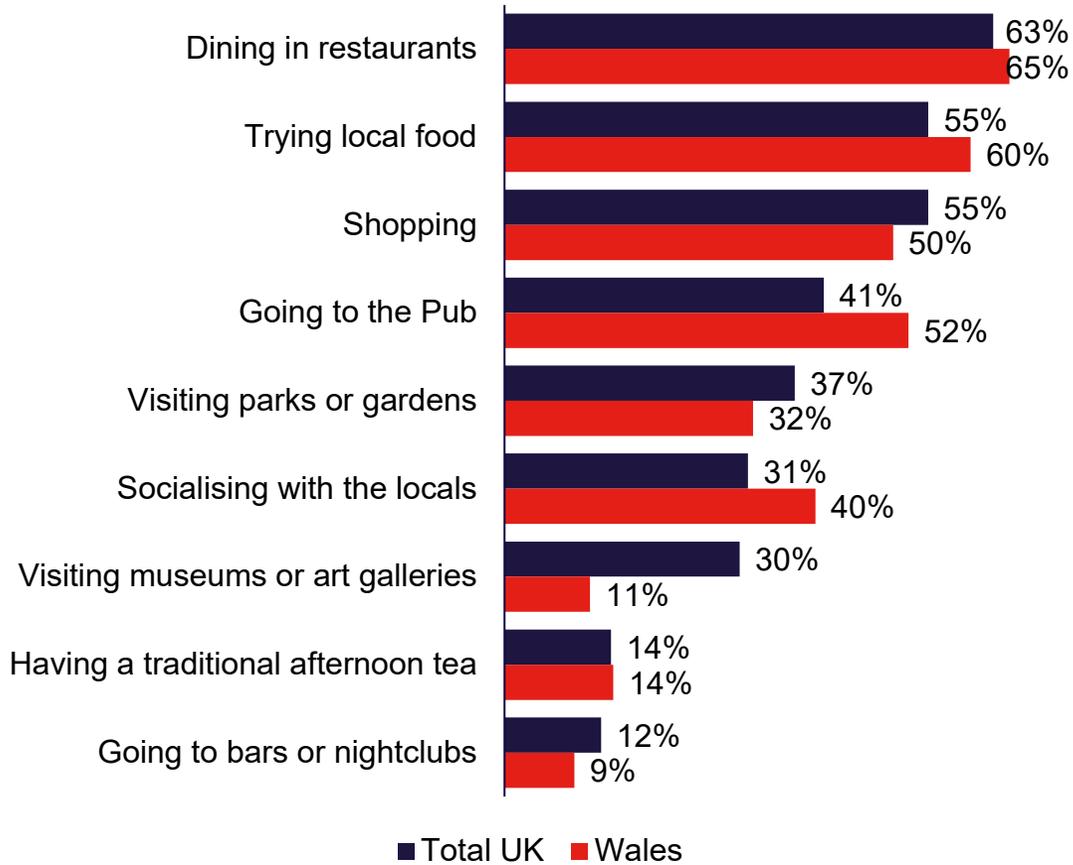
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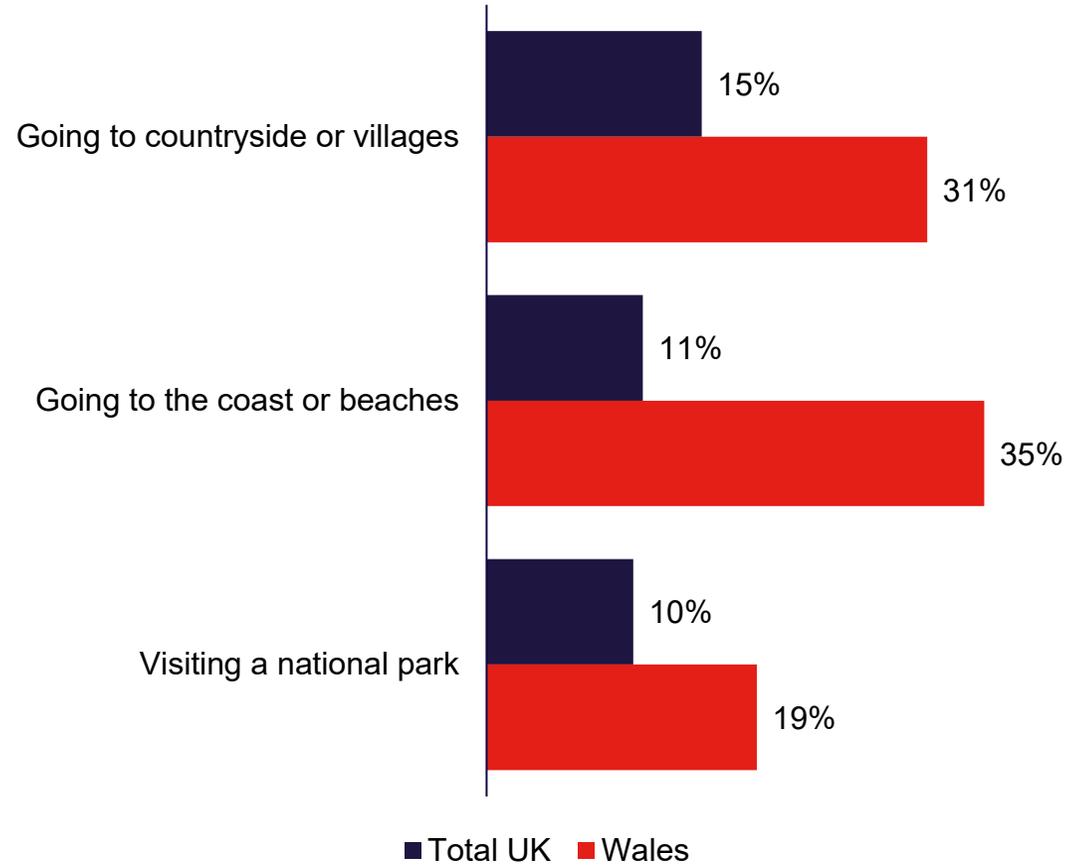
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



