

# KEY VISITOR STATISTICS

## 2011 FACT SHEET

- In 2011, London attracted 26.3 million staying visits, a very marginal 1% improvement against the previous year.

- The direct economic benefit of this activity is measured in tourism receipts; these reached £11.8 billion, an improvement of 5% on 2010.

- 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.

- After the recessionary downturn of 2008 and 2009, which saw reduced international arrivals, London has made a strong recovery, with figures now edging closer to the levels last seen mid-decade.

- London's overseas market contributes the major part of its tourist receipts - £9.4 billion in 2010 (80% of the total) from 15.2 million visits (58% of total).

- International visits to London in 2011 increased 3.5%, while receipts were boosted to the tune of 7.1%

- Overseas visitor spent an average of £615 per trip in London, with an average stay duration of 6 days in the capital.

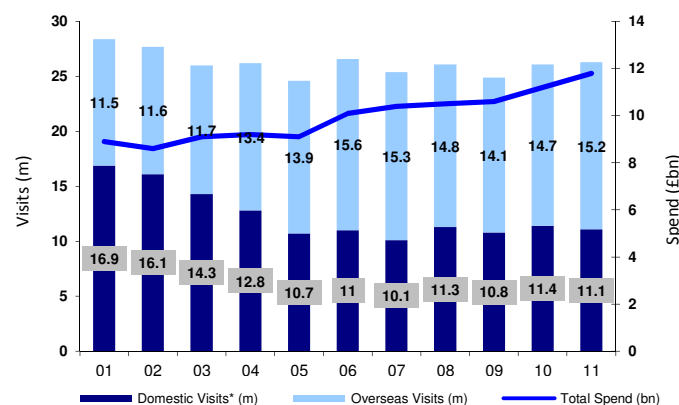
- 2011 was a more difficult year for London's domestic market, with 11.1 million arrivals being 2.6% fewer than in 2010. These yielded £2.4 billion in receipts, half a percent lower than in 2010.

- In 2011, a typical domestic visitor to London stayed 2.4 days, spending an average of £216.

### LONDON: VISITS, NIGHTS & SPEND (excl day visits) 2007 - 2011

	2007	2008	2009	2010	2011
<b>Visits (m)</b>					
Domestic*	10.1	11.3	10.8	11.4	11.1
Overseas	15.3	14.8	14.1	14.7	15.2
<b>TOTAL VISITS</b>	<b>25.4</b>	<b>26.1</b>	<b>24.9</b>	<b>26.2</b>	<b>26.3</b>
<b>Nights (m)</b>					
Domestic*	23.4	27.4	23.8	24.3	27.1
Overseas	95.8	90.9	84.8	90.3	91.0
<b>TOTAL NIGHTS</b>	<b>119.2</b>	<b>118.3</b>	<b>108.6</b>	<b>114.4</b>	<b>118.1</b>
<b>Spend (£bn)</b>					
Domestic*	2.2	2.4	2.2	2.5	2.4
Overseas	8.2	8.1	8.3	8.7	9.4
<b>TOTAL SPEND</b>	<b>10.4</b>	<b>10.5</b>	<b>10.5</b>	<b>11.2</b>	<b>11.8</b>

### LONDON: VISITS & SPEND (excl day visits) 2001 - 2011



Source: ONS, International Passenger Survey, 20011 preliminary figures; UK Tourism Survey  
 \*Pre 2005 data is not strictly comparable with past years due to change in survey method  
 Data excludes domestic day visits, currently estimated at 285 million per annum