

# CITY OF LONDON

## CITY ATTRACTIONS MONITOR – ANNUAL REPORT (2018)

PRODUCED BY RJS ASSOCIATES LTD (JANUARY 2019)

### INTRODUCTION

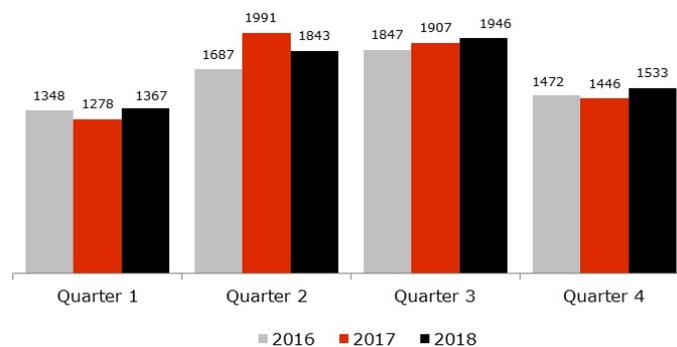
The City Attractions Monitor is an on-going monitor of visits to attractions in the City. Monthly data is collected on all the City's main attractions including Bank of England Museum, Barbican, the Guildhall Art Gallery, Dr. Johnson's House, Monument, Museum of London, St Paul's Cathedral, Tower Bridge Exhibition and the Tower of London. From November 2018, data has also been collected from the London Mithraeum.

### KEY FACTS:

- Attractions in the City of London attracted 6.69m visits in 2018.
- In 2018, attraction visits peaked in the third quarter (July to September). The busiest months were July (717k visits – 10.7% of the annual total), and August (709k visits – 10.6% of the annual total).
- The quietest months in 2018 were January (6.3% of annual visits), and February (6.4%).

### Visits to City Attractions

No. of visits (k)

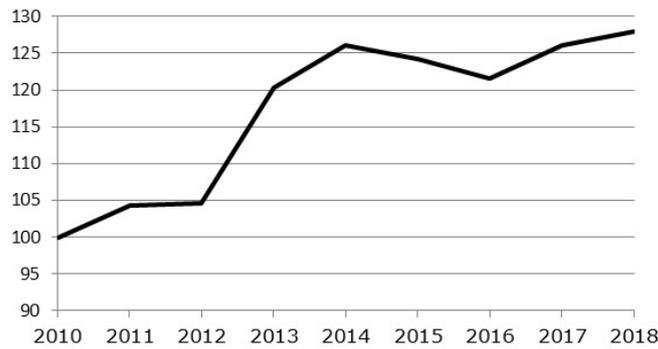


### TRENDS IN VISITS:

Visits to attractions in the City in 2018 were up by 27.9% compared to 2010 and reached a new peak..

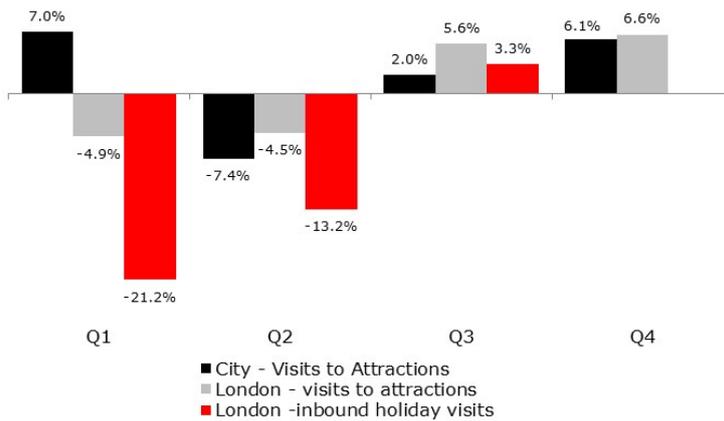
- The number of visits to City attractions in 2018 was also up on 2017 (by 1.5%).
- In terms of seasonality, in 2018, City attractions were up significantly on 2017 in the first and fourth quarters (by 7% and 6% respectively) and slightly on third quarter (by 2%). However, they were down in the second quarter (by over 7%) – factors include a re-adjustment from 2017 (which was significantly up on previous years), the World Cup and unseasonably hot weather.

**Visits to City Attractions (2010-2018)**  
(as index - 2010 = base year)



- The chart (below) compares the quarterly performance of City attractions with inbound holiday visits to London and all London attractions. City attractions performed better in quarter 1. Attractions across all of London performed better in quarters 2 and 3. Across the year, City attractions performed slightly better than all London attractions – up 1.5% compared to 0.6% respectively.

**Quarterly Performance**  
(2018 over 2017)



Sources: Visitor Attractions Monitor (City of London), IPS, London and Partners.