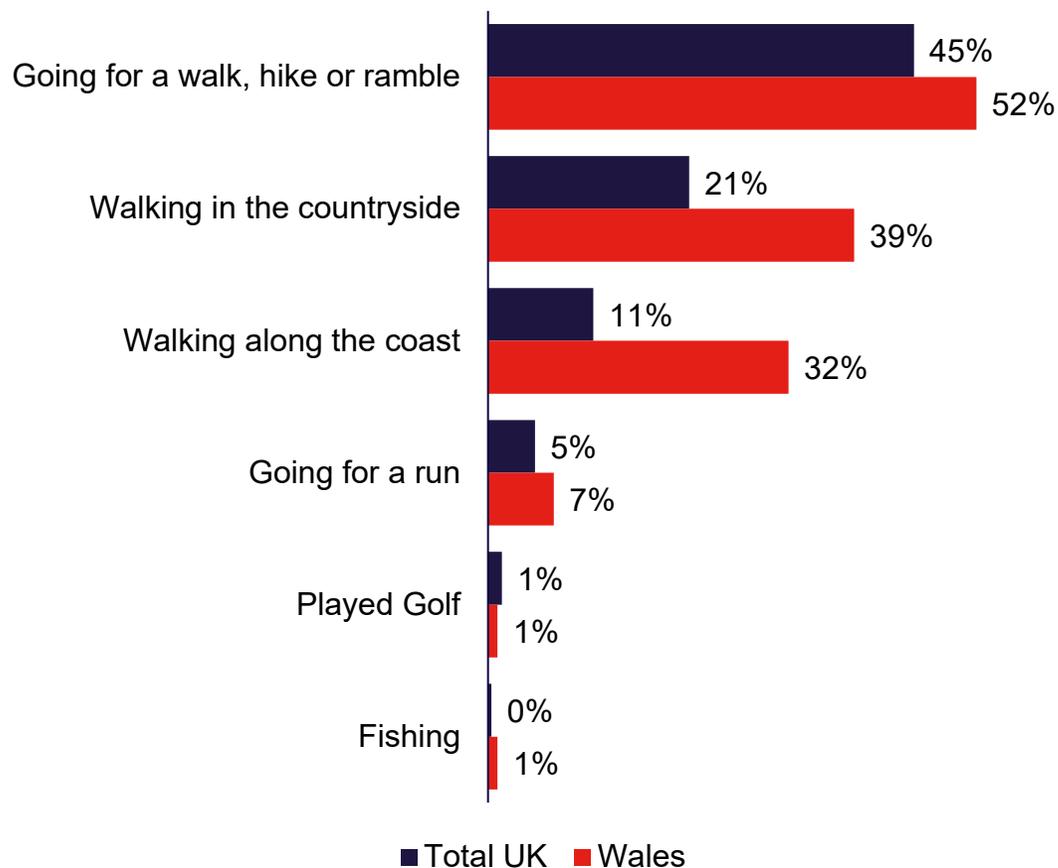
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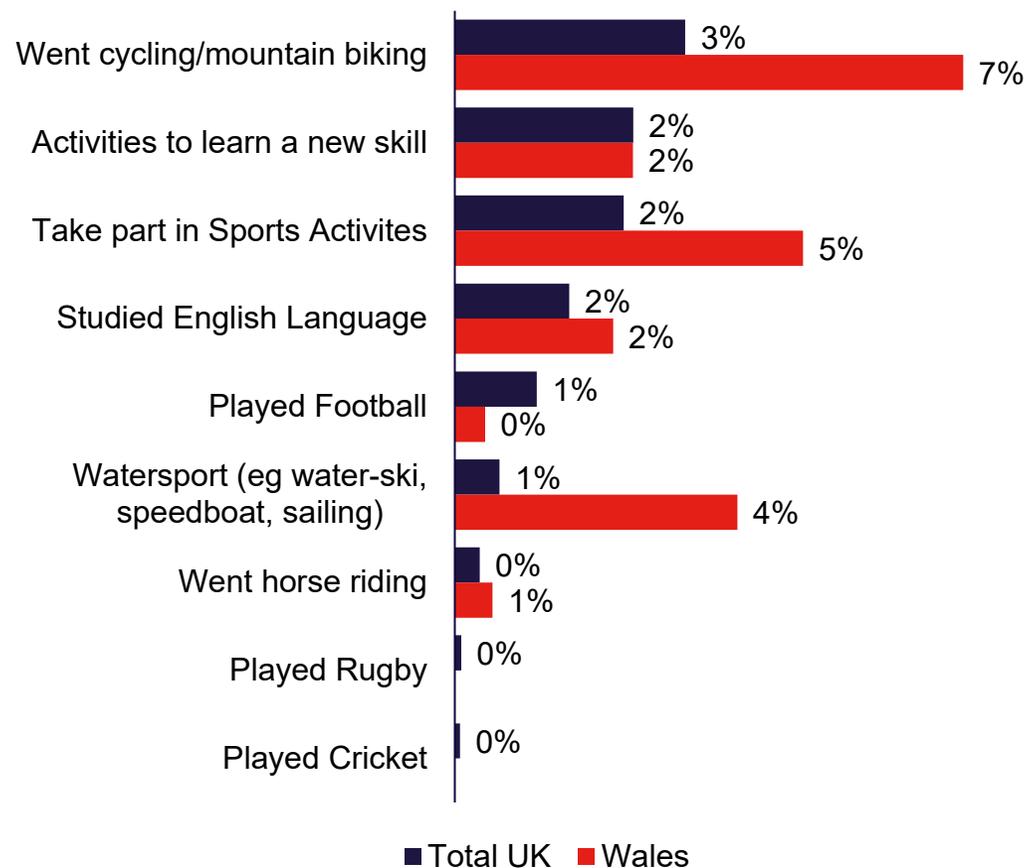
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action

