

Annual Inbound Update **Total GB / UK**

2025 estimates

International Passenger Survey by the ONS (*Official Statistics in Development*)

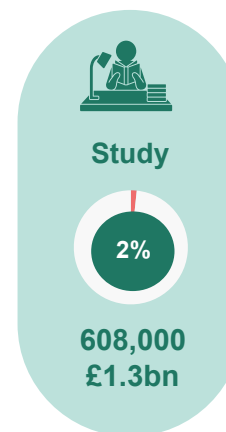
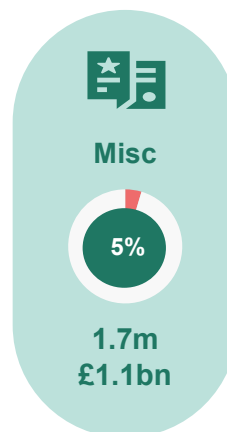
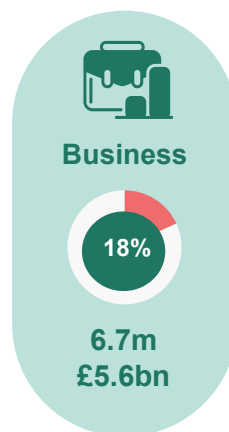
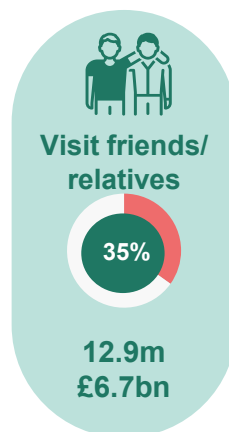
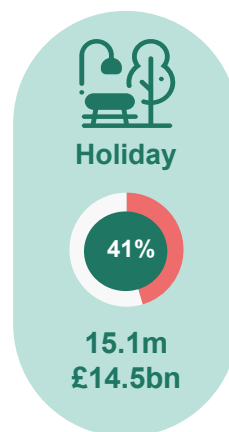
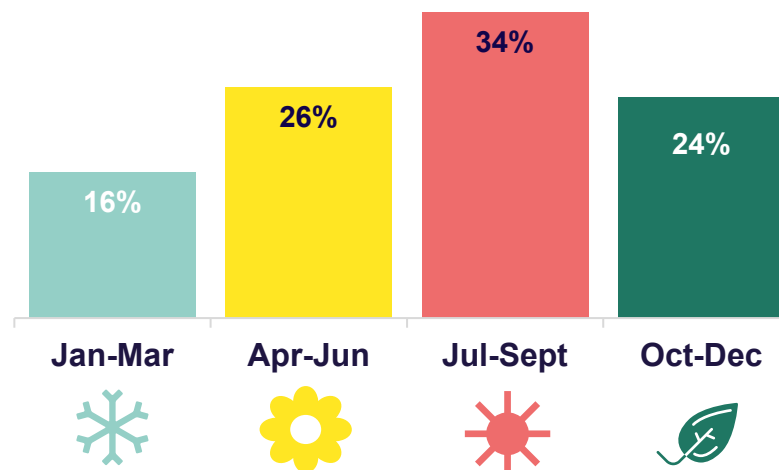
Published 16th October 2026



Headline statistics for IPS 2025



Share of spend:



Introduction (1)

This report is based on the **estimates** from the International Passenger Survey (IPS) data released by the Office for National Statistics (ONS) on the morning of **16th October 2026** covering **2025**. See the latest IPS [data publication](#) and [update on improvements to the travel and tourism statistics](#) on the ONS website.

