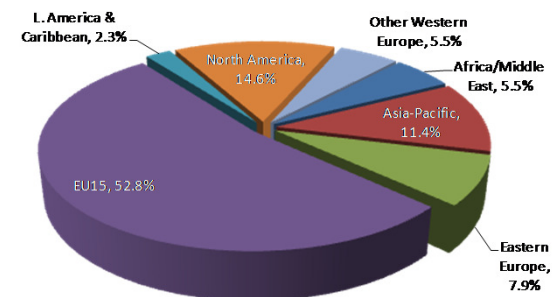


- Provisional data from the IPS shows that in 2010, London welcomed 14.6 million overseas visitors, 2.7% more than in 2009.
- Expenditure, buoyed by the continuing weakness of sterling, reached almost £8.7 billion, a 5.2% boost over 2009.
- The USA remained London's largest international market, with visits equalling 1.74m in 2010. It is a particularly high-value market, with receipts of nearly £1.3bn.
- The main economies of continental Western Europe make up London's other main markets in volume terms. France is the second largest, followed by Germany, Italy and Spain.
- Germany, Italy and France (particularly leisure) made significant contributions to London's growth in 2010; whereas the stalling Spanish economy was reflected in a 14% loss.
- Asia Pacific continues to make a bigger impact in London's visitor mix, buoyed by rapid growth in the Chinese and Indian markets. With its strengthening currency, Australia performed very strongly in 2010
- Average visitor spend in London is £594, with some major variations around this figure. The Kuwaitis (£1,797) and Saudis (£2,030) are the highest spenders, while US visitors spend an average of £734.
- At the opposite end of the expenditure spectrum, visitors from the capital's biggest European markets, France (£313) and Germany (£331), are relatively lower spenders

LONDON: TOP 30 OVERSEAS VISITOR MARKETS 2010 BY VISITS AND EXPENDITURE

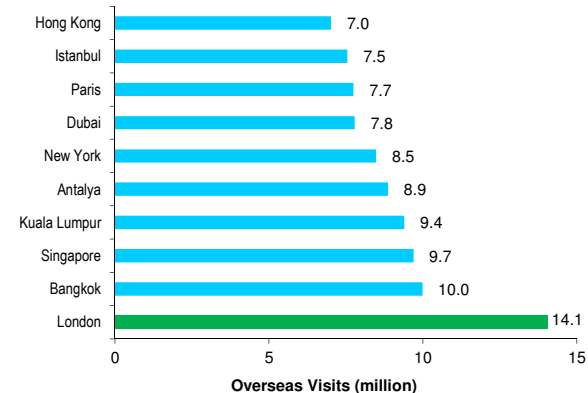
Visits Thousands	% change vs 2009	Expenditure £million	% change vs 2009		
USA	1,740	-5.4%	USA	1,276	-0.2%
France	1,620	6.0%	France	542	14.7%
Germany	1,253	17.2%	Germany	463	31.1%
Italy	925	23.7%	Italy	433	20.2%
Spain	871	-13.9%	Australia	428	4.2%
Irish Republic	655	-5.2%	Spain	401	-13.5%
Australia	619	8.3%	Netherlands	262	3.7%
Netherlands	619	-9.6%	Irish Republic	256	7.6%
Belgium	489	39.7%	Canada	240	24.4%
Sweden	439	31.1%	Mexico	214	483.2%
Canada	385	3.8%	India	211	58.4%
Norway	369	13.7%	Sweden	205	40.2%
Poland	354	-1.4%	Norway	202	5.6%
Switzerland	313	-11.5%	Nigeria	198	30.6%
Denmark	272	-18.2%	UAE	174	-5.8%
India	233	30.8%	Belgium	170	44.2%
Portugal	173	4.2%	Switzerland	162	-20.3%
Japan	166	26.9%	Poland	160	9.1%
Austria	165	-7.9%	Denmark	141	-14.9%
Brazil	147	-2.3%	Russia	119	35.0%
Nigeria	122	35.8%	Japan	117	-48.8%
South Africa	122	4.9%	Brazil	115	12.8%
Romania	121	-7.5%	South Africa	104	31.1%
Israel	121	12.6%	Saudi Arabia	101	-16.2%
Russia	118	-3.5%	China	86	54.9%
New Zealand	110	37.3%	Austria	85	-8.5%
Czech Republic	109	1.3%	Hong Kong	84	24.2%
UAE	107	-24.7%	Greece	80	-9.2%
Greece	103	-11.8%	Malaysia	79	-17.0%
Finland	103	-11.8%	Turkey	77	51.7%
All London Visits	14,599	2.7%	All London Spend	8,669	5.2%

ORIGIN OF LONDON OVERSEAS VISITS 2010



Source: ONS, International Passenger Survey, 2010 preliminary figures
 Asia Pacific includes Australia, New Zealand, India, China, Singapore, Hong Kong & Japan
 Other Europe includes Norway, Poland, Switzerland & Russia
 North America includes USA & Canada while Others includes all the remaining countries

LEADING CITIES FOR INTERNATIONAL TOURISM 2009



Source: Euromonitor International's Top City Destinations Ranking, Jan 2011