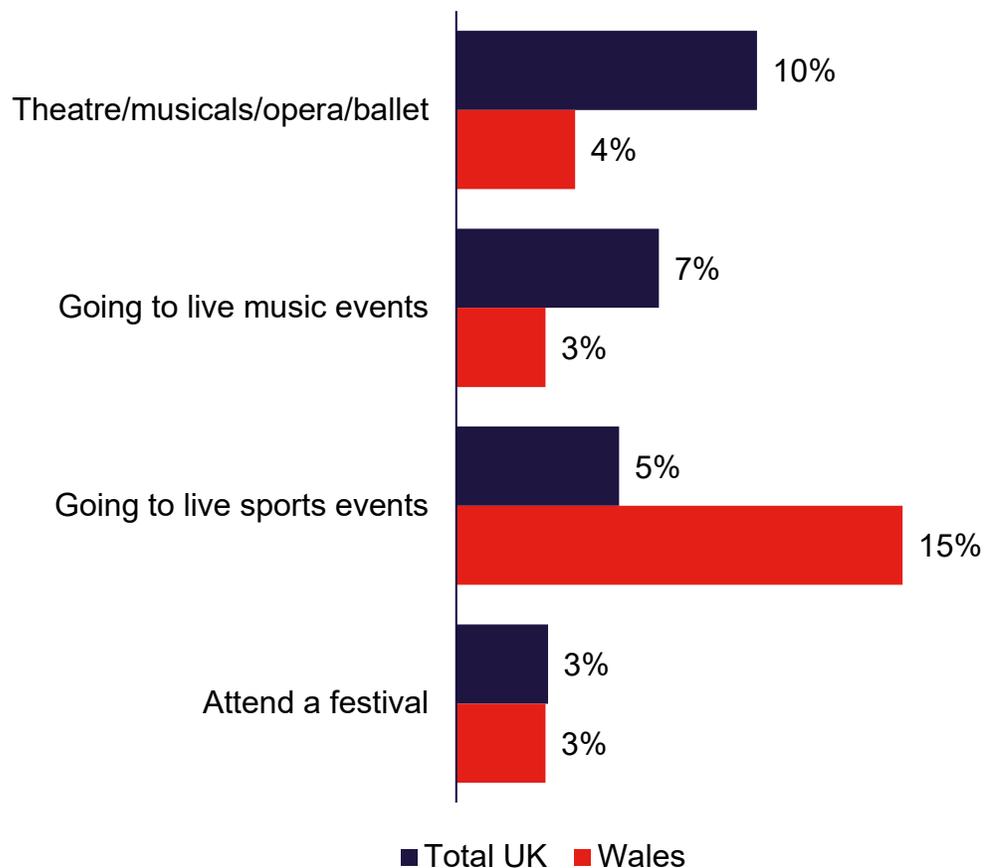


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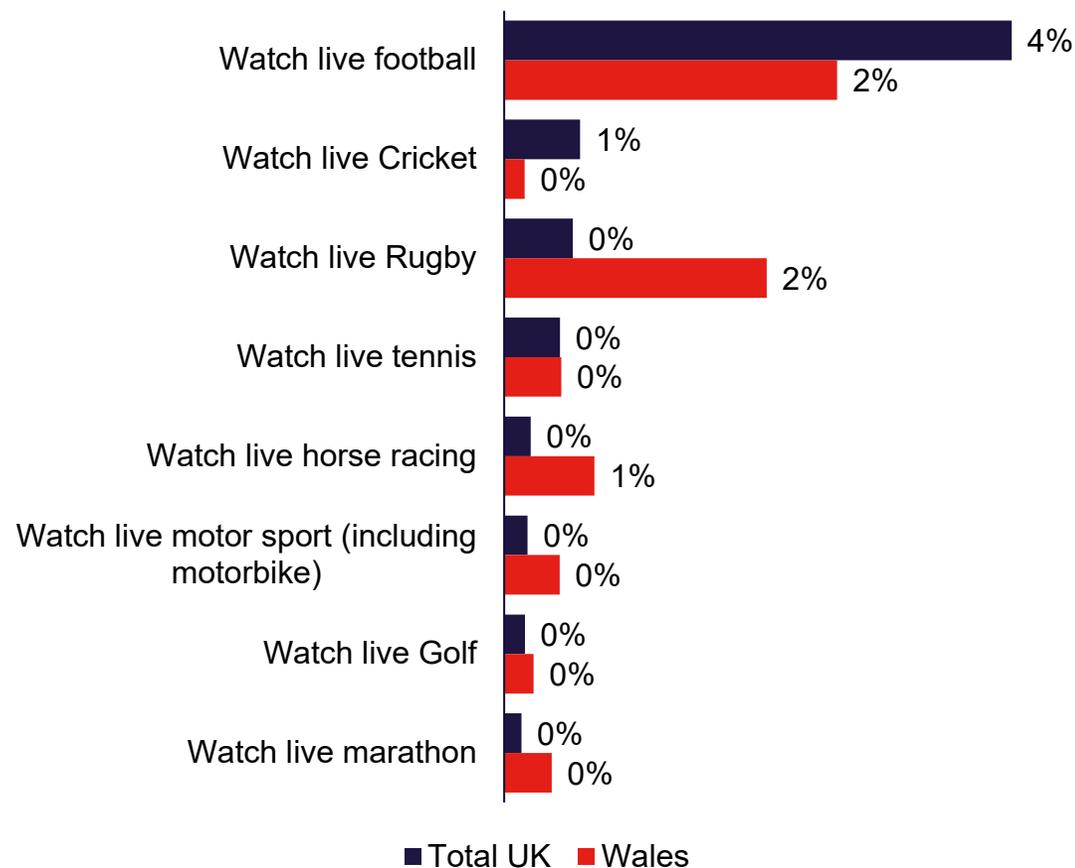
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Attending cultural/music events



Watching live sporting events



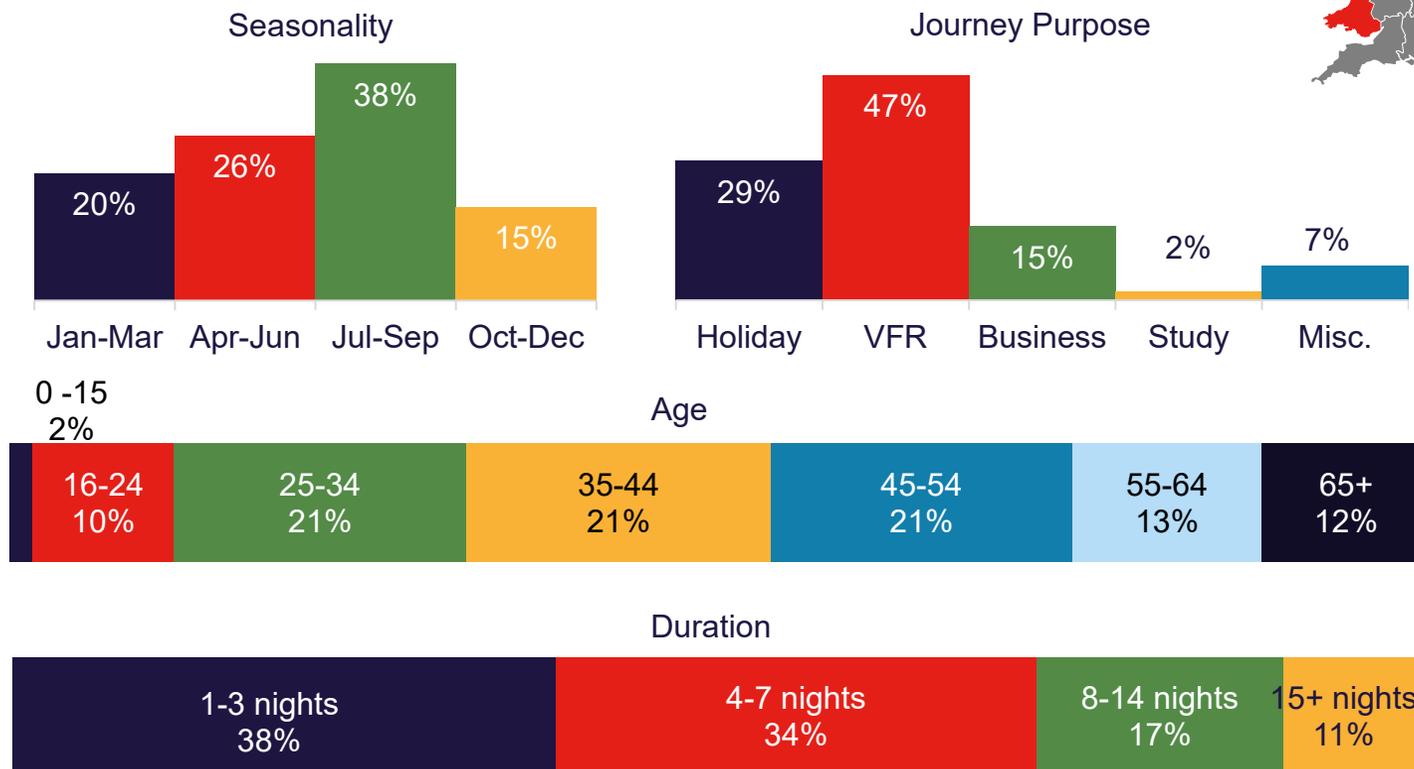
Data compares overseas visitors staying only in Wales with overseas visitors who stayed in any region of the UK, or GB for 2024.



