

UK TARGETS 50 MILLION INTERNATIONAL VISITORS



VisitBritain has released its forecast report for inbound tourism in 2025. According to the report, tourism spending is projected to rise 7 percent from the last year, reaching £33.7 billion. Additionally, the number of tourists is anticipated to grow by 5 percent, totaling 43.4 million international visitors.

US Tourists Rank First

The report highlights that the United States (US) remains the UK's largest and most valuable visitor market. **This year, US tourist spending is expected to increase by 9% from 2024, reaching a record £6.7 billion.** This indicates that approximately £1 out of every £5 spent by visitors to the UK will come from US tourists.

In contrast, recovery from East Asia is still lagging overall. However, China is anticipated to become the UK's fifth most valuable source market this year, contributing an estimated £1.6 billion to the country's economy.

2030 Forecast

VisitBritain's analysis considers tourism's global competitive position and long-term growth potential. If inbound tourism to the UK grows at the rate currently forecasted for Western Europe, the sector could contribute an additional £4.4 billion to the UK economy by 2030.

Tourism Secretary Sir Chris Bryant stated, "We have a target of welcoming 50 million international visitors to the UK "by 2030. VisitBritain CEO Patricia Yates added, "Tourism contributes 7% annually "to our economy. It is also a highly competitive global industry. We have launched the international 'Starring GREAT' campaign to support the UK Government's target of reaching 50 million international visitors annually by 2030."

The UK focuses on growth markets such as Australia, the United States, key European countries, and the Gulf Cooperation Council (GCC) nations. Research indicates that 9 out of 10 potential visitors to the UK would like to visit film and TV locations during their trip.

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