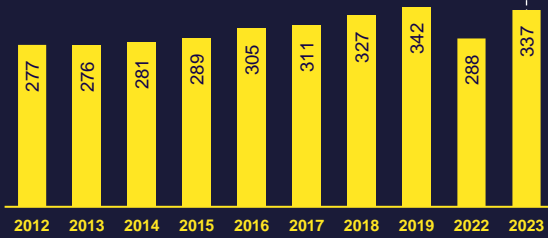
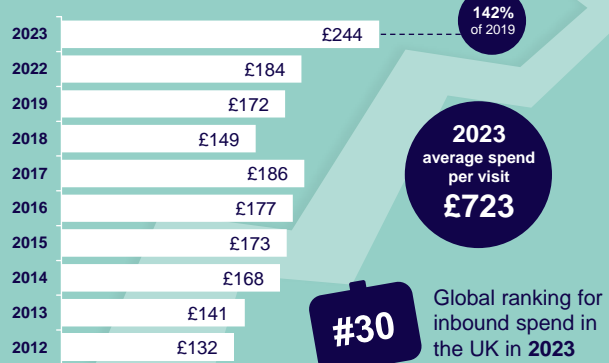


### Annual visits (000s)\*



**#22**  
Global ranking for inbound visits to the UK in 2023

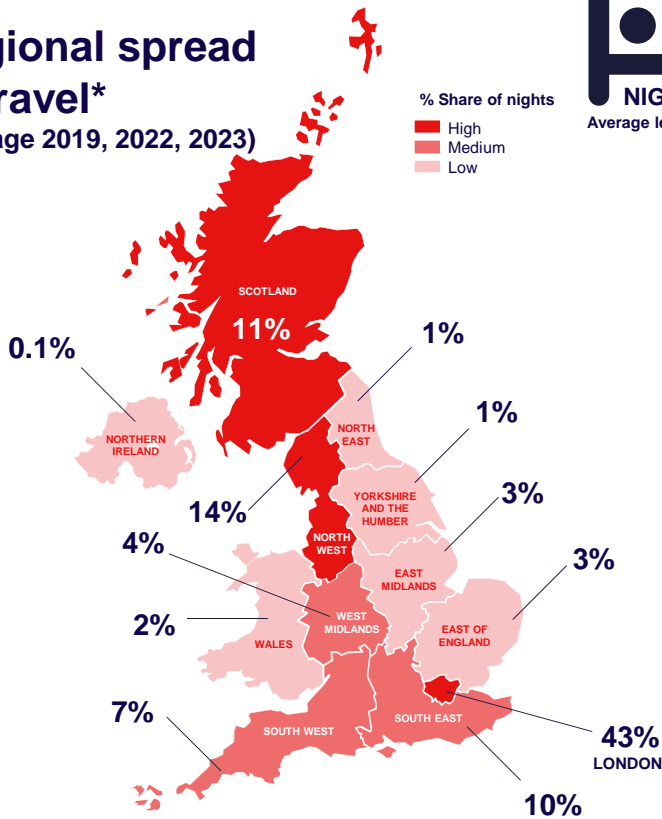
### Annual visitor spend (£m)\*



**2023**  
average spend per visit  
**£723**

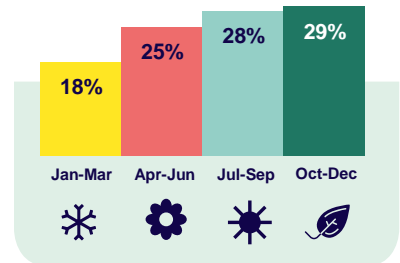
**#30**  
Global ranking for inbound spend in the UK in 2023

### Regional spread of travel\* (average 2019, 2022, 2023)

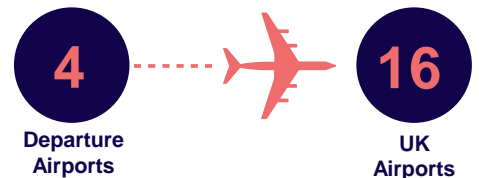


Visits from Austria to the UK have virtually fully recovered in 2023. Visitors from Austria contributed a **record** £244 million to the UK visitor economy.

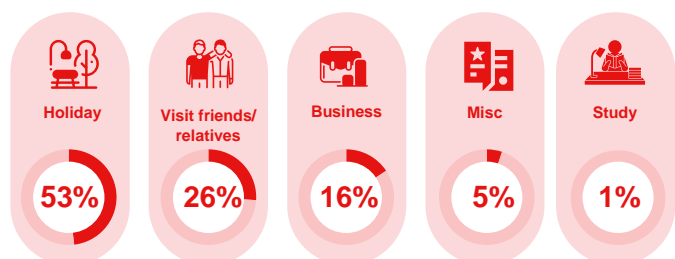
### Seasonal spread of travel\* (2023)



### Departure & Destination Airports\*\* (2023)



### Purpose of travel\* (2023)



Sources: \*International Passenger Survey (IPS) by ONS. All spend is stated in nominal terms. \*\*Apex as of May 2024.



Consumer website: [visitbritain.com](http://visitbritain.com)  
Corporate website: [visitbritain.org](http://visitbritain.org)  
Image Library: [assets.visitbritain.org](http://assets.visitbritain.org)  
Trade website: [trade.visitbritain.com](http://trade.visitbritain.com)  
Media centre: [media.visitbritain.com](http://media.visitbritain.com)

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