

# Tourism in London: Recent Trends

February 2026

- The most recent [International Passenger Survey published in August 2025](#) revealed that there was 20.9 million inbound visits to London in 2024 up from 20.3 million a year earlier and is broadly in line with the pre-pandemic period (21.7 million inbound tourists in 2019).<sup>1</sup>

**Table 1: International inbound visits, top 10 markets, London, 2019-2024.**

Market	2019 Visits ('000)	2019 Spend (£m)	2022 Visits ('000)	2022 Spend (£m)	2023 Visits ('000)	2023 Spend (£m)	2024 visits ('000)	2024 spend (£m)
USA	3,088	2,456	3,029	3,309	3,465	3,542	3,749	4,217
France	1,838	762	1,501	860	1,562	794	2,043	1,150
Germany	1,507	708	1,148	669	1,478	842	1,566	914
Spain	1,212	488	930	499	1,110	591	1,430	784
Italy	1,392	733	755	423	1,092	584	1,167	637
Irish Republic	748	262	851	410	881	480	814	344
Netherlands	712	314	681	385	844	460	795	474
Australia	569	490	375	509	678	651	691	746
Poland	517	180	334	140	617	245	545	185
Canada	499	410	488	458	590	451	537	398
<b>The Rest</b>	<b>9,631</b>	<b>8,898</b>	<b>6,003</b>	<b>6,487</b>	<b>7,962</b>	<b>8,056</b>	<b>7,608</b>	<b>7,439</b>
<b>Total</b>	<b>21,714</b>	<b>15,700</b>	<b>16,126</b>	<b>14,149</b>	<b>20,277</b>	<b>16,697</b>	<b>20,945</b>	<b>17,287</b>

Source: ONS [International Passenger Survey \(IPS\)](#)

- In 2024, the top 3 markets to London in terms of visits and spend were the US, France and Germany.
- Both the number of US visitors to London and their aggregate spending have increased. Between 2019 and 2024, there was a 20% increase in the number of US visitors and more than a 70% rise in spending by these tourists.<sup>2</sup>

<sup>1</sup> The [International Passenger Survey](#) data for 2024 was re-released in August 2025 due to methodological changes. It should be noted that IPS figures are estimates and “official statistics in development” subject to revisions as improvements to methods are made. The [Quarterly IPS](#) data is also currently regarded as official statistics in development following the methodological changes introduced in July 2024. Publication by the [ONS of monthly data](#) has been paused due to ongoing work on the Travel and Tourism Reform project. Due to [methodological changes](#) in the domestic tourism series, the domestic figures are not fully comparable across the pre- and post-Covid period and should be interpreted with caution.

<sup>2</sup> Office for National Statistics, [International Passenger Survey](#). USA visitors, number of visits increased from 3.1 million to 3.7 million between 2019 and 2024. In 2024, there were 5.6 million visitors to the UK from the USA. Spending increased from £2.5 million to £4.2 million over the same period for USA visitors. Including visitors from Canada saw spending increase from £3.8 billion to £4.6 billion between 2022 and 2024.

- Visit Britain forecasted that US visitor spending in the UK is set to reach [£6.7 billion in 2025, up 9%](#), keeping the US as the UK's most valuable inbound market.
- The US market is an important element of global tourism. Forecast by the US Travel Association in October 2025, estimates that inbound international visits to the US will decline 6.3% from 72.4 million in 2024 to 67.9 million in 2025.<sup>3</sup> Year-to-date (through May 2025), international arrivals to the US was down 2.4% compared to 2024 with visitor spending projected to decline by \$12 billion.<sup>4</sup>
- Looking ahead, [GLA Economics' international tourism projections](#) suggest further growth over the medium term. By 2030, London is projected to reach around 25.2 million international visitors, 139.0 million visitor nights.

## London's domestic tourism

In 2024, London accounted for 21% of total volume of day visitors in England, with 189 million day visits, up from 175 million days in 2022.<sup>5</sup> London had 15.1 million overnight trips in 2024 (17% of England share, up from 15% in 2022).<sup>6</sup>

GLA Economics has published [updated projections](#) for London's domestic overnight visitors, nights, and expenditure covering the period 2025–2029.<sup>7</sup>

Key points from the new projections are as follows:

- Domestic overnight visitors are expected to stabilise at around 14.5 million per year by 2029, following a gradual easing from the post-pandemic peak.
- Domestic overnight trips are projected to remain steady at approximately 36.5 million annually, reflecting more typical trip lengths after the 2022–23 staycation surge.
- Domestic visitor spending (in real 2022 prices) is forecast to level off at around £4.8 billion by 2029.

The latest IPS release for the period 2024 can be accessed at: [Travel trends - Office for National Statistics](#)

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<sup>3</sup> US Travel association, [Travel forecast](#), October 2025.

<sup>4</sup> Congressional research services, [Recent development in international tourism to the United States](#), July 2025

<sup>5</sup> Visit Britain: <https://www.visitbritain.org/research-insights/england-domestic-tourism-regional-and-subregional-data>

<sup>6</sup> Due to [methodological changes](#) in the domestic tourism series, the domestic figures are not fully comparable across the pre- and post-Covid period and should be interpreted with caution.

<sup>7</sup> The updated methodology applies a blended econometric model that integrates pre- and post-COVID data while accounting for the 2022 VisitBritain survey redesign. This ensures greater consistency and comparability in post-2022 estimates.