Please note due the ONS' ongoing planned improvements to the travel and tourism statistics:

- 2025 estimates are badged as '*official statistics in development*' and estimates are subject to future change as further improvements to the methods are introduced. The ONS are not endorsing comparisons between the old methodology (pre-July 2024) and new methodology (post July-2024), and therefore comparisons shown in this report are only for H2 2025 vs H2 2024 (both under the new methodology). The ONS are assessing options for measuring discontinuities from the old and new time series including options for adjusting the back series (please refer to the latest ONS article on improvements).
- VisitBritain has included modelled growth rates to provide some level of annual comparison for 2024 and 2025 (see slide 9) and longer term trends to show how inbound tourism would have progressed under the old methodology (see slide 17/18). These suggest that aggregate visits and spend numbers are lower under the new methodology.
- The new methodology from July 2024 includes pseudo records for freight (lorry drivers) who are not captured via data collection at the ports, as they were in the old methodology. These pseudo records represent those who travel to the UK via sea (at Dover) and tunnel (at Eurotunnel). These records are included in the total inbound estimates at the UK, GB and total business visits level, and, for freight via Eurotunnel only, records are also included in the Europe total. Therefore, freight records are not available at any other breakdown including at the market or nations/regions level, so the sum of these will not tally up to the totals where the pseudo records are present.
- The ONS continue to explore the feasibility of incorporating Northern Ireland data from NISRA into the new methodology. These estimates are included in the UK total but any estimates below this level are at the GB level only (i.e. exclude Northern Ireland).
- VisitBritain notes that in comparison to other data sources, estimates for some long-haul markets (particularly some Asian markets), appear lower under the new methodology from July 2024, and so users should bear this in mind when interpreting results.
- The ONS are also undertaking a review of the historical data, so previous years data may be subject to marginal change.

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Explore the quarterly* IPS data in more detail on the [VisitBritain website](#) via the pivot tables (Excel). One version contains data up to 2024 and the second includes 2025 data only.



In due course, we'll be updating our additional analysis from the IPS survey covering [accommodation stayed in](#), [states of residence](#), [long term terms](#), [subregional](#) and [towns](#) data.



Make sure you get all the latest research and insights by [signing-up for VisitBritain's e-newsletter](#).

1. Summary

Total UK and GB

Summary

VisitBritain's modelled estimates suggest that inbound visits to the UK in 2025 were slightly above pre-COVID (2019) levels and 2024 levels. Visitor spending was slightly up compared to 2024, and was up vs 2019 in nominal terms but not when adjusted for inflation.

UK:

- IPS estimates for 2025 from the **ONS** indicate that there were 40.8m inbound visits to the UK in 2025 with those visitors spending a total of £29.8bn and staying for a total of 278.2m nights in the UK. We caution that these are statistics in development.
- **VisitBritain modelled estimates** (see slide 9 for more information) suggest that **visits** were 3% above pre-COVID levels and were up 2% vs 2024. Inbound visitor **spending** was up 19% vs 2019 and up 2% vs 2024. European visits and spend were estimated to have grown 4% and 6% in 2025 vs a decline of 1% for visits and spend for non-Europe.

GB:

- In 2025, there were 15.1m **holiday** visits with visitors spending £14.5bn across the year. There were 12.9m visitors **visiting friends and relatives** in 2025, spending £6.7bn. **Business** visits totalled at 6.7m with spending at £5.6bn.
- **European** visits totalled 23.7m with visitors spending £12.7bn. Across the pond, there were 6.4m visits and £8.5bn spend from those visiting from **North America**. Markets from the **Rest of World** saw 5.8m visits and £7.8bn spending in the UK.
- In 2025, **top markets** for visits were the USA, France, Irish Republic and Germany, and for spend; USA, GCC*, Germany and France. Based on the second half of 2025 vs the second half of 2024, visits growth was led from the GCC markets, North East Asia, parts of Western Europe and long haul markets Australia and Canada, with USA visits on par with the previous year. For spend, GCC markets also led growth along with American markets (Canada, Brazil), parts of Western Europe and North East Asia, with spend from the USA also seeing a slight increase.

2. Latest inbound UK and GB statistics

Full year 2025 and H2 2025 comparisons

2025: UK Volume and value headlines and trip characteristics

Total	2025 (UK)	Trip characteristics (UK)	2025 (UK)
Visits (000)	40,787	Average Spend per Visit (£)	£731
Spend (£m)	£29,808	Average Length of Stay (days)	6.8
Nights (000)	278,231	Average Spend per Night (£)	£107

- The ONS has published estimates for the **UK** which are '*official statistics in development*' and subject to further change as new methods are introduced. The ONS are not endorsing full year comparisons to 2024 due to the change in methodology from July 2024.
- IPS estimates from the ONS indicate that there were **40.8m inbound visits** to the UK in 2025 with those visitors **spending a total of £28.9bn** and staying for a total of **278.2m nights** in the UK. On average, an inbound visitor spent £731 per visit and £107 per night. The average duration of a visit was 6.8 nights in 2025.

