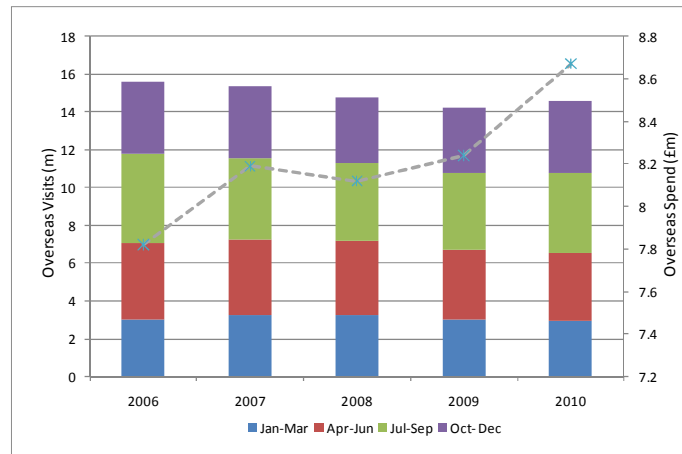


- Provisional data from the IPS shows that in 2010, London welcomed 14.6 million overseas visitors, 2.7% more than in 2009.
- This is the first increase in visit numbers since 2006, and suggests London's visitor economy is now well on the road to post-recession recovery.
- Expenditure, buoyed by the continuing weakness of sterling, reached almost £8.7 billion, a 5.2% boost over 2009.
- 50% of London overseas visitors originated from Eurozone countries, dominated by arrivals from France Germany, Spain and Italy. A further 13.4% arrived from the rest of Europe.
- North America accounted for 14.6% of London's visitor base. The USA was London's biggest single market, with 1.74m visits and £1.3 billion of spend.
- The most rapid growth (+10%) came from Asia Pacific, a market that represents about 11% of all arrivals.
- The buoyant leisure sector, accounting for one-half of international visits to London, grew by 3.2% in 2010.
- But the most notable aspect of London's visitor activity in 2010 was a return to growth for the business sector (+7.6%), in the wake of sustained losses since 2007.
- VFR arrivals are more than one-fifth of London's market. A more non-essential segment of the market, it was badly affected by the recession, but has stabilised towards the end of 2010.

LONDON: OVERSEAS VISITS, NIGHTS & SPEND 2006-2010

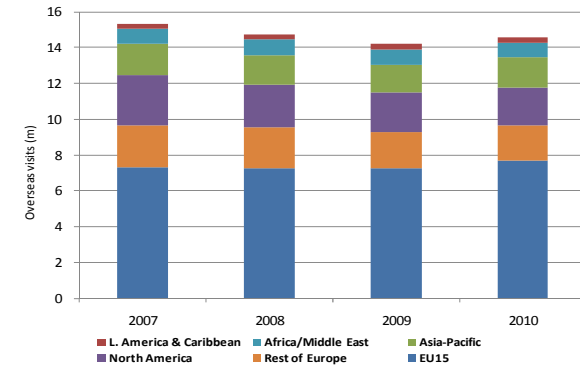
	2006	2007	2008	2009	2010
Overseas Visits (m)	15,593	15,340	14,753	14,211	14,599
Yr/yr %	12.24%	-1.62%	-3.83%	-3.67%	2.73%
Overseas nights (m)	101,068	95,846	90,815	85,686	89,537
Yr/yr %	10.04%	-5.17%	-5.25%	-5.65%	4.50%
Overseas spend (£bn)	7,822	8,192	8,126	8,238	8,669
Yr/yr %	14.04%	4.74%	-0.81%	1.39%	5.23%
Spend per visitor per day (£)	77.39	85.47	89.48	96.14	0.97
Yr/yr %	3.6%	10.4%	4.7%	7.4%	0.7%

QUARTERLY DISTRIBUTION OF OVERSEAS EXPENDITURE



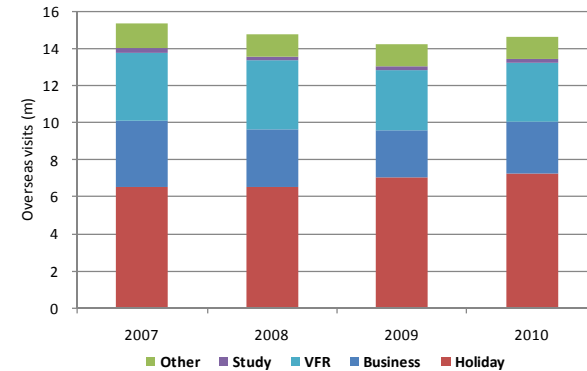
Source: ONS, International Passenger Survey, 2010 preliminary figures

ORIGIN OF LONDON OVERSEAS VISITS 2007-2010



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. Others includes all remaining countries

LEADING PURPOSE OF OVERSEAS VISITS 2007-2010



Source: ONS, International Passenger Survey, 2010 preliminary figures
VFR – Visiting friends and relations