

# Quarterly Inbound Update Total GB\*

Provisional Q2 2024 (April to June)

International Passenger Survey by the ONS

(Published 18<sup>th</sup> October 2024)

\* 2024 data is at the GB level



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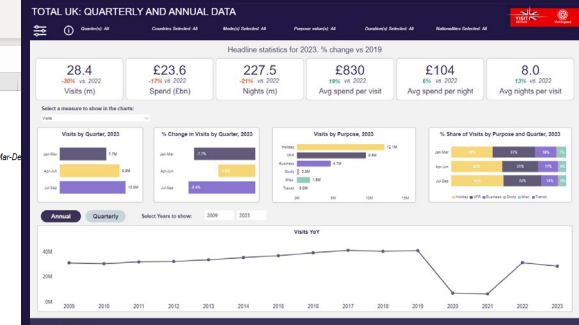
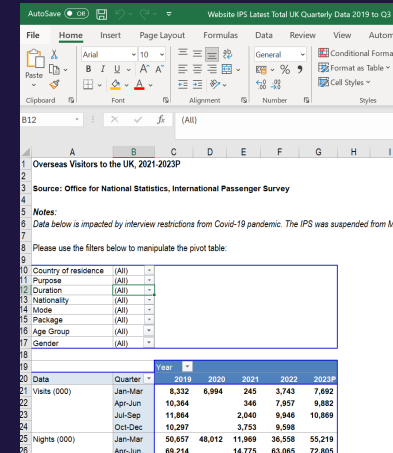
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Explore the IPS data in more detail on the [VisitBritain website](#) which includes pivot tables (Excel) and interactive dashboards.



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# 1. Summary

Q2 2024 (April to June)

# Summary (1)

## Provisional data shows inbound visits remained just above 2019 levels from Jan-Jun 2024 but spend was still down vs 2019 and 2023 in real terms

- Inbound **visits** in Q1 and Q2 2024 surpassed both 2019 and 2023 levels although there was a slight slowdown in growth in Q2 vs Q1 when comparing to 2023.
- Visitor **spend** was up in the first 6 months of 2024 vs 2019 and up to a smaller degree vs 2023 (in nominal terms, when not adjusted for inflation). In real terms (adjusted for inflation), spend in 2024 so far remained below 2019 and 2023 levels.
- The **average length of stay** from Jan-Jun 2024 remained above 2019 levels but saw a slight decrease vs 2023, whilst **average spend per visit** and **average spend per night** tracked lower in real terms vs both comparison years.
- **VFR** visits saw record visits, **holiday** visits surpassed 2019 levels for the first time and **business** visits continued recovery but remained below 2019 levels (from Jan-Jun).
- **European** visits continued to surpass 2019 levels into Q2, whilst spend set a new record across the first 6 months of 2024. **North American** visits continued to surpass 2019 levels with record visits from Jan-Jun 2024, although it did see a slight slowdown in growth for Q2. Year-to-date spend stayed well ahead of 2019 levels but saw a decrease vs 2023.
- For the first half of 2024, Saudi Arabia, Brazil, New Zealand, Canada and the USA saw the strongest growth in visits vs 2019. When looking at growth vs 2023, China, Japan, Spain, France, Saudi Arabia and India recorded the strongest growth.

International Passenger Survey by the ONS 2024. Nominal terms = not adjusted for inflation. Real terms = adjusted for inflation. Real term spend calculated using the CPI from the [ONS](#). Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information.

