

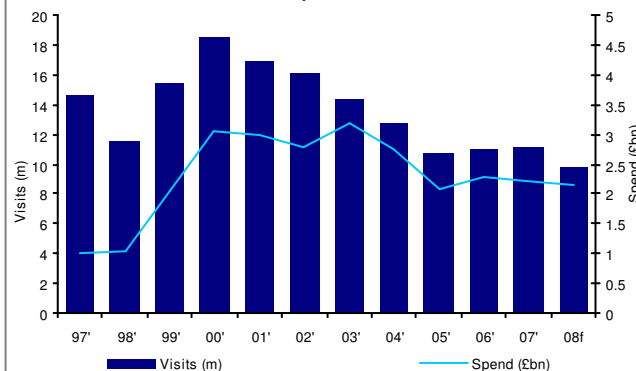
- Domestic overnight visits to London from other parts of the UK equalled 10.1m in 2007, down -7.5% on 2006
- Spending by domestic visitors amounted to £2.2bn, down -2.9% on 2006
- In additional, an estimated 150m domestic tourism day trips were also made to the capital in 2007
- Since peaking in 2000, domestic overnight visits to London have steadily declined – a pattern mirrored across the UK
- Inline with other UK regions, the continuing availability of cheap air travel to Europe has had a negative impact on domestic visits
- South East England is marginally London's largest domestic source market with 1.6m visits, just ahead of South West England
- Visitors from Scotland are the heaviest spenders per head at £375 per London trip
- Visitors from close to the capital tend to be the lowest spenders
- London was the sixth most popular English region for a domestic holiday in 2007

Further information: visitlondon.com/mediacentre

LONDON: LEADING DOMESTIC MARKETS (excl day visits) 2006/07

	Visits (000s)			Expenditure (£m)		
	2006	2007	Gth%	2006	2007	Gth%
South East	2,020	1,600	-20.8	250	202	-19.2
South West	1,230	1,540	25.2	306	313	2.3
North West	1,450	1,180	-18.6	346	371	7.2
East	1,070	1,130	5.6	146	195	33.6
East Midlands	930	880	-5.4	242	214	-11.6
Yorks & Humberside	1,010	830	-17.8	257	197	-23.5
West Midlands	810	730	-9.9	184	148	-19.8
London	700	680	-2.9	43	68	58.1
Scotland	590	510	-13.6	173	191	10.4
Wales	500	450	-10.0	122	96	-21.3
North East	440	410	-6.8	136	98	-27.9
Northern Ireland	200	200	0.0	64	110	71.9
TOTAL	10,960	10,140	-7.5	2,270	2,204	-2.9

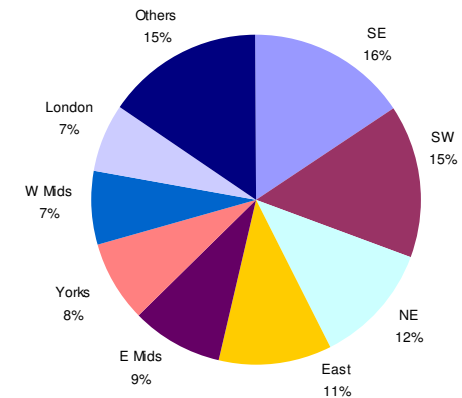
LONDON: DOMESTIC VISITS & SPEND (excl day visits) 1997/08*



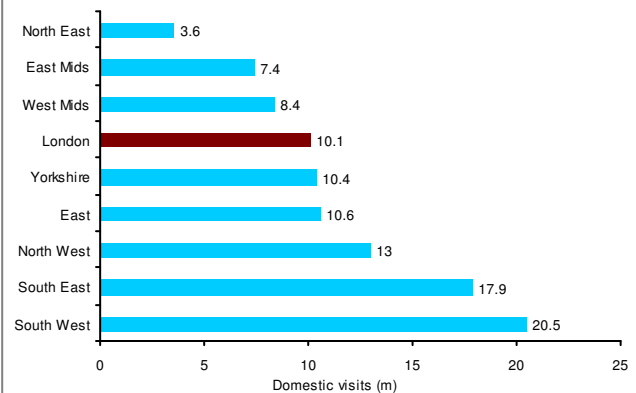
Source: Visit Britain, UK Tourism Survey

*Pre 2005 figures not strictly comparable with past years, excludes day visits

ORIGIN OF LONDON DOMESTIC VISITS 2007*



LEADING ENGLISH REGIONS FOR DOMESTIC TOURISM 2007*



Source: Visit Britain, UK Tourism Survey

*Excludes day visits