VB Modelled UK growth for volume and value

% change	2024 vs 2023	2025 vs 2024
Visits	9%	2%
Spend	7%	2%
Average spend per visit	-2%	0%

- VisitBritain modelled growth for inbound tourism to the UK, designed to be consistent with IPS methodology to 2023, to allow for an annual comparison of data for periods under the new methodology introduced from July 2024.
- VisitBritain estimates that inbound tourism to the UK grew 9% year-on-year in 2024, with spend up 7% across the same period. Average spend per visit in 2024 was estimated to decrease year-on-year by 2%.
- Modelled data suggests inbound visits and spend both grew by 2% in 2025 vs 2024, with average spend staying the same between both years in nominal terms (although a reduction in real terms).

Methodology: data for 2023 is taken from the IPS; H1 2024 GB data was added to modelled NI numbers derived from old IPS NI methodology but using NISRA 2023 to 2024 growth rates; H2 2024 fed in by blend of data sources to model GB YoY growth, plus NI calculated as per H1; 2025 fed in by blend of data sources to model growth. Long terms trends available on slide 16/17. See the detailed document of VB modelling by quarter, Europe vs long haul and market on the [VisitBritain website](#).

Volume and value headlines and trip characteristics: H2 2025

Total	H2 2024	H2 2025	% change vs H2 2024	2025
Visits (000)	19,672	19,991	2%	36,935
Spend (£m)	£16,601	£17,003	2%	£29,169
Nights (000)	150,978	153,491	2%	272,738

Trip characteristics (UK)	H2 2024	H2 2025	% change vs H2 2024	2025
Average Spend per Visit (£)	£844	£851	1%	£790
Average Spend per Night (£)	£110	£111	1%	£107
Average Length of Stay (days)	7.7	7.7	0%	7.4

- IPS estimates from the ONS indicate that there were **36.9m inbound visits** to **GB** in 2025 with those visitors spending a total of **£29.2bn** and staying for a total of **272.7m nights** in GB. On average, an inbound visitor spent **£790 per visit** and **£107 per night**. The average **duration of a visit was 7.4 nights** in 2025.
- H2 2025 (July to December) is comparable to the same period in the previous year as the data across both time periods sits under the new IPS methodology.
- In the second half of 2025, inbound visits, nights and spend to GB were up 2% year-on-year. In real terms, spend was down 1%.
- Average spend per visit and average spend per night were both up 1% in H2 2025. In real terms, both averages were down 3%. Average length of stay was 7.7 nights in H2 2025, equal to the same period in 2024.

International Passenger Survey by the ONS 2025. Figures shown as nominal spend (not adjusted for inflation) unless otherwise stated. Nominal terms = not adjusted for inflation. Real terms = adjusted for inflation. Real term spend calculated using the CPI from the [ONS](#). The ONS are not endorsing comparisons between the old and new methodology, therefore only H2 comparisons are being shown (see slide 3 for more information).

Volume and value headlines and trip characteristics: quarterly

See below for quarterly estimates for 2025 with comparisons for Q3 and Q4 only.

Total	Q1 2025	Q2 2025	Q3 2025	% change vs Q3 2024	Q4 2025	% change vs Q4 2024
Visits (000)	7,416	9,528	10,839	6%	9,152	-3%
Spend (£m)	£4,704	£7,462	£9,861	4%	£7,142	0%
Nights (000)	51,942	67,305	88,510	0%	64,981	4%

Total	Q1 2025	Q2 2025	Q3 2025	% change vs Q3 2024	Q4 2025	% change vs Q4 2024
Average Spend per Visit (£)	£634	£783	£910	-1%	£780	3%
Average Length of Stay (days)	7.0	7.1	8.2	-5%	7.1	7%
Average Spend per Night (£)	£91	£111	£111	4%	£110	-4%

