

Quarterly Inbound Update Total UK

Provisional Q1 2024 (January to March)
International Passenger Survey by the ONS
(Published 22nd July 2024)



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PLEASE NOTE:

This is a limited quarterly publication therefore the data will not be available in the Excel pivot tables and in the IPS visualisations on the [VisitBritain website](#). Both these outputs will be updated when the ONS publish the full Q1 dataset. See slide 12 for more information.

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1. Summary

Q1 2024 (January to March)

Summary: Q1 2024

Inbound visits tracked higher than 2019 and 2023 levels but real spend remained below both years

- For the first time, inbound visits surpassed pre-pandemic levels, reaching 8.7m visits in Q1 2024
- Visitor spend tracked higher than Q1 2019 and slightly lower than Q1 2023 in nominal terms, but tracked down in real terms vs both years
- Nights totalled 58.4m, higher than in Q1 2019 and Q1 2023
- Average length of stay was still above Q1 2019 levels but average spend per visit and per night tracked lower in real terms vs both comparison years
- North America continued to surpass 2019 levels and reached a record 1.1m visits but spend saw a dip vs Q1 2023
- European visits surpassed pre-pandemic levels for the first time at 6.2m visits and saw record spend in nominal terms

2. Latest inbound UK statistics

Q1 2024 (January to March)

Volume and Value headlines Q1 2024

Total	Q1 2024	% change vs Q1 2019	% change vs Q1 2023
Visits (000)	8,731	5%	14%
Spend (£m)	£ 5,530	15%	-2%
Nights (000)	58,439	15%	6%

- Provisional data shows that for the first time, inbound **visits** surpassed pre-pandemic levels, reaching 8.7m visits in Q1 2024, up 5% vs Q1 2019 and up 14% vs Q1 2023.
- Visitors **spent** £5.5bn, up 15% vs Q1 2019 although down slightly on Q1 2023 by 2%. When adjusting for inflation, visitor spend was still below pre-pandemic levels. In real terms, spend was down 7% vs Q1 2019, and down 5% vs Q1 2023.
- **Nights** totalled at 58.4m, higher than both Q1 2019 and Q1 2023.

Averages Q1 2024

Averages	Q1 2019	Q1 2022	Q1 2023	Q1 2024	% change vs Q1 2019	% change vs Q1 2023
Avg. Spend per Visit (£)	£ 577	£ 762	£ 731	£ 633	10%	-13%
Avg. Length of Stay	6.1	9.8	7.2	6.7	10%	-7%
Avg. Spend per Night (£)	£ 95	£ 78	£ 102	£ 95	0%	-7%

- **Average spend per visit** was £633, still above Q1 2019 levels but below Q1 2023. In real terms, average spend was lower than 2019 and 2023, down 11% and 16%, respectively.
- The **average length of stay** was 6.7 nights in Q1 2024, still longer than in Q1 2019 but slightly shorter than in Q1 2023.
- Average **spend per night** was £95, level with Q1 2019 but lower than Q1 2023. When adjusting for inflation, spend per night was down 20% vs Q1 2019 and down 10% vs Q1 2023.

Global Regions Q1 2024

Visits (000)	Q1 2024	% change vs Q1 2019	% change vs Q1 2023
Total Europe	6,220	3%	14%
EU Total	5,697	3%	15%
EU 15	4,544	2%	15%
Other EU	1,153	6%	14%
Rest of Europe	524	5%	5%
North America	1,068	19%	7%
Rest of World	1,443	4%	18%

Spend (£m)	Q1 2024	% change vs Q1 2019	% change vs Q1 2023
Total Europe	£ 2,662	19%	1%
EU Total	£ 2,322	20%	4%
EU 15	£ 1,987	24%	3%
Other EU	£ 336	-2%	10%
Rest of Europe	£ 340	17%	-16%
North America	£ 970	19%	-11%
Rest of World	£ 1,898	8%	1%

- Inbound visits from **Europe** in Q1 2024 surpassed pre-pandemic levels for the first time, reaching 6.2m visits, up 3% vs Q1 2019 (and up 14% vs Q1 2023). European spend was similar to Q1 2023 at £2.7bn, a record without adjusting for inflation.
- **North America** visits reached a record 1.1m visits in Q1 2024, and it is the first time visits surpassed the 1 million mark in quarter 1 of any year. Visitors spent £970m during this quarter, up 19% vs Q1 2019 but down 11% vs Q1 2023.
- Visits from the **Rest of World** totalled at 1.4m, higher than in Q1 2019 and Q1 2023, although there will be significant variation by market*. Visitor spend reached £1.9bn, higher than in Q1 2019 and 1% higher than Q1 2023.

International Passenger Survey by the ONS 2024. All values and percentage changes in spend are in nominal terms unless otherwise stated. Please note Q1 2024 data excludes visits to Northern Ireland – see slide 12 for more information. *Market level data is not available for this publication.

3. Appendix

Sample size

Time Period	Q1 2024
Overall Sample	7,438

Global Region	Q1 2024
Total Europe	4,858
EU Total	4,435
EU 15	3,687
Other EU	748
Rest of Europe	423
North America	1,252
Rest of World	1,328

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.

4. Survey Background

About this data (1)

This report is based on the provisional estimates from the International Passenger Survey (IPS) data released by the Office for National Statistics (ONS) on the morning of **22nd July 2024**. This data refers to Q1 2024 (January to March).

Please note:

- This release is a limited quarterly publication due to an ongoing Quality Assurance review by the ONS on the IPS which has only allowed a minimal viable product to be released. For more information, please see the [ONS website](#).
- As a result, no further data (via Excel pivot tables, IPS data visualisation) will be published by VisitBritain until full Q1 2024 data is published by the ONS.
- Separately, Q1 2024 data only covers inbound visits to Great Britain, as opposed to the United Kingdom which is usually reported, therefore inbound visits for Northern Ireland are not available in this publication. This is due to the [changes in the way Northern Ireland data is being collected in 2024](#). UK level data will be available in the annual 2024 publication in May 2025.
- There is only a marginal impact on the comparability of Q1 2024 data vs previous years as the Northern Ireland data makes up a very small percentage of overall visits.

About this data (2)

The IPS data is based on interviews with a sample of departing visitors. The number interviewed varies but is typically around 3,000 per month. 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.
- 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
- Read about the [impact of Covid-19](#) on data from 2020-2022
- From 2021, data excludes the Irish land border data

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)
- **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
- **YoY** - Year on Year

For more information, please contact

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