## **2. Latest inbound GB statistics**

**Q2 2024 (April to June)**

# Volume and Value headlines Q2 2024

Total	Q1 2024	% change vs Q1 2019	% change vs Q1 2023	Q2 2024	% change vs Q2 2019	% change vs Q2 2023	YTD 2024	% change vs YTD 2019	% change vs YTD 2023
Visits (000)	8,731	5%	14%	10,778	4%	9%	19,509	4%	11%
Spend (£m)	£ 5,530	15%	-2%	£ 7,902	15%	0%	£ 13,433	15%	-1%
Nights (000)	58,439	15%	6%	76,408	10%	5%	134,846	12%	5%

- From April to June 2024 (Q2), there were 10.8m inbound visits to Great Britain, up 4% vs Q2 2019 and up 9% vs Q2 2023. A slight slowdown in growth can be seen in Q2 vs Q1 when comparing to 2023 (9% vs 14%). Estimates for the first half of 2024 (Jan-Jun) shows **visits** at 19.5m, up 4% vs 2019 and up 11% vs 2023.
- Visitors **spent** £7.9bn in Q2, up 15% vs Q2 2019 and level with Q2 2023. Over the first 6 months of the year, visitors spent £13.4bn, up 15% vs 2019 and down 1% vs 2023.
- **Nights** totalled at 134.8m over the first half of the year (with a Q2 record), up 12% vs 2019 and up 5% vs 2023.

International Passenger Survey by the ONS 2024P. 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](#). Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information.

# Value headlines in real terms Q2 2024

Spend (£m) vs 2019	Q1 2024 vs Q1 2019	Q2 2024 vs Q2 2019	YTD 2024 vs YTD 2019
% change NOMINAL	15%	15%	15%
% change REAL	-7%	-8%	-7%

Spend (£m) vs 2023	Q1 2024 vs Q1 2023	Q2 2024 vs Q2 2023	YTD 2024 vs YTD 2023
% change NOMINAL	-2%	0%	-1%
% change REAL	-5%	-2%	-3%

- When adjusted for inflation (real terms), spend in 2024 so far remained below 2019 levels; spend was down 7% in Q1 and down 8% in Q2, and therefore down 7% overall.
- Spend was also down vs 2023 when adjusted for inflation with year-to-date spend down 3%.

International Passenger Survey by the ONS 2024P. Nominal terms = not adjusted for inflation. Real terms = adjusted for inflation. Real term spend calculated using the CPI from the [ONS](#). Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information.

# Averages Q2 2024

Averages	Q2 2019	Q2 2022	Q2 2023	Q2 2024	% change vs Q2 2019	% change vs Q2 2023
Avg. Spend per Visit (£)	£ 665	£ 860	£ 799	£ 733	10%	-8%
Avg. Length of Stay	6.7	7.9	7.4	7.1	6%	-4%
Avg. Spend per Night (£)	£ 100	£ 109	£ 108	£ 103	4%	-5%

- In Q2 2024, **average spend per visit** was £733, still above Q2 2019 levels but below Q2 2023. In real terms, average spend was down 11% vs Q2 2019, and down 10% vs Q2 2023.
- The **average length of stay** was 7.1 nights in Q2 2024, still longer than in Q2 2019 but slightly shorter than in Q2 2023.
- Average **spend per night** was £103 in Q2 2024, just above 2019 levels and slightly lower than 2023. When adjusting for inflation, spend per night was down 16% vs Q2 2019 and down 5% vs Q2 2023.

International Passenger Survey by the ONS 2024P. 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](#). Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information.



# Journey Purpose Q2 2024 (Visits)

Visits (000)	Q1 2024	% change vs Q1 2019	% change vs Q1 2023	Q2 2024	% change vs Q2 2019	% change vs Q2 2023	YTD 2024	% change vs YTD 2019	% change vs YTD 2023
<b>Holiday</b>	3,307	12%	19%	4,502	0%	2%	7,810	5%	9%
<b>VFR</b>	2,999	12%	5%	3,291	10%	5%	6,290	11%	5%
<b>Business</b>	1,746	-18%	23%	2,055	-6%	21%	3,801	-12%	22%
<b>Study</b>	78	-2%	6%	132	-14%	48%	210	-9%	29%
<b>Misc.</b>	600	22%	5%	799	53%	32%	1,399	38%	19%

