

# OVERSEAS VISITS, QUARTER 4 2010

## FACTSHEET

- Latest Q4 provisional figures from the International Passenger Survey show an impressive 11.5% gain in arrivals to London over the same period in 2009.

- London registered 3.85 million visits in the quarter, equivalent to an additional 400,000 over 2009.

- The increase builds on the 5.5% rise seen in Q3, suggesting that London's post-recession recovery is now well underway.

- As a result, figures for the full year 2010 reveal a 2.7% increase in London visits. In the wake of a 3.7% loss seen for 2009, and in spite of some difficult operating conditions during the year with poor weather, volcanic ash and industrial action, London has maintained its dominant position as No.1 international destination.

- Holiday visitors (+16.5%) were the main source of growth in the quarter, while the business sector (+4.8%) also continued its climb out of recession.

- Expenditure gains were equally as noteworthy, a 12.5% boost adding the equivalent of £250 million to London tourism receipts. The trend for number of nights exceeded both visits and spend, up by a substantial 17.1%.

- Visits from Europe (+11.8%) remained very buoyant into the final quarter, led by impressive gains in leisure volumes (+15.5%).

- Elsewhere, the North American market (+9.2%) finally returned to growth. The key factor was a marked revival in leisure traffic across the North Atlantic.

### LONDON: OVERSEAS VISITS, NIGHTS & SPEND, Q4 2010

	Q4 2010	% Change
Visits (000s)	3,845	11.5%
Spend £m	2,344	12.5%
Nights (000s)	22,312	17.1%

### LONDON: OVERSEAS VISITS BY MAJOR REGION, Q4 2010

Q4 2010	Visits (000s)	% Change	Spend (£m)	% Change
Europe	2,706	11.8%	1,262	11.7%
N America	474	9.2%	390	1.9%
Others	666	12.3%	693	21.0%

### LONDON: OVERSEAS VISITS BY PURPOSE, Q4 2010

Q4 2010	Visits (000s)	% Change	Spend (£m)	% Change
Business	766	4.8%	678	12.1%
Holiday	1,821	16.5%	954	15.8%
Study*	42	-11.9%	136	-11.4%
VFR	855	8.4%	350	8.5%
Other	361	13.8%	226	26.6%

\*Small sample size

Source: ONS, International Passenger Survey, Q3 2010 figures

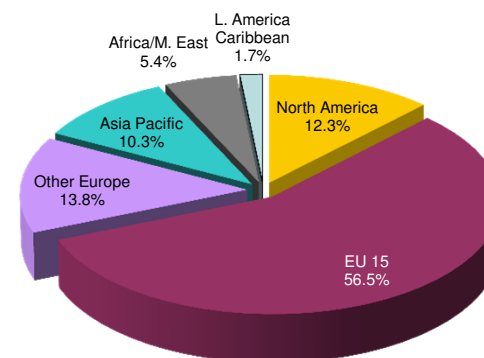
### LONDON: HOLIDAY VISITS & SPEND BY MAJOR REGION, Q4 2010

Q4 2010	Visits (000s)	% Change	Spend (£m)	% Change
Europe	1,345	15.5%	582	12.0%
N.America	176	22.1%	122	29.6%
Others	300	18.1%	250	19.7%

### LONDON: BUSINESS VISITS & SPEND BY MAJOR REGION, Q4 2010

Q4 2010	Visits (000s)	% Change	Spend (£m)	% Change
Europe	485	4.4%	305	20.4%
N.America	132	1.4%	151	-13.4%
Others	149	9.5%	222	25.0%

### LONDON: ORIGIN OF OVERSEAS VISITS Q4 2010



Source: ONS, International Passenger Survey, Q3 2010 figures