Journey purpose: H2 2025

Visits (000)	H2 2024	H2 2025	% change vs H2 2024	2025
Holiday	7,853	8,359	6%	15,066
VFR	6,872	6,984	2%	12,852
Business	3,553	3,424	-4%	6,717
Study	306	319	4%	608
Miscellaneous (Excl. study)	1,088	904	-17%	1,691

Spend (£m)	H2 2024	H2 2025	% change vs H2 2024	2025
Holiday	£8,029	£8,644	8%	£14,478
VFR	£3,928	£3,846	-2%	£6,676
Business	£2,959	£3,093	5%	£5,607
Study	£881	£766	-13%	£1,287
Miscellaneous (Excl. study)	£753	£634	-16%	£1,078

- In 2025, inbound visits to GB comprised of 15.1m **holiday** visits accounting for 42% of all inbound visits. These visitors spent £14.5bn across the year. In the second half of 2025, holiday visits were up 6% and spend was up 8%.
- There were 12.9m visits to friends and relatives (**VFR**), accounting for 35% of all visits in 2025. These visitors spent £6.7bn throughout the year. Across H2 2025, VFR visits were up 2% but spend was down 2%.
- Overall, there were 6.7m **business** visits in 2025 who spent £5.6bn in 2025. Across the H2 comparable periods, business visits were down 4% whilst business spend was up 5%.
- All other visits were from study visitors and those visiting for miscellaneous reasons.

Global regions: H2 2025

Visits (000)	H2 2024	H2 2025	% change vs H2 2024	2025
Total Europe	12,356	12,456	1%	23,704
→ EU Total	11,068	11,263	2%	21,255
→ EU 15	9,629	9,876	3%	18,530
→ Other EU	1,439	1,387	-4%	2,726
→ Rest of Europe	1,288	1,193	-7%	2,449
North America	3,509	3,571	2%	6,430
Rest of World	3,294	3,479	6%	5,822

Spend (£m)	H2 2024	H2 2025	% change vs H2 2024	2025
Total Europe	£7,121	£7,136	0%	£12,749
→ EU Total	£6,192	£6,344	2%	£11,240
→ EU 15	£5,524	£5,608	2%	£9,890
→ Other EU	£668	£737	10%	£1,350
→ Rest of Europe	£929	£791	-15%	£1,509
North America	£4,591	£4,925	7%	£8,485
Rest of World	£4,840	£4,896	1%	£7,823

- In 2025, there were 23.7m inbound visits from **Europe** with visitors spending £12.7bn. In the second half of 2025, visits from Europe were up 1% with spend on par with the previous year. In the same period, visits and spend from the EU saw growth whilst declines were seen from the Rest of Europe.
- There were 6.4m visits from **North America** in 2025, with spending at £8.5bn. In H2 2025, visits were up 2% year-on-year, with spend up 7%.
- In H2 2025, those visiting from the **rest of the world** saw visits up 6% and spend up 1%, although there will be much variation across markets (see next slide).

Visits (000) from selected markets: H2 2025

Visits (000)	H2 2024	H2 2025	% change vs H2 2024	2025
Australia	724	818	13%	1,329
Austria	144	179	24%	317
Belgium	458	491	7%	940
Brazil	132	117	-11%	227
Canada	499	548	10%	937
China	231	245	6%	384
Denmark	272	263	-3%	459
France	1,635	1,588	-3%	3,135
Germany	1,593	1,602	1%	2,847
GCC*	470	582	24%	912
Hong Kong (SAR)**	52	56	9%	106
India	256	203	-21%	387
Irish Republic	1,369	1,524	11%	2,847
Italy	1,046	1,017	-3%	1,963
Japan	82	110	34%	197
Netherlands	945	954	1%	1,778
New Zealand	179	156	-13%	253
Norway	328	240	-27%	490
Poland	512	518	1%	1,025
Romania	215	158	-27%	361
Saudi Arabia	161	196	22%	298
South Korea	62	71	16%	124
Spain	1,291	1,386	7%	2,585
Sweden	270	292	8%	537
Switzerland	408	383	-6%	770
United Arab Emirates	172	239	39%	379
USA	3,010	3,022	0%	5,493

In the second half of 2025, the slight growth in inbound visits was led by growth from the GCC and North East Asia. Some Western European markets also saw growth in this period, as well as long haul markets, Australia and Canada, whilst visits from the USA were on par with the previous year.