Wales – visitor profile



- The summer months of July, August and September was the most popular time for inbound visitors to visit Wales in 2022-24, the highest out of all nations and regions (equal with the North East).
- Visiting friends and relatives was the most common reason to visit Wales, with 29% visiting for a holiday.
- Visits by age were evenly spread across groups from 25-54 years. 12% of visits were from those aged 65+, the second highest across nations and regions.
- 72% of the visits to Wales were for up to a week.



Top markets by visits:	Irish Republic	Germany	France	Spain	USA
Top markets by spend:	Irish Republic	Germany	Netherlands	USA	France

Base: 1,852

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the Wales). Markets with a sample below 30 have been removed from rankings.



Scotland – key insights

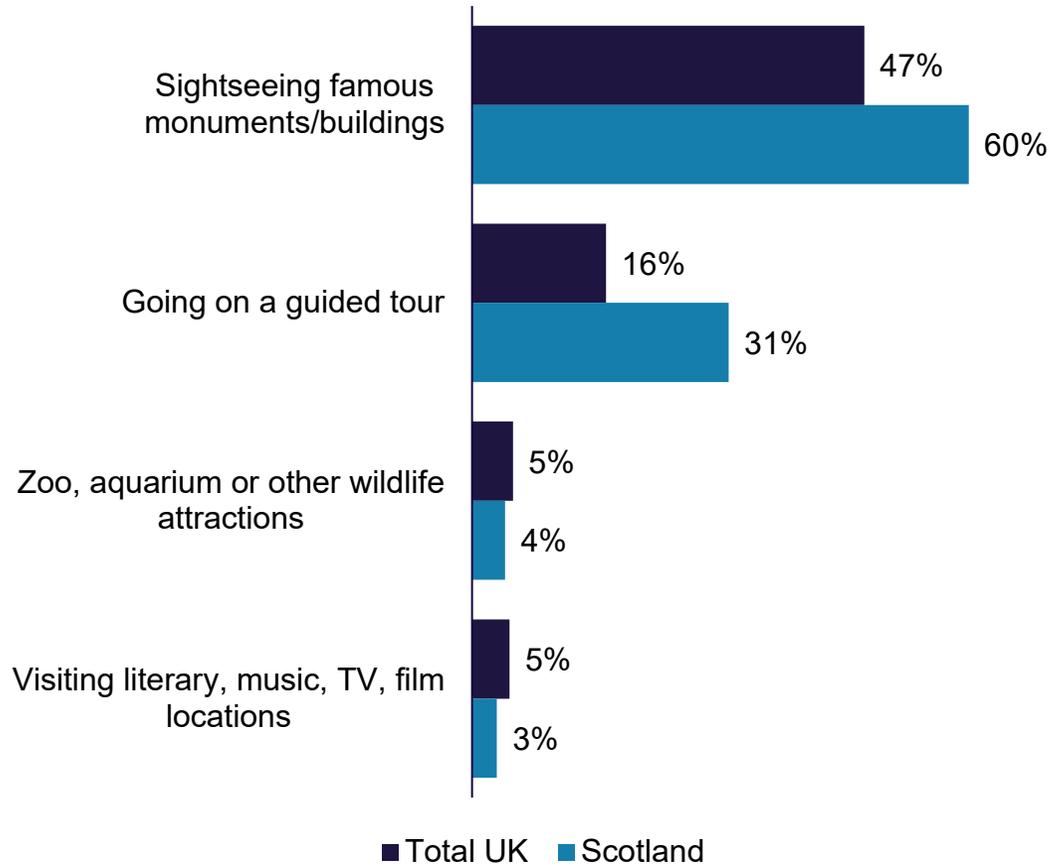


- Scotland sees relatively long stays and visitors are likely to go on tours giving them opportunity to undertake a wide range of activities. Scotland is also the most popular area in Britain for golf.
- Scotland has broad appeal, although a notably high proportion of visitors are from the USA. The USA is a very important market for Scotland as it also represents the highest visitor spend by an inbound market, with European countries such as France and Germany following.
- Scotland’s heritage is a huge draw. Scotland sees higher proportions of visits including heritage related activities than anywhere else in Britain, with castles, museums and famous buildings especially popular.
- Local contemporary culture is often also part of a visit to Scotland, with visitors more likely to include going to art galleries, live music, festivals and pubs than those going to many other regions of Britain. Trying local food is also popular for international visitors compared to any other region.
- There is a high degree of seasonality with just over a third of visit registered in the summer months (July, August and September).

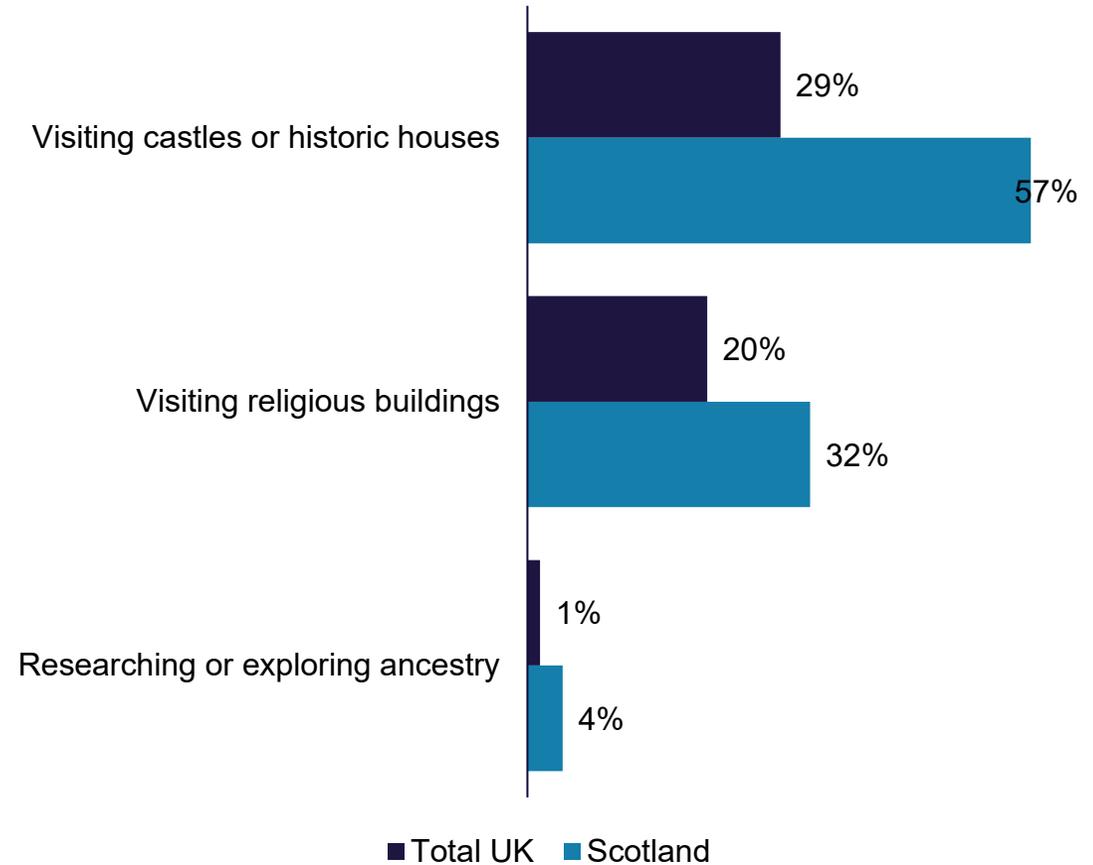
Famous iconic places/history and heritage



