

CITY OF LONDON

CITY ATTRACTIONS MONITOR – QUARTER 2 (APRIL - JUNE) 2021

PRODUCED BY RJS ASSOCIATES LTD (OCTOBER 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, the Guildhall Art Gallery, City of London Police Museum, Dr. Johnson's House, Monument, Museum of London, St Paul's Cathedral, Tower Bridge Exhibition and the Tower of London.

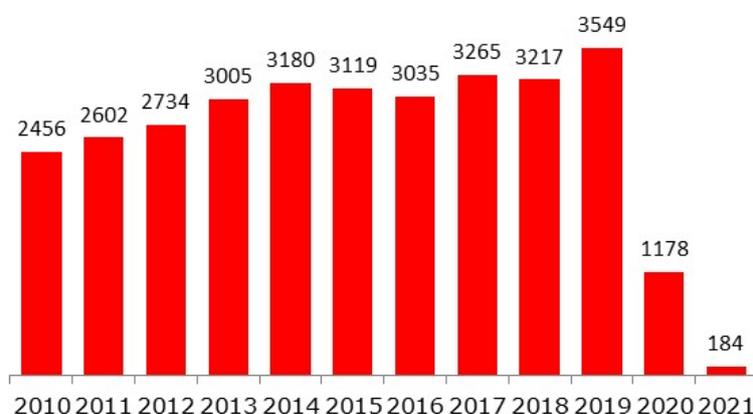
This quarter (April to June) represented the first period of trading for the City's attractions in 2021. Attractions started opening in mid-May (with groups of up to six allowed to meet indoors from 17th May). A number of factors impacted on visits to attractions during this period including social distancing and reduced capacity, consumer confidence and behaviour, and limited international visitors.

The City Information Centre, Barbican, Tower of London, Tower Bridge, London Mithraeum and St. Paul's were all open from May, and the Guildhall Art Gallery opened in June. Other of attractions remained closed during this quarter including Bank of England Museum, City of London Police Museum, Dr. Johnson's House and Monument.

KEY FACTS:

- City attractions had 184,000 visits in the first 6 months of 2021 (effectively the 6 weeks from mid- May to end June).
- There were 52,000 visits in the two weeks attractions were open in May 2021 – 93% down on May 2019.
- June, with 131,000 visits, was down 83% on June 2019.
- There are no direct comparisons with 2020 when attractions re-opened in July following lockdown. However, a comparison shows the 2021 post-lockdown figures were up on these. For example, May 2021 was 40% up on July 2020 (37,000 visits). June 2021 was 6% up on August 2020 (123,500 visits - the first full month of post lock-down opening in 2020).

Visits to City Attractions
Year to date - Jan to June (visits - '000s)



Visits to City Attractions No. of visits ('000s)