H2 2025:

- **Strongest growth in H2 2025 vs H2 2024:** the UAE (39%), Japan (34%), Austria (24%), GCC* (24%), Saudi Arabia (22%) and South Korea (16%).
- **Largest declines in H2 2025 vs H2 2024:** Romania (-27%), Norway (-27%), India (-21%), New Zealand (-13%) and Brazil (-11%).

2025:

- **Top inbound markets for visits in 2025:** USA, France, Irish Republic, Germany and Spain.

VB notes that in comparison to other data sources, estimates for some long-haul markets (particularly some Asian markets), appear lower under the new methodology, and so users should bear this in mind when interpreting results.

International Passenger Survey by the ONS 2025. The ONS are not endorsing comparisons between the old and new methodology, therefore only H2 comparisons are being shown (see slide 3 for more information). Freight pseudo records are not included in the market level estimates. GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. **SAR refers to Special Administrative Region.

Spend (£m) from selected markets: H2 2025

Spend (£m)	H2 2024	H2 2025	% change vs H2 2024	2025
Australia	£1,033	£908	-12%	£1,524
Austria	£141	£154	10%	£234
Belgium	£285	£296	4%	£519
Brazil	£139	£171	23%	£282
Canada	£441	£608	38%	£997
China	£421	£459	9%	£634
Denmark	£165	£151	-9%	£252
France	£878	£898	2%	£1,670
Germany	£1,025	£1,154	13%	£1,898
GCC*	£1,063	£1,362	28%	£1,990
Hong Kong (SAR)**	£73	£76	4%	£130
India	£348	£207	-41%	£409
Irish Republic	£488	£554	13%	£1,052
Italy	£644	£610	-5%	£1,019
Japan	£108	£124	15%	£197
Netherlands	£596	£593	0%	£1,045
New Zealand	£224	£143	-36%	£251
Norway	£230	£178	-23%	£321
Poland	£182	£221	21%	£424
Romania	£121	£99	-18%	£198
Saudi Arabia	£378	£500	32%	£727
South Korea	£95	£65	-32%	£124
Spain	£709	£709	0%	£1,282
Sweden	£149	£184	23%	£315
Switzerland	£306	£269	-12%	£514
United Arab Emirates	£311	£474	52%	£655
USA	£4,150	£4,317	4%	£7,489

Inbound spend growth was primarily led by high spending markets from the GCC. Growth was also seen from American markets, parts of Western Europe and North East Asia.

H2 2025:

- **Strongest growth in H2 2025 vs H2 2024:** the UAE (52%), Canada (38%), Saudi Arabia (32%), GCC* (28%), Brazil (23%) and Sweden (23%).
- **Largest declines in H2 2025 vs H2 2024:** India (-41%), New Zealand (-36%), South Korea (-32%), Norway (-23%) and Romania (-18%).

2025:

- **Top inbound markets for spend in 2025:** USA, Germany, France, Australia and Spain. If included as a market, GCC would rank 2nd.

VB notes that in comparison to other data sources, estimates for some long-haul markets (particularly some Asian markets), appear lower under the new methodology, and so users should bear this in mind when interpreting results.

