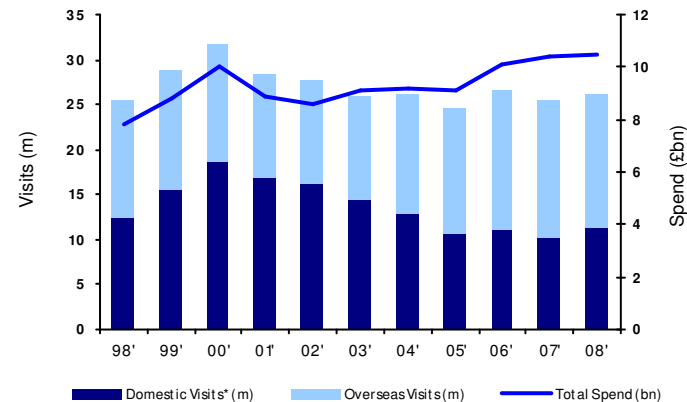


- Tourism is a vital contributor to London's economy generating approximately £10.5 billion in overnight visitor spending each year
- The capital attracts around 26.1 million overnight visitors a year
- London is the number one city destination in the world for international travel
- The overseas market generates the largest slice of tourism income, with spending at £8.2 billion in 2008
- Over the last ten years, whilst overseas arrivals have grown strongly, domestic overnight visits have declined steadily – a pattern mirrored across the UK
- In 2008, revenue generated from overnight visits marked the highest since 2000 at £10.5 billion
- The average overnight visitor to London spent £402 per trip, or £89 per day in 2008.
- A typical overseas visitor will stay 6.1 days in London, while a domestic one will stay 2.4 days
- In terms of spend, an overseas visitor will spend £552 per trip in London, while a domestic visitor will spend £208
- In 2008, 11.5% more domestic visitors visited London compared to 2007

**LONDON: VISITS, NIGHTS & SPEND (excl day visits)  
2002/08**

|                     | 2002         | 2004         | 2006         | 2007         | 2008         |
|---------------------|--------------|--------------|--------------|--------------|--------------|
| <b>Visits (m)</b>   |              |              |              |              |              |
| Domestic*           | 16.1         | 12.8         | 10.96        | 10.1         | 11.3         |
| Overseas            | 11.6         | 13.4         | 15.6         | 15.3         | 14.8         |
| <b>TOTAL VISITS</b> | <b>27.7</b>  | <b>26.2</b>  | <b>26.6</b>  | <b>25.4</b>  | <b>26.1</b>  |
| <b>Nights (m)</b>   |              |              |              |              |              |
| Domestic*           | 35.4         | 29.7         | 24.6         | 23.4         | 27.4         |
| Overseas            | 75.4         | 90.2         | 101.1        | 95.8         | 90.9         |
| <b>TOTAL NIGHTS</b> | <b>110.8</b> | <b>119.9</b> | <b>125.7</b> | <b>119.2</b> | <b>118.3</b> |
| <b>Spend (£bn)</b>  |              |              |              |              |              |
| Domestic*           | 2.8          | 2.8          | 2.3          | 2.2          | 2.35         |
| Overseas            | 5.8          | 6.4          | 7.8          | 8.2          | 8.16         |
| <b>TOTAL SPEND</b>  | <b>8.6</b>   | <b>9.2</b>   | <b>10.1</b>  | <b>10.4</b>  | <b>10.5</b>  |

**LONDON: VISITS & SPEND (excl day visits) 1998/08**



Source: ONS, International Passenger Survey, 2008 preliminary figures; visit Britain, UK Tourism Survey  
\*Pre 2005 data is not strictly comparable with past years, excludes domestic day visits