# CITY OF LONDON

## CITY ATTRACTIONS MONITOR – ANNUAL REPORT (2019)
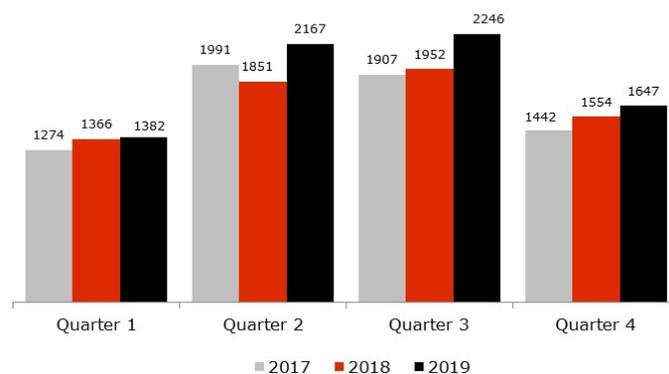### PRODUCED BY RJS ASSOCIATES LTD (JULY 2020)

### 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[1], the Guildhall Art Gallery, Dr. Johnson's House, Monument, Museum of London, St Paul's Cathedral, Tower Bridge Exhibition, the Tower of London, the London Mithraeum, and the City of London Police Museum.

### KEY FACTS:

- Attractions in the City of London attracted 7.44m visits in 2019.

- In 2019, attraction visits peaked in the third quarter (July to September). The busiest months were June (764k visits – 10.3% of the annual total), July (832k visits – 11.2%), and August (858k visits – 11.5%).

- The quietest months in 2019 were January (5.6% of annual visits), and February (5.7%).

**Visits to City Attractions**
No. of vists (k)



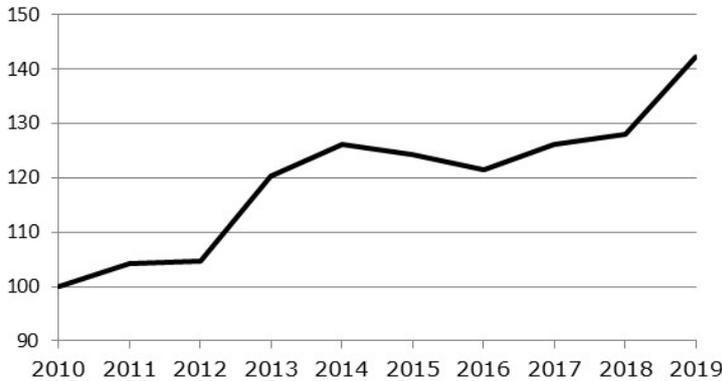| | Quarter 1 | Quarter 2 | Quarter 3 | Quarter 4 |
|---|---|---|---|---|
| 2017 | 1274 | 1991 | 1907 | 1442 |
| 2018 | 1366 | 1851 | 1952 | 1554 |
| 2019 | 1382 | 2167 | 2246 | 1647 |

### TRENDS IN VISITS:

Visits to attractions in the City in 2019 were up by 42.3% compared to 2010 and reached a new peak.

- The number of visits to City attractions in 2019 was up on 2018 (by 11.3%).  This was partly caused by the change in Barbican's method of counting visitors. If Barbican figures are excluded, visits to other City attractions were up 4.1% in 2019 (over 2018).

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[1] The Barbican introduced a new method of counting its visitors in April 2019. This was based on footfall counters. These are regarded as a more accurate measure than the previous figures (based simply on ticket sales).  The change in counting methodology has caused an increase in the Barbican's reported visitors. This impacts on the overall City wide trend.
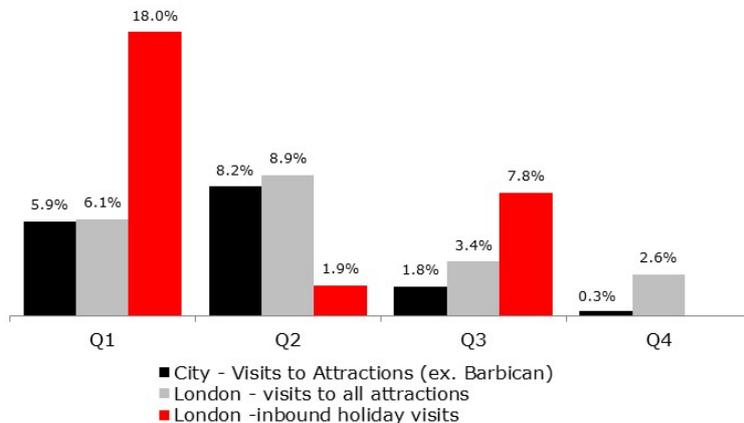
- In terms of seasonality, in 2019, City attractions were up significantly on 2018 in the first and second quarters (by 5.9% and 8.2% respectively[2]) and slightly on third quarter (by 1.8%). Q4 visits were broadly static with 2018.

**Visits to City Attractions (2010-2019)**
(as index - 2010 = base year)



- The chart (below) compares the quarterly performance of City attractions (excluding Barbican) with inbound holiday visits to London and all London attractions. Attractions across all of London performed slightly better across the whole year – particularly in Q4.

**Quarterly Performance**
(2019 over 2018)



- City - Visits to Attractions (ex. Barbican)
- London - visits to all attractions
- London - inbound holiday visits

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

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[2] NB – for comparison purposes, these figures exclude the Barbican