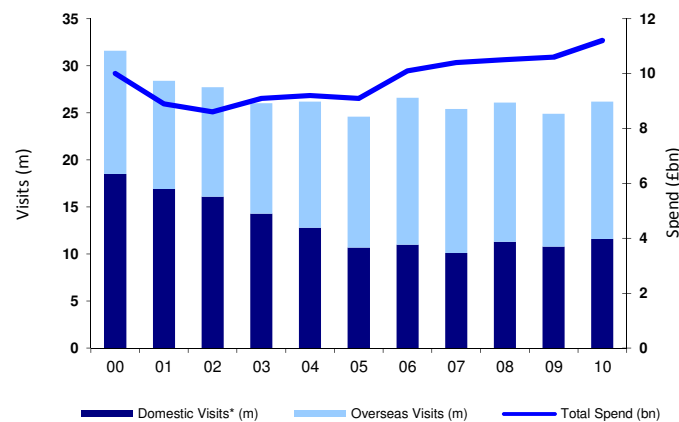


- In 2010, London attracted 26.2 million staying visits, an improvement of 5% against the previous year.
- The direct economic benefit of this activity is measured in tourism receipts; in 2010, these reached £11.2 billion, 7% up on 2009.
- This is London's highest visitor expenditure since 2000, emphasising the much higher spending power that overseas visitors have been enjoying as a result of Sterling's weakness.
- In spite of the recessionary slowdown that has impacted so much global tourism since 2007, London remains the world's number one city destination for international travellers.
- London's overseas market contributes the major part of its tourist income - £8.7 billion in 2010 (78% of the total) from 14.6 million visits.
- In spite of some very difficult operating conditions in 2010 (poor weather; volcanic ash clouds; industrial disputes), international visits to London increased 2.7%, while receipts were boosted to the tune of 5.2%.
- In 2010 overseas visitor spent an average of £593 per trip in London, with an average stay duration of 6.1 days in the capital.
- After a difficult 2009, London's domestic market revived in 2010 to the tune of 11.6 million visits (a 7.4% improvement on 2009), yielding £2.5 billion in receipts, up by an impressive 13%.
- In 2010, a typical domestic visitor to London stayed 2.1 days, spending an average of £217.

LONDON: VISITS, NIGHTS & SPEND (excl day visits) 2006 - 2010

	2006	2007	2008	2009	2010
Visits (m)					
Domestic*	10.96	10.1	11.3	10.8	11.6
Overseas	15.6	15.3	14.8	14.1	14.6
TOTAL VISITS	26.6	25.4	26.1	24.9	26.2
Nights (m)					
Domestic*	24.6	23.4	27.4	23.8	24.9
Overseas	101.1	95.8	90.9	84.8	89.5
TOTAL NIGHTS	125.7	119.2	118.3	108.6	114.4
Spend (£bn)					
Domestic*	2.3	2.2	2.4	2.2	2.5
Overseas	7.8	8.2	8.1	8.3	8.7
TOTAL SPEND	10.1	10.4	10.5	10.5	11.2

LONDON: VISITS & SPEND (excl day visits) 2000 - 2010



Source: ONS, International Passenger Survey, 20010 preliminary figures; Visit Britain, UK Tourism Survey
 *Pre 2005 data is not strictly comparable with past years; excludes domestic day visits