



The Importance of Tourism in London

Tourism in London is a huge generator of jobs and wealth, and a key part of the City's economy. It underpins many aspects of life in London, and has the potential to continue growing strongly for years to come

Tourism is a key part of the London economy

- Total tourism spending in London amounts to around £15bn pa
- Tourism is one of London's most important sectors, accounting for around 6-7% of London GVA (c10% of GDP)
- Tourism helps stimulate urban regeneration (South Bank, Docklands)

Tourism generates significant jobs for London

- A 1% sustained increase in overseas visits to London corresponds to 1.28% increase in London jobs. For domestic visits, the equivalent figure is 0.34%.

Tourism helps underpin the quality of life in London

- Income from visitors is vital to the survival of many attractions and helps to maintain London's heritage
- Overseas visitors are major investors in London's cultural landscape - they buy 30% of theatre tickets and account for half of all visits to London attractions

Tourism in London is the prime generator of growth for UK tourism

- London plays an important role in welcoming overseas visitors, creating a first impression and in providing an opportunity to influence visitors
- Half of all overseas visitors spend time in London, with 3 out of 4 overseas visitors passing through London

Sources: GLA Economics, London Development Agency, Society of London Theatre, Visit Britain, National Statistics

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