Visiting famous/iconic tourist attractions/places



Exploring history and heritage



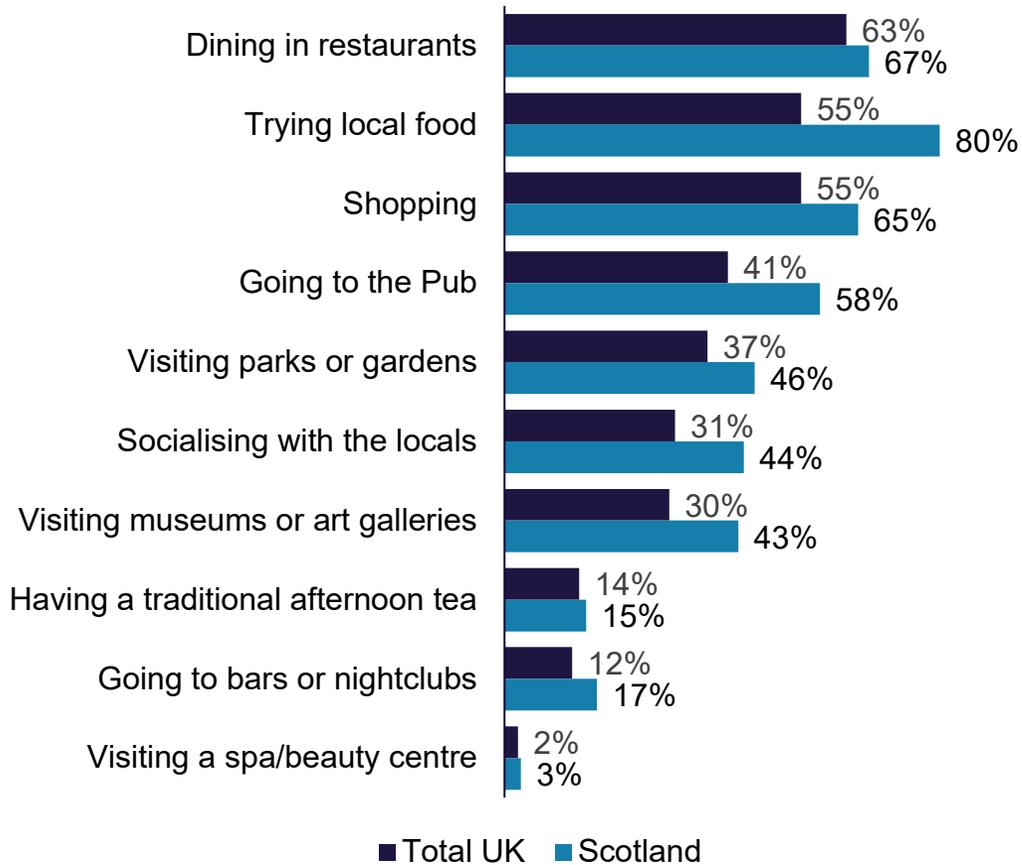
Data compares overseas visitors staying only in Scotland with overseas visitors who stayed in any region of the UK, or GB for 2024.



