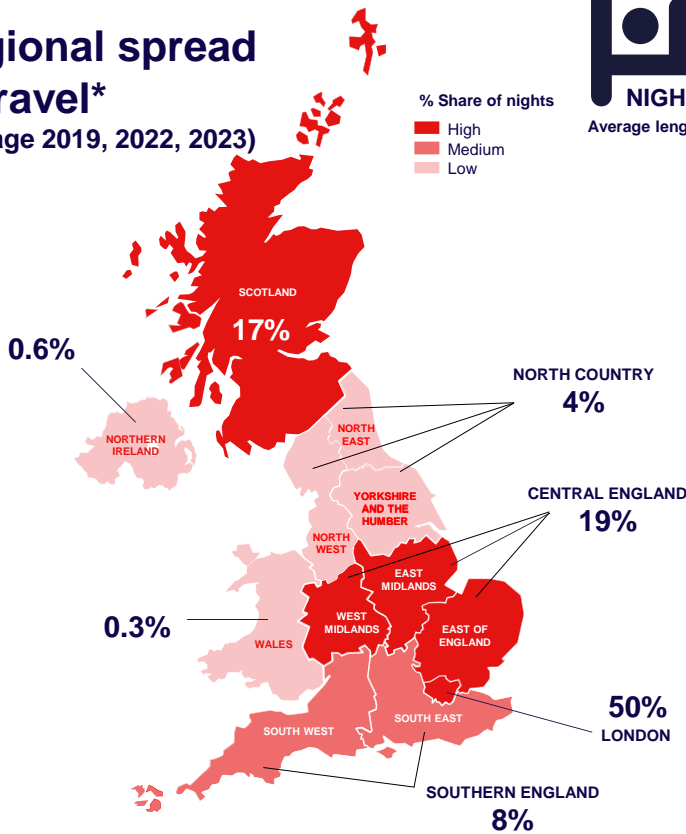




Regional spread of travel* (average 2019, 2022, 2023)

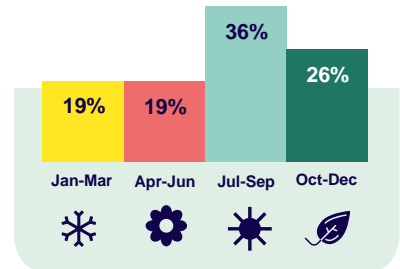
Sources: *International Passenger Survey (IPS) by ONS; All spend is stated in nominal terms; regional spread is based on small sample size, please treat data with caution.
**Apex as of May 2024.
*** Anhalt-Ipsos Nation Brands Index 2023.



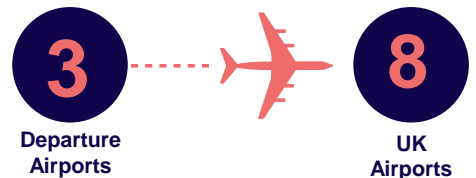
The UK is ranked within the top 10 out of 60 nations in Mexico for culture generally and contemporary culture, sports, historic and built heritage, and vibrant cities.***



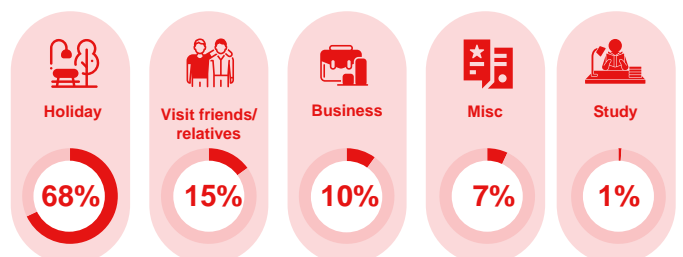
Seasonal spread of travel* (2023)



Departure & Destination Airports** (2023)



Purpose of travel* (2023)



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