

CITY OF LONDON

CITY ATTRACTIONS MONITOR – ANNUAL REPORT (2020)

PRODUCED BY RJS ASSOCIATES LTD (FEBRUARY 2021)

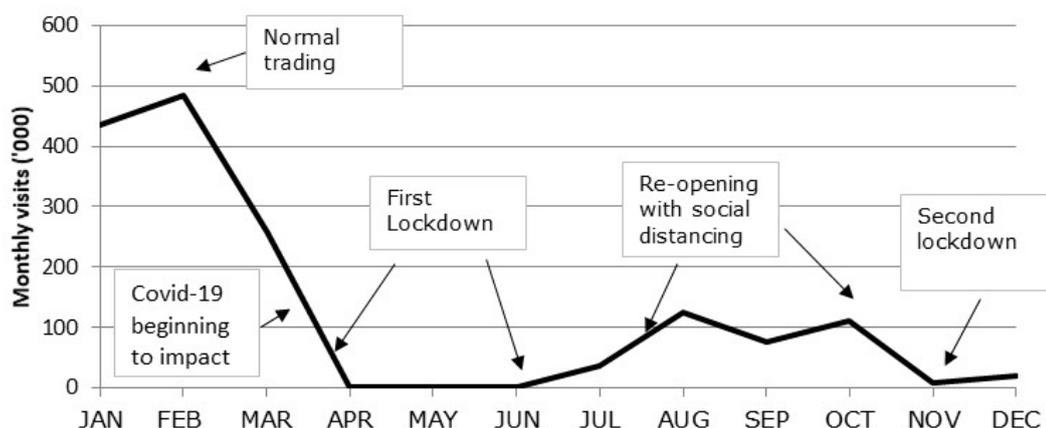
INTRODUCTION

The City Attractions Monitor is an on-going monitor of visits to attractions in the City^{1 2}. It has been conducted since 2010 and provides excellent trend data. While the trend has typically shown year-on-year growth as the City of London has developed as a destination, 2020's figures are dominated by the catastrophic impact of the Covid-19 pandemic. This has not only impacted on the overall level of visitors but also patterns of visiting.

KEY FACTS:

- Attractions in the City of London attracted 1.55m visits in 2020.
- The Tower of London and the Barbican were the City's busiest attractions in 2020.

Visits to City Attractions 2020
- by month



- In 2020, the seasonal pattern was entirely influenced by the pandemic attraction. January and February were normal months but by early March the pandemic had begun to impact on visitor levels with lockdown from mid-March.
- Some attractions re-opened in the summer, but the constraints of social distancing meant a number remained closed – e.g. Monument, London Mithraeum, Bank of England, City of London Police Museum, and Dr. Johnson's House – and those that were open were operating at significantly reduced capacity.

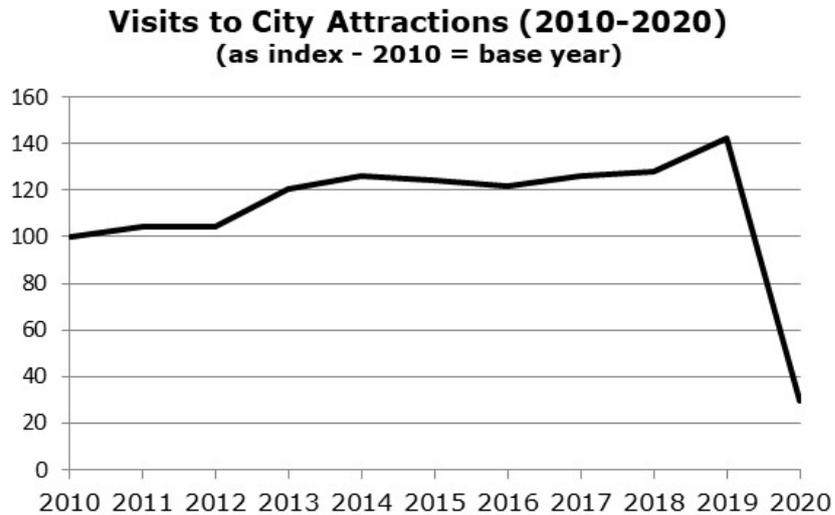
¹ Monthly data is collected on all the City's main attractions including Bank of England Museum, Barbican, the Guildhall Art Gallery, Dr. Johnson's House, Monument, Museum of London, St Paul's Cathedral, Tower Bridge Exhibition, the Tower of London, the London Mithraeum, and the City of London Police Museum

² 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.

- From mid-October restrictions further impacted on visitor numbers with London firstly in Tier 2 and then a second national lockdown from 5 November to 2 December.

TRENDS IN VISITS:

- Visits to attractions in the City were down by 79% on 2020.



- The chart below shows relative performance at different times of the year. Visits were up nearly 10% on 2020 in the first two months of the year. During summer (the sustained period of opening) they were down 88%.