- **Holiday** visits reached 7.8m visits in the first 6 months of 2024, up 5% vs Q2 2019 and up 9% vs Q2 2023. Visits reached a record 3.3m in Q1 but were level with pre-pandemic levels in Q2 at 4.5m.
- **Visits to friends and relatives** totalled at a record 6.3m from Jan-Jun 2024, up 11% vs 2019 and up 5% vs 2023. Recovery was similar in both Q1 and Q2 2024 vs comparison years.
- Year-to-date figures show **business** visits at -12% vs 2019 but up 22% vs 2023, with visits showing stronger recovery in Q2 2024.
- **Study** visits over the first 6 months of 2024 reached 210,000, down 9% vs 2019 but up 29% vs 2023.
- Remaining visits under '**miscellaneous**' reached 1.4m from Jan-Jun 2024, up on both 2019 and 2023.

# Journey Purpose Q2 2024 (Spend)

Spend (£m)	Q1 2024	% change vs Q1 2019	% change vs Q1 2023	Q2 2024	% change vs Q2 2019	% change vs Q2 2023	YTD 2024	% change vs YTD 2019	% change vs YTD 2023
<b>Holiday</b>	£ 2,342	13%	11%	£ 3,671	12%	-11%	£ 6,013	12%	-3%
<b>VFR</b>	£ 1,540	32%	-8%	£ 1,932	23%	1%	£ 3,473	27%	-3%
<b>Business</b>	£ 1,156	-3%	3%	£ 1,543	4%	22%	£ 2,699	1%	13%
<b>Study</b>	£ 174	51%	-38%	£ 242	-12%	7%	£ 416	7%	-18%
<b>Misc.</b>	£ 304	22%	-27%	£ 499	75%	32%	£ 803	51%	1%

- **Holiday** spend reached £6.0bn in the first 6 months of 2024, up 12% vs 2019 but down 3% vs 2023. Q1 saw record spend at £2.3bn but there was a slowdown in holiday spend in Q2 at £3.7bn (down 11% vs 2023).
- Spend from those **visiting friends and relatives** totalled at £3.5bn in the first half of the year (with a Q2 record) up 27% vs 2019 but down 3% vs 2023.
- **Business** spend surpassed pre-pandemic levels in Q2 bringing year-to-date spend to £2.7bn, up 1% vs 2019 and up 13% vs 2024.
- Spend from **study** visits reached £416m from Jan-Jun 2024, up 7% vs 2019 but down 18% vs 2023.
- All other spend under '**miscellaneous**' reached £803m from Jan-Jun, up 51% vs 2019 and up 1% vs 2023.

# Global Regions Q2 2024 (Visits)

Visits (000)	Q1 2024	% change vs Q1 2019	% change vs Q1 2023	Q2 2024	% change vs Q2 2019	% change vs Q2 2023	YTD 2024	% change vs YTD 2019	% change vs YTD 2023
<b>Total Europe</b>	6,220	3%	14%	7,077	3%	13%	13,297	3%	13%
<b>EU Total</b>	5,697	3%	15%	6,421	2%	13%	12,118	3%	14%
<b>EU 15</b>	4,544	2%	15%	5,341	3%	14%	9,885	3%	14%
<b>Other EU</b>	1,153	6%	14%	1,080	0%	10%	2,233	3%	12%
<b>Rest of Europe</b>	524	5%	5%	656	8%	12%	1,179	6%	9%
<b>North America</b>	1,068	19%	7%	1,885	23%	-4%	2,953	21%	0%
<b>Rest of World</b>	1,443	4%	18%	1,816	-7%	7%	3,259	-2%	12%

- Inbound visits from **Europe** in reached 13.3m in the first half of 2024, up 3% vs 2019 and up 13% vs 2024. Growth in Q1 and Q2 remained steady in Europe and EU15. Other EU showed a slight slowdown in growth in Q2 whilst Rest of Europe saw stronger growth in Q2.
- **North America** visits reached a record 3.0m visits from Jan-Jun 2024, up 21%vs 2019 and level with 2023. Q1 saw record visits but Q2 saw a slight slowdown.
- Visits from the **Rest of World** saw strong growth in Q1 but a slight dip into Q2 with visits totalling at 3.3m from Jan-Jun, down 2% vs 2019 and up 12% vs 2023. There is much variation by market which you can see on the next slides.

