

CITY OF LONDON

CITY ATTRACTIONS MONITOR – QUARTER 3 (JULY - SEPTEMBER) 2020

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.

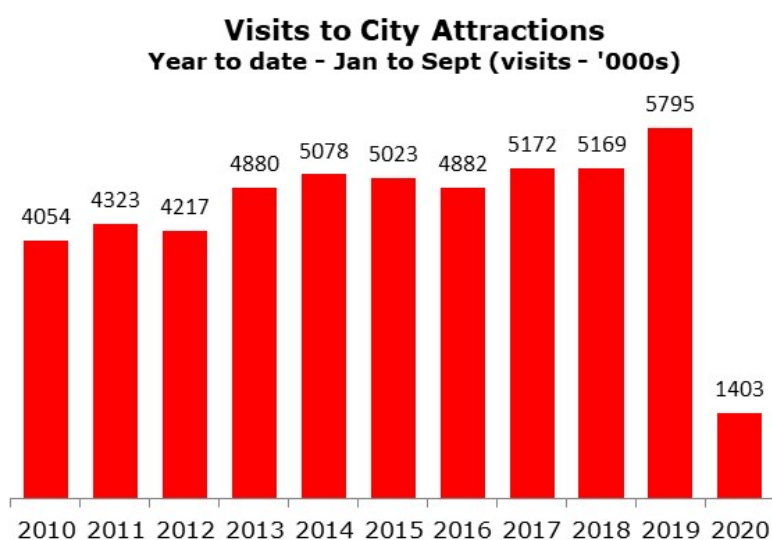
This quarter (July to September) represented the first period of trading for the City's attractions since the UK went into its national lockdown in March 2020. Attractions started opening in July with Covid-19 measures—including social distancing and reduced capacity - in place. The City Information Centre, Barbican, Tower of London, Tower Bridge and St. Paul's all opened in July. London Mithraeum and the Guildhall Art Gallery opened in August. Other of attractions remained closed during this quarter including Bank of England Museum, City of London Police Museum, Dr. Johnson's House and Monument.

SUMMARY

Period of Time	Visits (000)	Compared to 2018
Quarter 1 (January - March)	1,382	+1%
January	415	0%
February	423	+1%
March	544	+2%

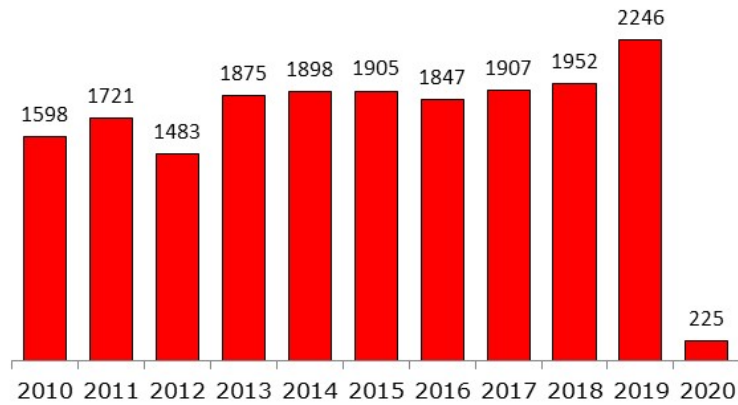
KEY FACTS:

- City attractions have had 1.4m visits in the first 9 months of 2020.
- This was 76% down on 2019.
- The majority of 2020 visits were pre- lockdown with 66% in January and February, and a further 18% in March (when the pandemic was beginning to impact).



- Quarter 3 (July – Sept) had 225k visits.
- This represented a 90% decrease on 2019.

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



- July, with more limited opening and 31k visits, was 96% down.
- August, when attractions were open more, had a 120k visits – 86% down.
- September (75k visits) was down 86%.

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