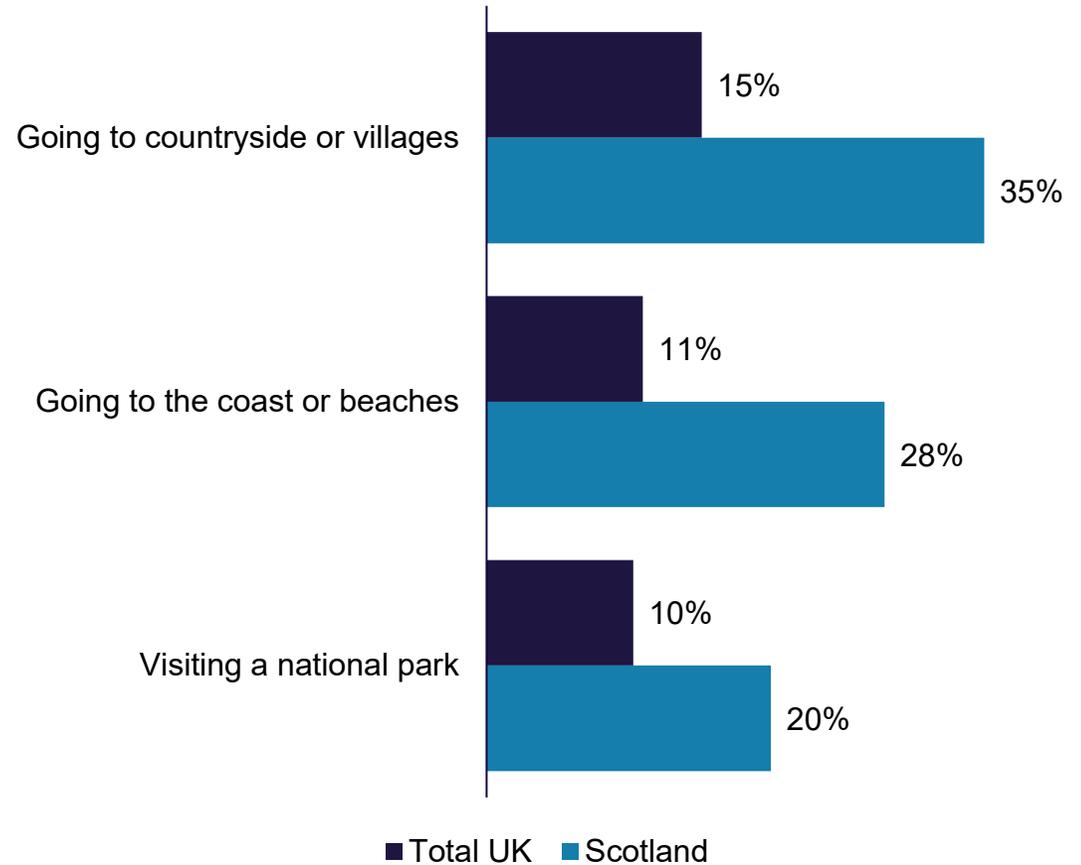
Experiencing city and rural life



Experiencing city life



Experiencing rural life and scenery



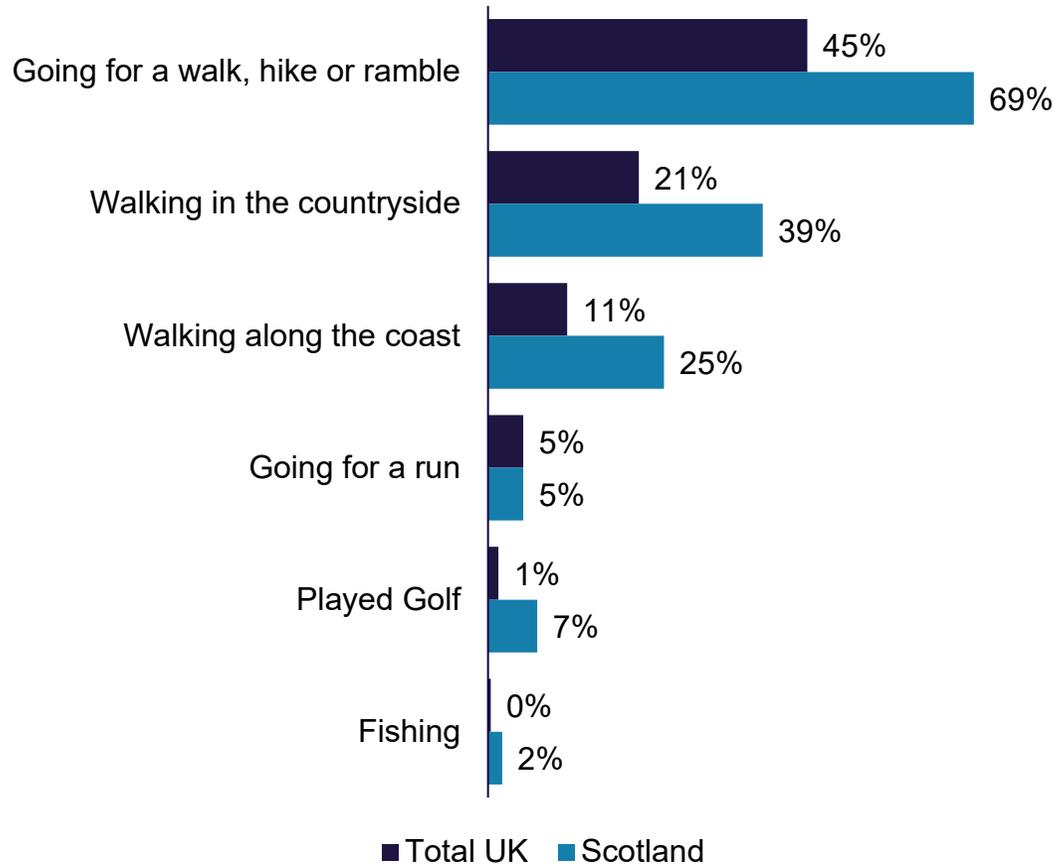
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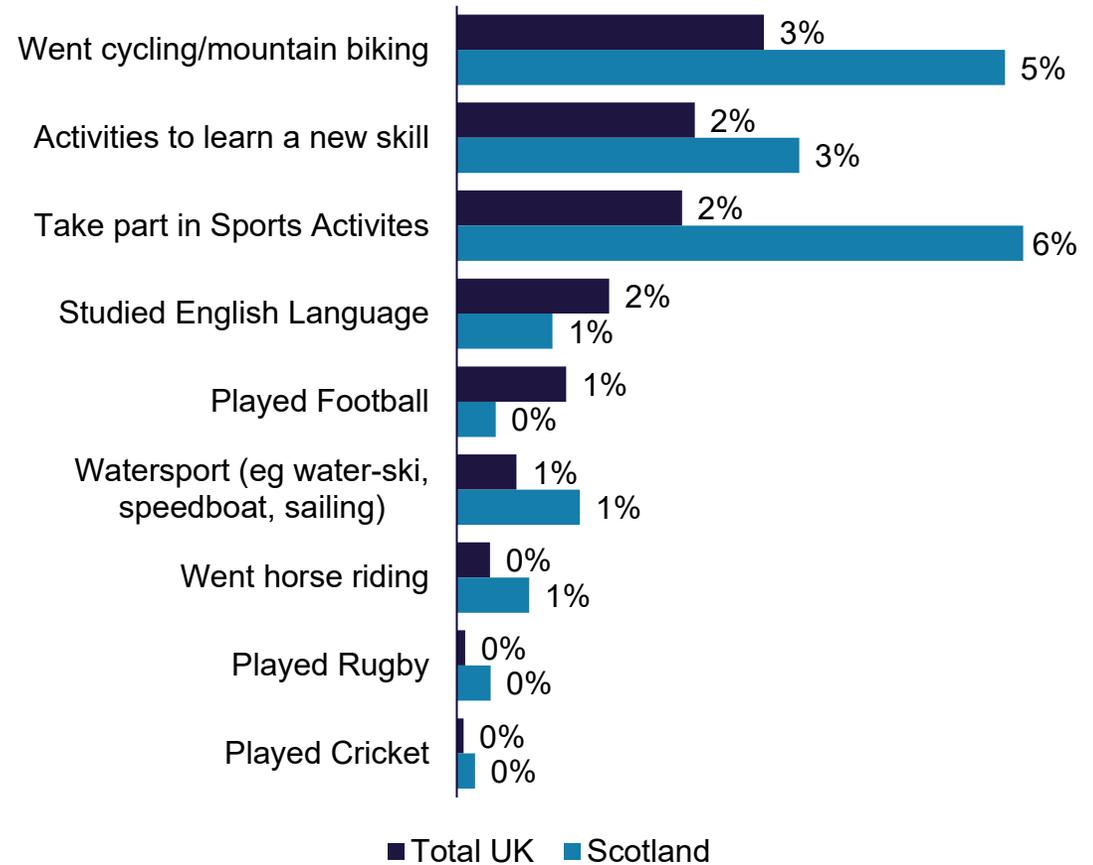
Outdoor challenges or pursuits