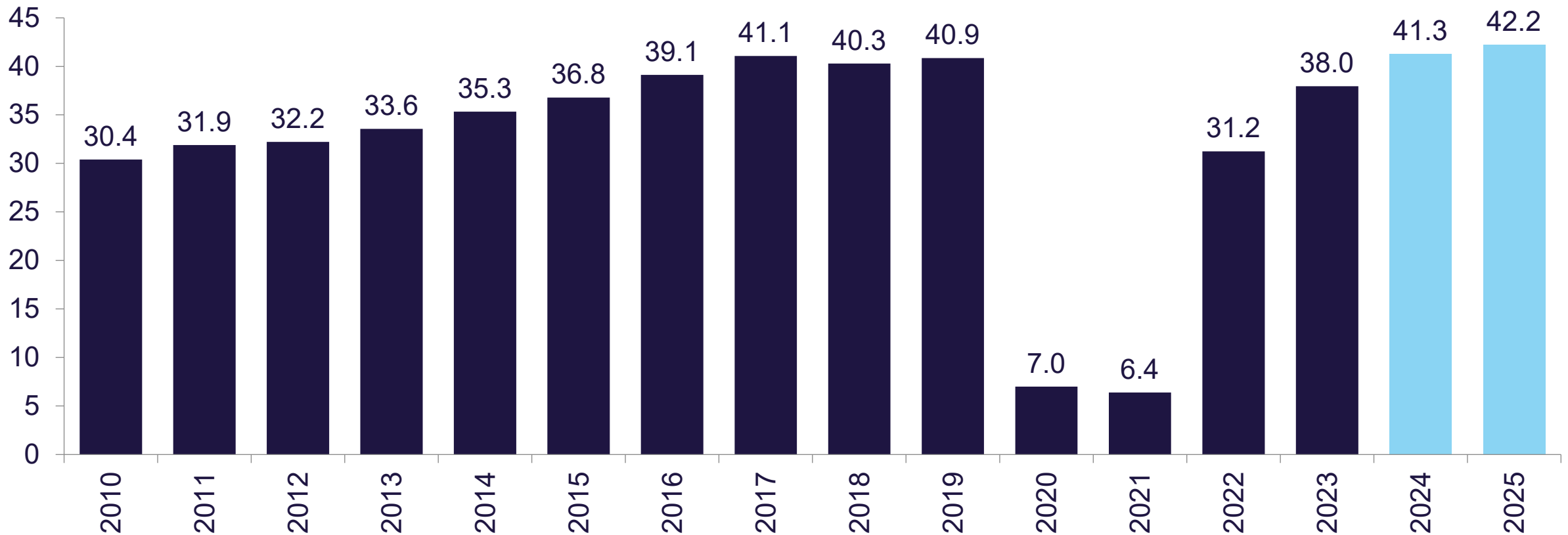
International Passenger Survey by the ONS 2025. Figures shown as nominal spend (not adjusted for inflation) unless otherwise stated. The ONS are not endorsing comparisons between the old and new methodology, therefore only H2 comparisons are being shown (see slide 3 for more information). Freight pseudo records are not included in the market level estimates. GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. **SAR refers to Special Administrative Region.

3. Long term trends

2010-2025

Inbound visits grew an estimated 2% in 2025, and were 3% above pre-COVID highs

Inbound visits to the UK (millions). 2024/25 modelled to be consistent with old IPS data.



Source: International Passenger Survey to 2023; VisitBritain model for 2024/25. Figures for 2024 and 2025 differ from official ONS estimates and are not endorsed by ONS; they are designed as VisitBritain's estimate of the inbound tourism trend if the IPS methodology had not changed.

Inbound spend grew an estimated 2% in 2025; 19% up on 2019 in nominal terms but 7% below in real terms

UK level
VB modelling

Inbound visitor spending in the UK (billions). 2024/25 modelled to be consistent with old IPS data.



Source: International Passenger Survey to 2023; VisitBritain model for 2024/25. Figures for 2024 and 2025 differ from official ONS estimates and are not endorsed by ONS; they are designed as VisitBritain's estimate of the inbound tourism trend if the IPS methodology had not changed.

4. Appendix & Survey Background

Sample size – GB level

Sample advice – If the sample is less than 30, we do not recommend use of this data. For sample sizes between 30 and 100 we recommend the data be treated as indicative. Sample sizes over 100 are more reliable. Please refer to the [ONS website](#) for information on confidence levels.