# Global Regions Q2 2024 (Spend)

Spend (£m)	Q1 2024	% change vs Q1 2019	% change vs Q1 2023	Q2 2024	% change vs Q2 2019	% change vs Q2 2023	YTD 2024	% change vs YTD 2019	% change vs YTD 2023
<b>Total Europe</b>	£ 2,662	19%	1%	£ 3,649	23%	13%	£ 6,311	21%	7%
<b>EU Total</b>	£ 2,322	20%	4%	£ 3,182	24%	16%	£ 5,504	22%	10%
<b>EU 15</b>	£ 1,987	24%	3%	£ 2,832	36%	16%	£ 4,818	31%	10%
<b>Other EU</b>	£ 336	-2%	10%	£ 350	-27%	14%	£ 686	-16%	12%
<b>Rest of Europe</b>	£ 340	17%	-16%	£ 467	16%	-2%	£ 807	17%	-9%
<b>North America</b>	£ 970	19%	-11%	£ 2,077	42%	-9%	£ 3,047	34%	-10%
<b>Rest of World</b>	£ 1,898	8%	1%	£ 2,177	-12%	-9%	£ 4,075	-4%	-5%

- Spend from **Europe** reached a record £6.3bn from Jan-Jun 2024, up 21% vs 2019 and up 7% vs 2023. Within Europe, EU15 saw record spend in 2024 so far whilst Other EU was still behind 2019 levels, and spend from Rest of Europe remained above 2019 levels but saw a slowdown vs 2023.
- **North America** spend remained above 2019 levels at £3.0bn across the first half of 2024, but saw a decrease vs 2023.
- Remaining spend from the **Rest of World** saw positive growth in Q1 but a slight dip into Q2. Year-to-date figures show spend behind both 2019 and 2023 levels – see market variation on the next slides.

# Selected Market Highlights Q2 2024 (Visits)

Visits (000)	Q1 2024	% change vs. Q1 2019	% change vs Q1 2023	Q2 2024	% change vs. Q2 2019	% change vs Q2 2023	YTD 2024	% change vs. YTD 2019	% change vs YTD 2023
Australia	182	31%	18%	306	13%	-1%	488	19%	5%
Austria	76	-6%	24%	81	-4%	-3%	157	-5%	8%
Belgium	191	-19%	-3%	212	-29%	-6%	402	-25%	-5%
Brazil	90	22%	-3%	85	40%	3%	174	30%	0%
Canada	154	17%	-7%	314	24%	17%	468	22%	8%
China	99	-17%	488%	100	-51%	40%	199	-39%	125%
Denmark	113	-4%	-24%	189	2%	42%	302	0%	7%
France	896	10%	33%	1,020	10%	25%	1,917	10%	29%
Germany	621	-8%	32%	961	20%	7%	1,582	7%	15%
GCC*	254	18%	30%	258	4%	20%	512	11%	25%
Hong Kong (SAR)*	50	-29%	26%	58	-45%	-6%	108	-39%	7%
India	122	2%	36%	229	3%	23%	351	3%	27%
Irish Republic	767	18%	4%	690	-4%	-5%	1,457	6%	0%
Italy	428	-11%	2%	488	-12%	29%	916	-12%	15%
Japan	84	11%	48%	64	-32%	72%	148	-13%	58%
Netherlands	394	-1%	6%	604	31%	23%	998	16%	16%
New Zealand	32	49%	-13%	61	15%	-11%	93	25%	-12%
Norway	137	-1%	-1%	152	2%	-5%	289	1%	-3%
Poland	482	26%	12%	461	12%	9%	942	18%	10%
Romania	252	-1%	18%	201	-7%	19%	453	-4%	18%
Saudi Arabia	64	83%	20%	72	32%	35%	136	52%	28%
South Korea	62**	-6%	82%	40	-53%	-19%	102	-33%	22%
Spain	645	23%	30%	657	4%	41%	1,302	12%	35%
Sweden	138	-31%	-9%	180	-7%	-12%	318	-19%	-11%
Switzerland	185	-6%	-5%	274	13%	11%	459	4%	4%
United Arab Emirates	89	-4%	11%	112	-14%	18%	201	-10%	15%
USA	914	19%	10%	1,571	22%	-7%	2,485	21%	-1%

