

CITY OF LONDON

CITY ATTRACTIONS MONITOR – QUARTER 3 (JULY - SEPTEMBER) 2019

PRODUCED BY RJS ASSOCIATES LTD (NOVEMBER 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, City of London Police Museum¹, Dr. Johnson's House, Monument, Museum of London, St Paul's Cathedral, Tower Bridge Exhibition and the Tower of London.

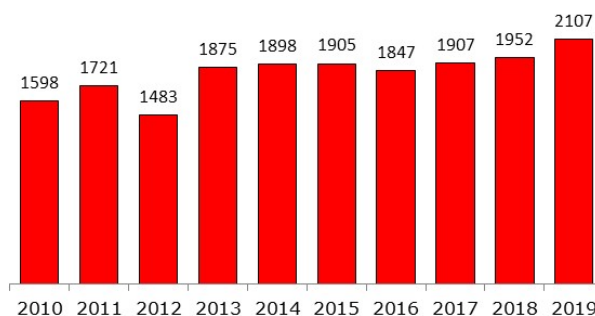
SUMMARY

Period of Time	Visits (000)	Compared to 2018
Quarter 3 (July - September)	2,107	+8%
July	773	+7%
August	831	+17%
September	502	-4%

KEY FACTS:

- City attractions had over 5.5m visits in the first 9 months of 2019. This was up 8% on 2018 and represents a robust performance given that the latest International Passenger Survey (IPS) data shows only a 2% increase in the number of overseas holiday visits to the UK between January and July.

Visits to City Attractions
Quarter 3 (July to Sept) visits ('000s)



- Quarter 3 (July – Sept) results were also up significantly (by 7%) on 2018.
- July was up by 7% on 2018 and August was up by 17%.
- September was slightly down - by 4%.
- The City of London seemed to have outperformed the wider London pattern. London and Partners have reported attractions across central London (Zone 1) were up 1% (based on year-to-date figures to August 2019. The City of London equivalent was 8%).

¹ The City of London Police Museum was introduced to the Visitor Attractions Monitor in 2018. Historic 2017 data for the attraction has also been added. As a consequence, 2017 data presented in this report will vary slightly from the data originally published in 2017.

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