Outdoor leisure pursuits



Challenge and/or action



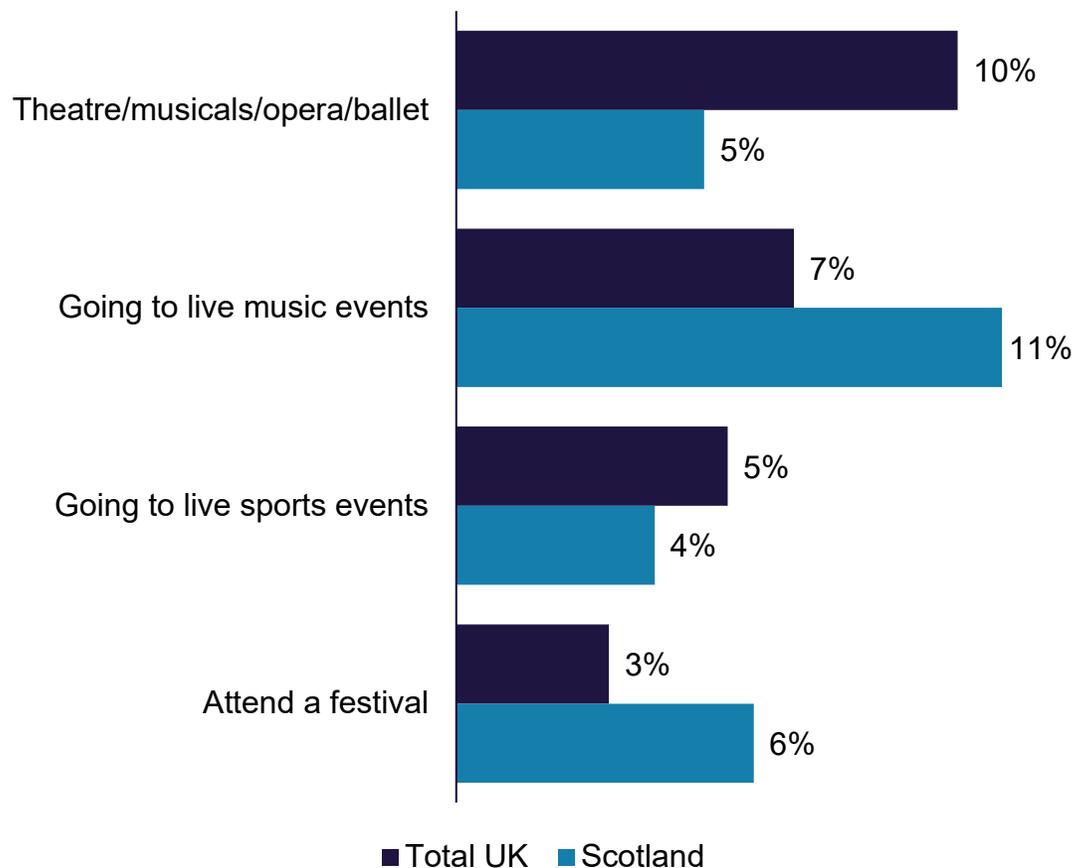
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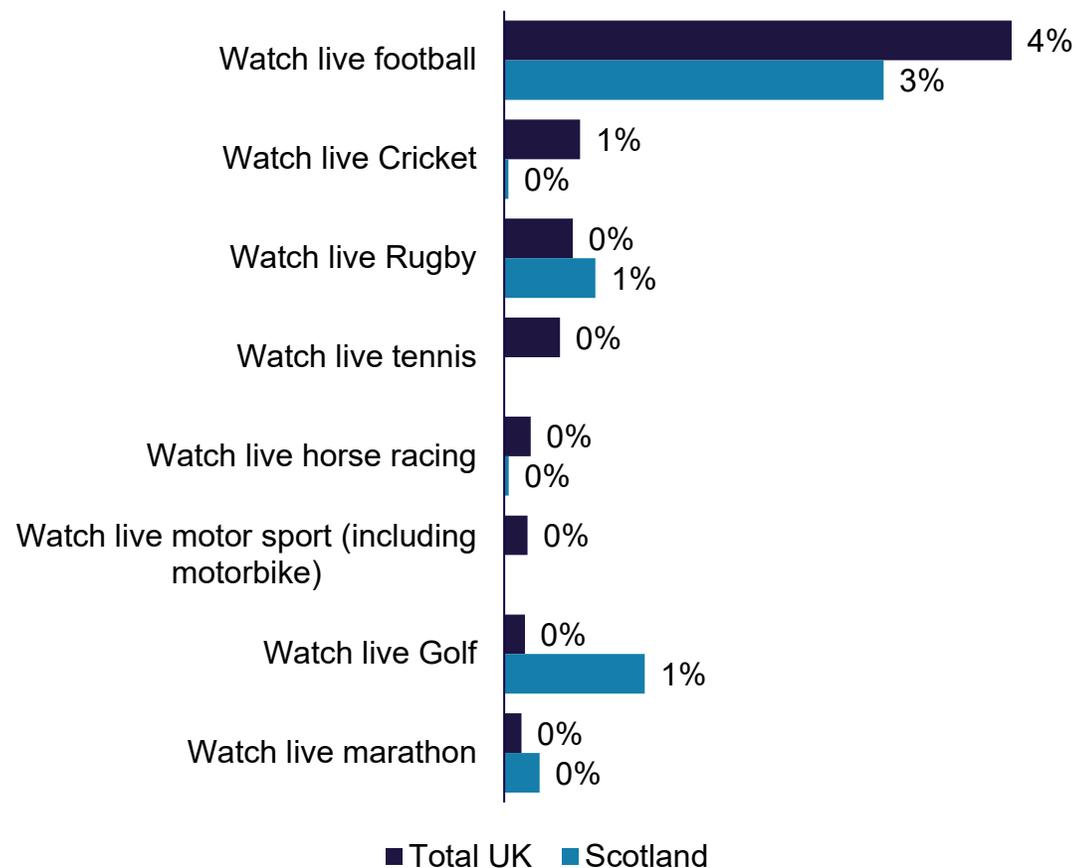
Attending cultural/music/sports events