Time Period	Q1 2025	Q2 2025	Q3 2025	Q4 2025	2025
Overall Sample	12,179	12,815	13,493	14,211	52,698

Journey Purpose	Q1 2025	Q2 2025	Q3 2025	Q4 2025	2025
Holiday	4,174	5,535	6,236	5,434	21,379
VFR	4,418	4,144	4,439	5,092	18,093
Business	2,274	2,080	1,711	2,449	8,514
Study	240	214	203	207	864
Misc	654	538	581	825	2,598

Global Region	Q1 2025	Q2 2025	Q3 2025	Q4 2025	2025
Total Europe	8,614	8,083	8,167	9,851	34,715
→ EU Total	8,042	7,332	7,505	9,039	31,918
→ EU 15	7,187	6,684	6,831	8,266	28,968
→ Other EU	855	648	674	773	2,950
→ Rest of Europe	572	751	662	812	2,797
North America	1,866	2,961	3,020	2,241	10,088
Rest of World	1,698	1,770	2,305	2,118	7,891

Country of Residence	Q1 2025	Q2 2025	Q3 2025	Q4 2025	2025
Australia	273	386	588	379	1,626
Austria	112	72	116	137	437
Belgium	492	424	453	439	1,808
Brazil	105	83	84	112	384
Canada	206	372	461	247	1,286
China	61	63	96	125	345
Denmark	183	121	141	231	676
France	1,559	1,113	1,089	1,510	5,271
GCC*	256	272	324	335	1,187
Germany	915	1,322	1,297	1,201	4,735
Hong Kong (SAR)**	42	45	35	48	170
India	114	192	142	140	588
Irish Republic	1,402	1,246	1,277	1,594	5,519
Italy	488	395	436	654	1,973
Japan	110	44	76	82	312
Netherlands	723	831	835	911	3,300
New Zealand	56	74	118	72	320
Norway	106	251	207	241	805
Poland	313	234	222	228	997
Romania	120	83	51	89	343
Saudi Arabia	61	112	92	121	386
South Korea	45	52	51	58	206
Spain	719	623	693	881	2,916
Sweden	173	195	188	233	789
Switzerland	301	297	266	332	1,196
United Arab Emirates	88	74	120	115	397
USA	1,660	2,589	2,559	1,994	8,802

International Passenger Survey by the ONS 2025. GCC* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. **SAR refers to Special Administrative Region. Misc excludes transit visitors.

About this data

The IPS data is based on interviews with a sample of departing visitors. The number interviewed varies but has typically been around 4,000 per month under the new methodology which started in July 2024. Sample sizes at the quarterly level for some analysis and comparisons can be low and results should be treated with caution, especially for spending. Please refer to the [ONS website](#) for information on confidence levels.

Please also note:

- All data is sourced from the International Passenger Survey by the Office for National Statistics, unless stated so
- Data for 2024 and 2025 is badged as 'Official Statistics in Development'
- All figures quoted are not "seasonally adjusted"
- Numbers in some tables / charts may not sum due to rounding
- All values and percentage changes in spend are in nominal terms (i.e. not taking inflation into account), unless stated

Refer to the [ONS website](#) for more on IPS methodology and UK outbound travel.

Please visit the [VisitBritain research webpage](#) for more detail on inbound tourism to the UK.

Definitions

Regions:

- **Total Europe** includes **EU15** (Austria, Belgium, Denmark, France, Finland, Germany, Greece, Irish Republic, Italy, Luxembourg, Netherlands, Portugal, Spain and Sweden); **Other EU** (Bulgaria, Cyprus (South), Croatia, Czech Republic, Estonia, Hungary, Latvia, Lithuania, Malta, Poland, Romania, Slovakia and Slovenia (note that Croatia has been included in the 'Other EU' category since it joined in July 2013; before July 2013 this group was labelled as A12) and **Rest of Europe** (European countries outside the EU (including Russia, Norway and Switzerland). Before July 2013 Croatia was also included here, but from July 2013 appears in Other EU)
 - Total Europe includes pseudo records for freight via Eurotunnel but not for freight via Dover
- **North America** - Canada (including Greenland and St Pierre et Miquelon), USA (including Puerto Rico and US Virgin Islands)
- **Rest of World** – Countries outside Europe and North America (Africa, Asia, Central America, Middle East, Oceania, South America)

Other:

- **Visit** - all departing visits from overseas residents (including those who may be UK nationals but live elsewhere, excluding other nationals who have been in the UK for 12 months or longer)
- **Spend** - the amount visitors report spending in the UK during their stay
- **VFR** – visiting friends and/or relatives
- **YoY** - Year on Year
- **YTD** – year-to-date

For more information, please contact

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