## Top inbound markets for visits in Q2 2024:

- USA, France, Germany, Irish Republic and Spain.

## Record visits for Q2 2024:

- Canada, Denmark, Netherlands, Poland, Saudi Arabia and Spain

## Strongest growth for first half of 2024 (Jan-Jun):

- **(vs 2019):** Saudi Arabia, Brazil, New Zealand, Canada and USA.
- **(vs 2023):** China, Japan, Spain, France, Saudi Arabia and India.
- China visits saw a dip in recovery in Q2 2024, primarily driven by a decrease in VFR and Study visits vs 2023.

International Passenger Survey by the ONS 2024P. Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information. GCC\* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. \*SAR refers to Special Administrative Region. \*\*Caution: low sample size.



# Selected Market Highlights Q2 2024 (Spend)

Spend (£m)	Q1 2024	% change vs. Q1 2019	% change vs Q1 2023	Q2 2024	% change vs. Q2 2019	% change vs Q2 2023	YTD 2024	% change vs. YTD 2019	% change vs YTD 2023
Australia	£230	65%	25%	£362	8%	-13%	£592	25%	-1%
Austria	£35	-3%	6%	£52	33%	-24%	£87	16%	-14%
Belgium	£70	18%	-20%	£103	41%	-6%	£173	30%	-12%
Brazil	£76	19%	-31%	£74	57%	-18%	£151	35%	-25%
Canada	£101	-25%	-42%	£313	43%	31%	£414	17%	0%
China	£142	-35%	89%	£104	-73%	-39%	£246	-60%	0%
Denmark	£55	9%	-31%	£105	10%	62%	£161	9%	11%
France	£381	45%	6%	£584	98%	48%	£965	73%	28%
Germany	£305	28%	32%	£584	38%	14%	£889	34%	19%
GCC*	£569	15%	10%	£435	-4%	2%	£1,004	6%	6%
Hong Kong (SAR)*	£86	-19%	27%	£46	-68%	-44%	£133	-47%	-12%
India	£148	40%	25%	£270	18%	17%	£417	25%	20%
Irish Republic	£253	21%	-24%	£242	12%	-20%	£494	16%	-22%
Italy	£208	-12%	-5%	£246	8%	8%	£454	-2%	2%
Japan	£78	51%	36%	£72	-14%	32%	£150	11%	34%
Netherlands	£180	55%	5%	£327	70%	21%	£507	64%	15%
New Zealand	£51	215%	25%	£97	194%	4%	£149	201%	11%
Norway	£77	4%	-23%	£94	25%	-21%	£171	14%	-22%
Poland	£94	12%	-7%	£119	11%	37%	£213	11%	13%
Romania	£69	-36%	-3%	£57	-58%	3%	£126	-48%	-1%
Saudi Arabia	£141	-6%	-11%	£150	19%	58%	£290	6%	15%
South Korea	£49**	-6%	129%	£31	-66%	-65%	£81	-44%	-27%
Spain	£268	47%	41%	£346	33%	53%	£614	39%	48%
Sweden	£83	5%	10%	£106	5%	-19%	£189	5%	-9%
Switzerland	£114	5%	-31%	£204	64%	23%	£318	37%	-4%
United Arab Emirates	£188	19%	31%	£146	-31%	-8%	£333	-10%	11%
USA	£869	27%	-6%	£1,763	42%	-14%	£2,633	37%	-11%

## Top inbound markets for spend in Q2 2024:

- USA, Germany, France, GCC, Australia and Spain.

