

- Data from the IPS shows that in 2012, London welcomed nearly 15.5 million overseas visitors, 1.1% more than in 2011.
- Expenditure, buoyed by strong growth in the Olympics Q3, reached almost £10.1 billion, a 7% boost over 2011.
- There were nine markets generating visit numbers in excess of half a million, and these accounted for 57% of all overseas arrivals.
- The USA was London's largest international market, with 1.86 million visits. As London's highest value market, it generated £1.49 billion in receipts.
- The US market received a strong boost from leisure visits, the Olympic Games being a key factor behind this increase.
- Apart from the inclusion of Australia, the main economies of Europe dominated the remainder of London's Top 10 markets. Chief among these were France, followed by Germany, Italy and Spain.
- French visit numbers enjoyed a big Olympics-time boost, with ease of access to London being a key Games-time factor.
- It was a mixed picture elsewhere on the Continent. There was fallout in a number of Eurozone markets, but very positive growth from markets outside the Zone, most notably Switzerland, Sweden, Denmark and Poland.
- Asia Pacific continued to increase its footprint on London's visitor profile. Standout markets were the large increases from South Korea and Japan.
- In expenditure terms, ten markets yielded receipts in excess of £0.25 billion. While these were broadly London's largest volume markets, they also included Switzerland, UAE and Canada.

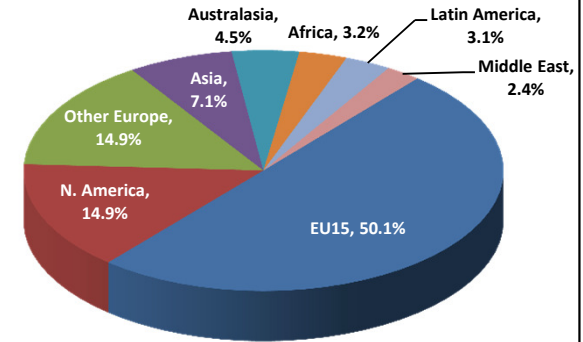
LONDON: TOP 30 OVERSEAS VISITOR MARKETS 2012 BY VISITS AND EXPENDITURE

| Visits (in thousands) | % change vs. 2011 | Expenditure (in £million) | % change vs. 2011 | | |
|--------------------------|----------------------|------------------------------|-------------------------|---------------|----------------------|
| USA | 1,862 | 1.1% | USA | 1,487 | 7.2% |
| France | 1,681 | 5.0% | France | 745 | 40.5% ^(*) |
| Germany | 1,199 | -1.3% | Germany | 483 | 0.6% |
| Italy | 963 | -4.6% | Australia | 470 | -6.2% |
| Spain | 796 | -11.1% | Italy | 453 | -16.7% |
| Netherlands | 638 | 1.1% | Spain | 366 | -16.2% |
| Australia | 597 | -12.4% | Switzerland | 338 | 44.7% |
| Ireland | 596 | -3.9% | UAE | 286 | 102.5% |
| Sweden | 503 | 9.9% | Canada | 271 | 2.0% |
| Belgium | 470 | 15.7% | Netherlands | 252 | 4.4% |
| Switzerland | 425 | 8.6% | Kuwait | 248 | 58.7% |
| Canada | 403 | -6.0% | Sweden | 240 | 0.7% |
| Norway | 397 | 3.8% | Norway | 236 | -0.6% |
| Poland | 396 | 12.0% | Eire | 225 | -2.2% |
| Denmark | 326 | -4.3% | Saudi Arabia | 203 | 15.6% |
| India | 232 | -1.6% | Denmark | 183 | 14.5% |
| Other E. Europe | 227 | -2.1% | Brazil | 183 | -12.8% |
| Brazil | 215 | 1.9% | Japan | 182 | 64.1% |
| Japan | 178 | 6.9% | India | 177 | 5.9% |
| Russia | 155 | 0.6% | Nigeria | 176 | 8.7% |
| Austria | 153 | -7.2% | Russia | 165 | -29.6% |
| Portugal | 153 | -7.6% | Belgium | 159 | 21.4% |
| Czech Rep. | 145 | 33.0% | Other E. Europe | 145 | -7.0% |
| UAE | 133 | 12.8% | China | 142 | 59.9% |
| South Korea | 131 | 20.9% | Poland | 135 | -3.6% |
| Finland | 131 | 5.0% | Singapore | 126 | 18.8% |
| South Africa | 119 | 9.3% | Other Gulf States | 119 | 25.9% |
| Nigeria | 110 | 3.6% | South Africa | 115 | 31.4% |
| Romania | 110 | -14.1% | Turkey | 101 | 38.4% |
| Israel | 108 | -10.2% | Hong Kong | 91 | -12.6% |
| All London Visits | 15,461 | 1.1% | All London Spend | 10,075 | 7.0% |

Source: ONS, International Passenger Survey, 2012

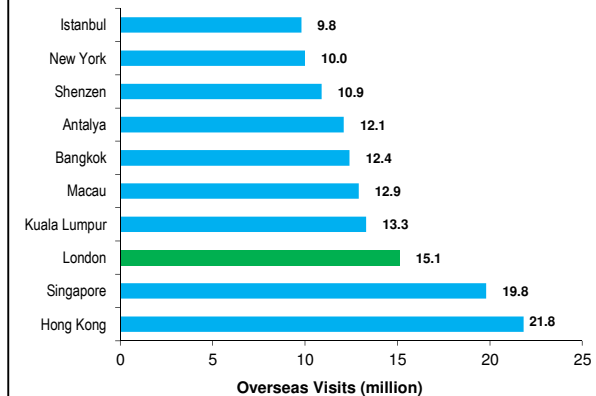
(*) The figure for France reflects the inclusion of an untypical high spending visitor, and is probably an over-statement of the genuine trend for France.

ORIGIN OF LONDON OVERSEAS VISITS 2012



Source: ONS, International Passenger Survey, 2012
Asia Pacific includes Australia, New Zealand, India, China, Singapore, Hong Kong & Japan
North America includes USA & Canada

LEADING CITIES FOR INTERNATIONAL TOURISM 2011



Source: Euromonitor International's Top City Destinations Ranking, January 2013
NB. In the 2012 survey, changes to the method used for counting international visitors to Hong Kong (to include mainland China arrivals) and Singapore (now includes visitors from Malaysia) were introduced. This resulted in London being displaced from the top spot in these rankings, a position the city had held since the origin of the survey.