

- Preliminary estimates indicate that 15.3m overseas visits were made to London in 2007, down -1.3% on 2006
- Spending by overseas visitors in London is estimated to have grown by +5.3%, to a record £8.2bn in 2007
- Since 2000, overseas visits to London have expanded by an average rate of +2.4% per annum
- The US is London's largest single international market, with visits equalling 2.37m in 2007, spending just under £1.6bn
- Western Europe countries are London's other main markets. France is the second largest, followed by Germany and Spain
- Eastern Europe countries, particularly those that joined the EU post 2005, have been London's fastest growing markets in recent years
- Saudi Arabians are the heaviest spenders per head at £1,619 per London trip. Belgians are the lowest, spending less than £300
- London is regarded as the world's most popular city destination for international tourists

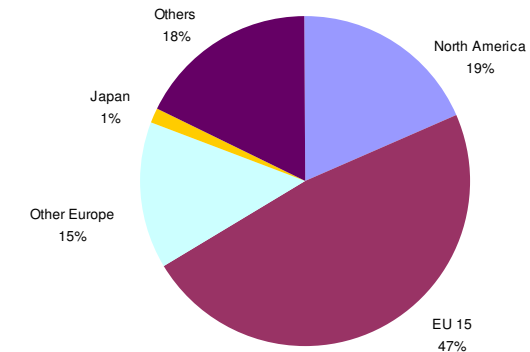
Further information: [visitlondon.com/mediacentre](http://visitlondon.com/mediacentre)

### LONDON: LEADING OVERSEAS VISITOR MARKETS 2000/07

|                | Visits (000s) |               |            | Expenditure (£m) |              |            |
|----------------|---------------|---------------|------------|------------------|--------------|------------|
|                | 2000          | 2007p         | Gth%*      | 2000             | 2007p        | Gth%*      |
| USA            | 2,874         | 2,370         | -2.5       | 1,735            | 1,598        | -1.1       |
| France         | 1,228         | 1,313         | 1.0        | 324              | 394          | 3.1        |
| Germany        | 1,092         | 1,217         | 1.6        | 347              | 399          | 2.1        |
| Spain          | 411           | 936           | 18.3       | 198              | 394          | 14.1       |
| Italy          | 541           | 822           | 7.4        | 255              | 356          | 5.7        |
| Irish Republic | 631           | 745           | 2.6        | 207              | 251          | 3.0        |
| Netherlands    | 509           | 662           | 4.3        | 153              | 209          | 5.3        |
| Australia      | 495           | 607           | 3.2        | 249              | 335          | 4.9        |
| Canada         | 408           | 487           | 2.8        | 175              | 263          | 7.1        |
| Poland         | 81            | 427           | 61.0       | 25               | 169          | 82.1       |
| Sweden         | 407           | 405           | -0.1       | 180              | 157          | -1.8       |
| Switzerland    | 335           | 367           | 1.4        | 185              | 181          | -0.3       |
| Belgium        | 312           | 351           | 1.8        | 82               | 104          | 3.9        |
| Norway         | 207           | 305           | 6.8        | 90               | 160          | 11.1       |
| Denmark        | 228           | 302           | 4.6        | 96               | 139          | 6.5        |
| Japan          | 434           | 225           | -6.9       | 258              | 142          | -6.4       |
| India          | 161           | 222           | 5.4        | 97               | 160          | 9.3        |
| South Africa   | 209           | 183           | -1.8       | 126              | 128          | 0.3        |
| Russia         | 126           | 166           | 4.6        | 129              | 199          | 7.8        |
| Austria        | 115           | 162           | 5.9        | 43               | 58           | 4.9        |
| Portugal       | 107           | 143           | 4.8        | 46               | 67           | 6.4        |
| New Zealand    | 103           | 124           | 2.9        | 53               | 86           | 9.0        |
| Brazil         | 77            | 110           | 6.2        | 61               | 96           | 8.3        |
| Finland        | 87            | 103           | 2.6        | 29               | 39           | 4.9        |
| UAE            | 69            | 93            | 5.0        | 107              | 103          | -0.5       |
| Hong Kong      | 108           | 88            | -2.7       | 78               | 78           | 0.0        |
| China          | 22            | 82            | 39.0       | 27               | 63           | 19.2       |
| Singapore      | 80            | 65            | -2.7       | 54               | 67           | 3.3        |
| Saudi Arabia   | 59            | 59            | 0.0        | 118              | 96           | -2.7       |
| Argentina      | 56            | 31            | -6.5       | 34               | 14           | -8.6       |
| Others         | 672           | 2,173         | 31.9       | 640              | 1,733        | 24.4       |
| <b>TOTAL</b>   | <b>13,145</b> | <b>15,345</b> | <b>2.4</b> | <b>6,901</b>     | <b>8,238</b> | <b>2.8</b> |

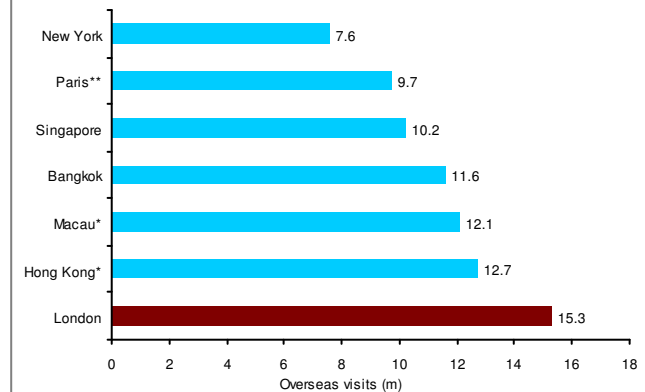
Source: ONS, International Passenger Survey, 2007 preliminary figures  
\*average annual visitor growth rate 2000-07

### ORIGIN OF LONDON OVERSEAS VISITS 2007p



Source: ONS, International Passenger Survey, 2007 preliminary figures

### LEADING CITIES FOR INTERNATIONAL TOURISM 2007



Source: European Cities Tourism, City Tourist Offices, data is not strictly comparable as cities measure arrivals differently

\*excludes visits from mainland China \*\*2006 figures