## Record spend for Q2 2024:

- Canada, Denmark, France, Germany, India, Netherlands, New Zealand and Spain.

## Strongest growth for first half of 2024 (Jan-Jun):

- **(vs 2019):** New Zealand, France, Netherlands, Spain, USA, Switzerland, Brazil and Germany.
- **(vs 2023):** Spain, Japan, France, India, and Germany.
- Spend from China in the first 6 months of the year was on par with 2023 mainly due to the drop in study spend vs 2023.

International Passenger Survey by the ONS 2024P. Figures shown as nominal spend (not adjusted for inflation) unless otherwise stated. Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information. GCC\* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. \*SAR refers to Special Administrative Region. \*\*Caution: low sample size.

# 3. Appendix



# Sample size

**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.

Journey Purpose	Q1 2024	Q2 2024
Holiday	2,503	3,008
VFR	2,448	2,121
Business	1,408	1,388
Study	69	76
Misc.	536	553

Global Region	Q1 2024	Q2 2024
Total Europe	4,858	4,259
EU Total	4,435	3,869
EU 15	3,687	3,270
Other EU	748	599
Rest of Europe	423	390
North America	1,252	1,939
Rest of World	1,328	1,500

Country of Residence	Q1 2024	Q2 2024
Australia	210	303
Austria	63	52
Belgium	185	165
Brazil	80	64
Canada	187	249
China	82	84
Denmark	95	104
France	702	598
GCC	211	160
Germany	484	640
Hong Kong (SAR)	53	61
India	99	188
Irish Republic	681	450
Italy	313	234

Japan	59	40
Netherlands	350	388
New Zealand	50	55
Norway	126	80
Poland	294	248
Romania	159	117
Saudi Arabia	49	37
South Korea	26	35
Spain	446	336
Sweden	139	124
Switzerland	169	201
United Arab Emirates	89	80
USA	1,065	1,690

Time Period	Q1 2024	Q2 2024
Overall Sample	7,438	7,698

International Passenger Survey by the ONS 2024P. Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information. GCC\* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. \*\*Caution: low sample size.



# Selected Market Highlights – Spend in real terms vs 2019

Spend (£m)	NOMINAL % change Q1 2024 vs Q1 2019	REAL % change Q1 2024 vs Q1 2019	NOMINAL % change Q2 2024 vs Q2 2019	REAL % change Q2 2024 vs Q2 2019	NOMINAL % change YTD 2024 vs YTD 2019	REAL % change YTD 2024 vs YTD 2019
Australia	31%	5%	8%	-9%	25%	-4%
Austria**	-6%	-24%	33%	-22%	16%	-23%
Belgium	-19%	-35%	41%	-43%	30%	-39%
Brazil	22%	-2%	57%	13%	35%	5%
Canada	17%	-6%	43%	0%	17%	-2%
China	-17%	-33%	-73%	-61%	-60%	-51%
Denmark	-4%	-22%	10%	-18%	9%	-20%
France	10%	-11%	98%	-11%	73%	-11%
Germany	-8%	-26%	38%	-3%	34%	-13%
GCC*	18%	-7%	-4%	-23%	6%	-14%
Hong Kong	-29%	-43%	-68%	-56%	-47%	-50%
India	2%	-17%	18%	-17%	25%	-17%
Irish Republic	18%	-5%	12%	-23%	16%	-14%
Italy	-11%	-28%	8%	-29%	-2%	-29%
Japan	11%	-11%	-14%	-45%	11%	-30%
Netherlands	-1%	-20%	70%	6%	64%	-6%
New Zealand	49%	20%	194%	-7%	201%	1%
Norway	-1%	-20%	25%	-18%	14%	-19%
Poland	26%	2%	11%	-10%	11%	-4%
Romania	-1%	-21%	-58%	-25%	-48%	-23%
Saudi Arabia	83%	48%	19%	6%	6%	22%
South Korea	-6%	-24%	-66%	-62%	-44%	-46%
Spain	23%	-1%	33%	-16%	39%	-9%
Sweden	-31%	-44%	5%	-25%	5%	-35%
Switzerland	-6%	-24%	64%	-9%	37%	-16%
United Arab Emirates	-4%	-22%	-31%	-31%	-10%	-27%
USA	19%	-4%	42%	-1%	37%	-2%