Attending cultural/music events



Watching live sporting events

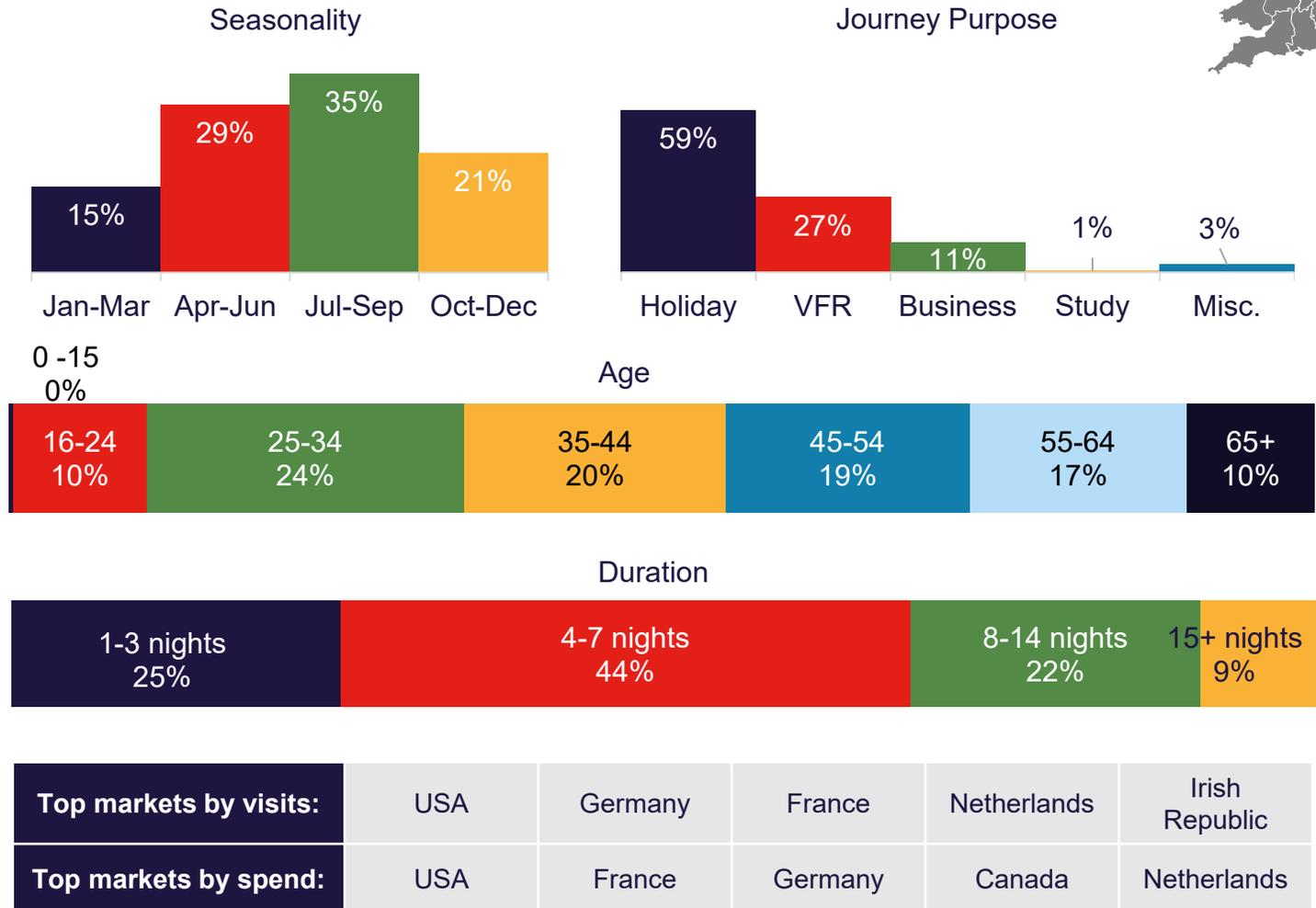


Data compares overseas visitors staying only in Scotland with overseas visitors who stayed in any region of the UK, or GB for 2024.

Scotland – visitor profile



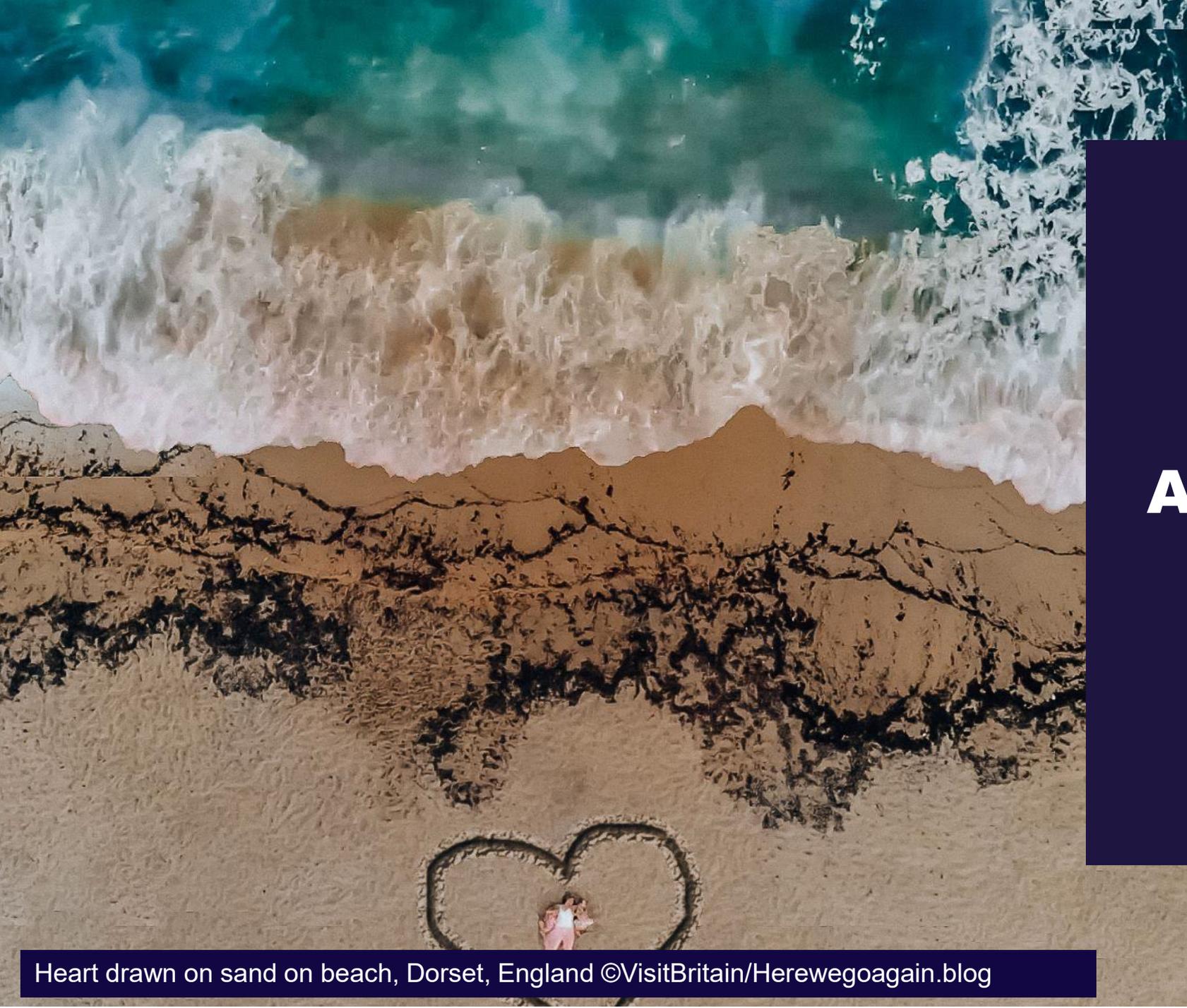
- Summer (July to September) was the peak quarter in 2022-24 – the second highest proportion of all nations and regions. Apr-Jun also saw the highest proportion of visits out of all nations and regions.
- Holiday was the most common reason to visit Scotland – the highest proportion of all nations and region at 59%.
- Scotland had the lowest proportion of children visiting amongst all regions at below 1%.
- Longer stays, of at least a week, are more common in Scotland. In 2022-24, nearly a third of all visits were for more than 8 nights (31%).



Base: 8,071

Source: International Passenger Survey 2022-2024 (sample: those who only stayed in the Scotland)





Appendix

Heart drawn on sand on beach, Dorset, England ©VisitBritain/Herewegoagain.blog

How counties align to English regions

Region	Counties
South West	Bristol UA, Cornwall & Scillies, Devon, Dorset, Gloucestershire, Somerset, Wiltshire
South East	Berkshire, Buckinghamshire, East Sussex, Hampshire, Isle of Wight, Kent, Oxfordshire, Surrey, West Sussex
London	Greater London (City of London and 32 London boroughs)
East of England	Bedfordshire, Cambridgeshire, Essex, Hertfordshire, Norfolk, Suffolk
West Midlands	Herefordshire, Worcestershire, Shropshire, Staffordshire, Warwickshire, West Midlands
East Midlands	Derbyshire, Leicestershire, Lincolnshire (exc. North Lincolnshire), Northamptonshire, Nottinghamshire
Yorkshire and the Humber	East Yorkshire, Hull UA, North Yorkshire, Northern Lincolnshire, South Yorkshire, West Yorkshire
North West	Cheshire, Cumbria, Greater Manchester, Lancashire, Merseyside
North East	Durham, Northumberland, Tees Valley / Cleveland, Tyne & Wear

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