

# OVERSEAS VISITS, QUARTER 3 2011

## FACTSHEET

- Latest Q3 provisional figures from the International Passenger Survey show a 1.9% gain in overseas arrivals to London over the same period in 2010.
- In contrast to the modest increase in visits, expenditure received a more notable boost, in the order of 12.4%.
- London's peak quarter registered almost 4.4 million visits, an additional 80,000 over previous year's Q3.
- The longer 12-month period to September reveals a 7.6% increase in London visits.
- Following the 9% gain seen for the year ending June, and 4.6% for same period ending March, these trends to a sustained growth pattern in visitor traffic.
- Holiday visitors (+3.4%) were the main source of growth in Q3. Business volumes (+5%), were also very positive, continuing to point the sector back towards pre-recessionary levels of activity.
- The VFR segment (-2.3%) reversed the upwards trend seen in previous periods, although the longer term trend suggests that it has recovered some of the losses sustained during the recession.
- The main drag on London's Q3 performance was a 2.2% loss from the European market, neutralising much of the gain generated from North America (+7.8%) and 'Other Countries' (+8%).
- A continuing key feature in Q3's visit numbers was the acceleration in volumes (+8%) and spend (+18%) from 'Other' countries, much of it leisure traffic.

### LONDON: OVERSEAS VISITS, NIGHTS & SPEND, Q3 2011

	Q3 2011	% Change
Visits (000s)	4,367	1.9%
Spend £m	2,765	12.4%
Nights (000s)	31,127	2.0%

### LONDON: OVERSEAS VISITS BY MAJOR REGION, Q3 2011

Q3 2011	Visits (000s)	% Change	Spend (£m)	% Change
Europe	2,497	-2.2%	1,191	8.4%
N.America	770	7.8%	503	10.6%
Others	1,101	8.0%	1,071	18.1%

### LONDON: OVERSEAS VISITS BY PURPOSE, Q3 2011

Q3 2011	Visits (000s)	% Change	Spend (£m)	% Change
Business	696	5.0%	603	12.3%
Holiday	2,398	3.4%	1,372	10.4%
Study*	57	-33.1%	157	0.6%
VFR	915	-2.3%	429	10.2%
Other*	301	7.3%	204	50.6%

\*Small sample size

Source: ONS, International Passenger Survey, Q3 2011 figures

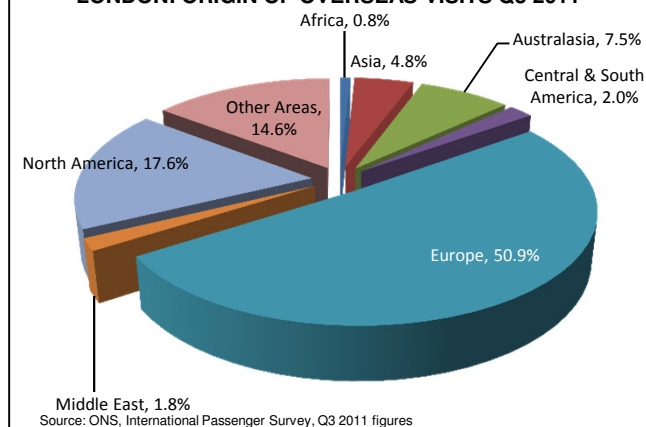
### LONDON: HOLIDAY VISITS & SPEND BY MAJOR REGION, Q3 2011

Q3 2011	Visits (000s)	% Change	Spend (£m)	% Change
Europe	1,264	-2%	533	5%
N.America	375	3%	219	3%
Others	759	15%	621	19%

### LONDON: BUSINESS VISITS & SPEND BY MAJOR REGION, Q3 2011

Q3 2011	Visits (000s)	% Change	Spend (£m)	% Change
Europe	386	8%	222	21%
N.America	140	10%	163	5%
Others	170	-5%	218	10%

### LONDON: ORIGIN OF OVERSEAS VISITS Q3 2011



# OVERSEAS VISITS, QUARTER 3 2011

## FACTSHEET

### LONDON: LEADING OVERSEAS MARKETS BY VISITS, Q3 2011

Country	Visits ('000)	% change 2011 vs 2010
USA	610	5.9%
France	334	-15.4%
Germany	350	-0.8%
Italy	264	-2.5%
Spain	239	-5.7%
Australia	287	13.5%
Ireland	141	-4.8%
Netherlands	153	10.0%
Canada	160	15.5%
Poland*	114	0.4%
Belgium*	96	-14.8%
Sweden	92	-15.9%
Norway*	90	-10.5%
India	76	9.6%
Switzerland*	82	19.5%
Denmark*	98	60.5%
New Zealand*	40	-22.5%
Brazil*	68	36.3%
Austria*	52	4.8%
Japan*	47	0.8%
UAE*	46	0.2%
South Africa*	35	-20.2%
Portugal*	38	-6.0%
Russia*	47	24.6%
Hong Kong*	34	19.3%
Finland*	30	4.0%
Singapore*	25	8.1%
Saudi Arabia*	31	36.0%
China*	29	39.8%
Argentina*	20	-1.1%
Other	638	4.1%
Grand Total	4,367	1.9%

\* Small sample, less than 100

Source: ONS, International Passenger Survey, Q3 2011 figures

### LONDON: LEADING OVERSEAS MARKETS BY SPEND, Q3 2011

Country	Expenditure ('000)	% change 2011 vs 2010
USA	420	13.9%
Australia	187	18.9%
Germany	151	30.8%
Italy	130	-19.3%
France	125	-3.2%
Spain	125	-6.5%
Saudi Arabia*	84	65.5%
Canada	83	-3.4%
India	76	12.5%
Brazil*	58	84.8%
Norway*	58	7.4%
Russia*	56	48.2%
Netherlands	51	12.0%
Sweden	51	13.2%
Ireland	50	16.2%
Switzerland*	50	75.5%
UAE*	49	-23.8%
Hong Kong*	45	89.8%
Denmark*	41	41.1%
Singapore*	38	115.4%
Poland*	36	-21.5%
New Zealand*	35	33.8%
China*	31	-3.1%
Belgium*	28	-22.4%
Japan*	28	-22.9%
Austria*	27	22.6%
South Africa*	26	-25.2%
Finland*	18	37.9%
Portugal*	18	-3.1%
Argentina*	11	-47.3%
Other	590	19.30%
Grand Total	2,765	12.4%

\* Small sample, less than 100

Source: ONS, International Passenger Survey, Q3 2011 figures