- The table shows visitor spend in nominal terms (without adjusting for inflation) side by side with visitor spend in real terms (taking inflation into account), covering Q1, Q2 and Year-to-date 2024, vs 2019.
- Real term change is calculated using the CPI from the [ONS](#).

International Passenger Survey by the ONS 2024P. GCC\* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. \*SAR refers to Special Administrative Region. Nominal terms = not adjusted for inflation. Real terms = adjusted for inflation. Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information.

# Selected Market Highlights – Spend in real terms vs 2023

Spend (£m)	NOMINAL % change Q1 2024 vs Q1 2023	REAL % change Q1 2024 vs Q1 2023	NOMINAL % change Q2 2024 vs Q2 2023	REAL % change Q2 2024 vs Q2 2023	NOMINAL % change YTD 2024 vs YTD 2023	REAL % change YTD 2024 vs YTD 2023
Australia	25%	21%	-13%	-15%	-1%	-4%
Austria**	6%	2%	-25%	-26%	-15%	-17%
Belgium	-20%	-23%	-6%	-8%	-12%	-15%
Brazil	-32%	-34%	-19%	-20%	-25%	-27%
Canada	-42%	-44%	30%	28%	0%	-3%
China	89%	83%	-39%	-40%	0%	-3%
Denmark	-32%	-34%	62%	58%	11%	8%
France	6%	2%	49%	46%	28%	25%
Germany	32%	27%	14%	11%	19%	16%
GCC*	10%	6%	2%	0%	6%	3%
Hong Kong	26%	22%	-45%	-46%	-12%	-14%
India	25%	21%	17%	15%	19%	16%
Irish Republic	-24%	-27%	-19%	-21%	-22%	-24%
Italy	-5%	-9%	8%	6%	2%	-1%
Japan	37%	32%	33%	31%	34%	30%
Netherlands	5%	2%	21%	19%	15%	12%
New Zealand	24%	20%	4%	2%	10%	7%
Norway	-22%	-25%	-22%	-23%	-22%	-24%
Poland	-7%	-10%	37%	34%	13%	10%
Romania	-3%	-6%	4%	2%	0%	-3%
Saudi Arabia	-11%	-14%	58%	55%	15%	11%
South Korea	123%	115%	-65%	-66%	-26%	-28%
Spain	41%	36%	54%	51%	48%	44%
Sweden	11%	7%	-19%	-21%	-9%	-11%
Switzerland	-31%	-34%	23%	20%	-4%	-7%
United Arab Emirates	31%	27%	-8%	-9%	11%	8%
USA	-6%	-9%	-14%	-16%	-11%	-14%

- The table shows visitor spend in nominal terms (without adjusting for inflation) side by side with visitor spend in real terms (taking inflation into account), covering Q1, Q2 and Year-to-date 2024, vs 2023.
- Real term change is calculated using the CPI from the [ONS](#).

International Passenger Survey by the ONS 2024P. GCC\* includes Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates. \*SAR refers to Special Administrative Region. Nominal terms = not adjusted for inflation. Real terms = adjusted for inflation. Please note 2024 data is at the GB level with comparisons made to 2019 and 2023 UK level data – see slide 20 for more information.

## 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 **18<sup>th</sup> October 2024**. This data includes detailed data for Q1 2024 and Q2 2024.

## Please note:

- The ONS are undertaking a QA review so historical data may be subject to marginal change - see [ONS website](#) for more information.
- 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 2024 data vs previous years as the Northern Ireland data makes up a very small percentage of overall visits. Therefore, 2024 GB level data is still being compared to 2019 and 2023 UK level data.

## 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

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