

- As host city for the 2012 Olympic Games, London enjoyed a unique opportunity to build further its credentials as a world leading tourist destination. During 2012, the city attracted 27.6 million staying visits, 5% more than in the previous year.

- The direct economic benefit of this activity can be measured in tourism receipts; these reached £12.9 billion, 9% higher than in 2011.

- After the recessionary downturn of 2008 and 2009, which led to 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 tourist receipts, £10.1 billion from 15.5 million visits in 2012. It means that while international visitors account for 56% of all stays, their share of spend is considerably higher at 80%.

- These figures translated to a 1% increase in international visits to London in 2012, with receipts boosted 8%. This mainly reflected the much higher spending around the Olympics Games period.

- Overseas visitors spent an average of £650 per trip in London, with an average stay duration of just over 6 days in the capital.

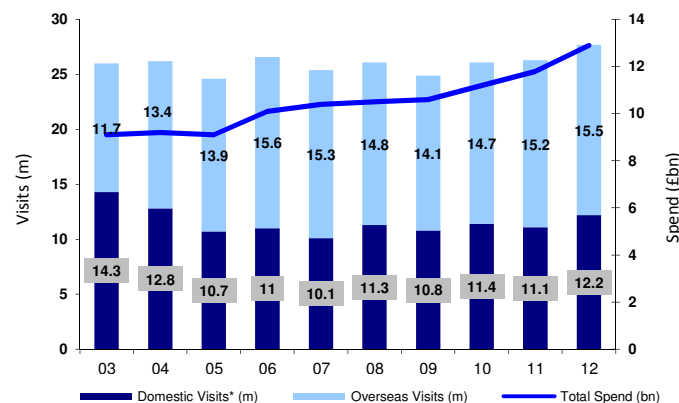
- 2012 was a dynamic year for London's domestic market, with 12.2 million arrivals representing a 10% increase over 2011. These yielded £2.8 billion in receipts, 16% higher.

- In 2011, a typical domestic visitor to London stayed 2.3 days, spending an average of £230.

LONDON: VISITS, NIGHTS & SPEND (excl day visits) 2008 - 2012

	2008	2009	2010	2011	2012
Visits (m)					
Domestic*	11.3	10.8	11.4	11.1	12.2
Overseas	14.8	14.1	14.7	15.3	15.5
TOTAL VISITS	26.1	24.9	26.2	26.3	27.6
Nights (m)					
Domestic*	27.4	23.8	24.3	27.1	27.7
Overseas	90.9	84.8	90.3	91.5	94.3
TOTAL NIGHTS	118.3	108.6	114.4	118.6	122.0
Spend (£bn)					
Domestic*	2.4	2.2	2.5	2.4	2.8
Overseas	8.1	8.3	8.7	9.4	10.1
TOTAL SPEND	10.5	10.5	11.2	11.8	12.9

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



Source: ONS, International Passenger Survey, 2012; UK Tourism Survey.
 *Pre 2005 data is not strictly comparable with more recent years' due to change in survey method.
 Data excludes domestic day visits, currently estimated at 285 million per annum