CITYOFLONDON

City Attractions Monitor – Quarter 3 (July - Sept) 2021

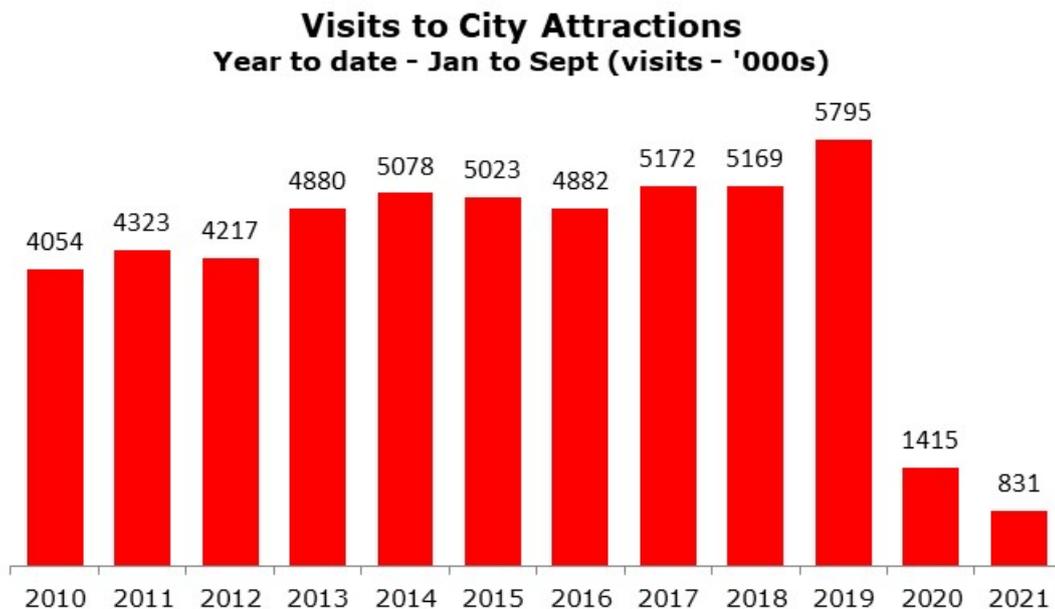### Produced by RJS Associates Ltd (November 2021)

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, i.e. Bank of England Museum, Barbican, the Guildhall Art Gallery, Dr. Johnson's House, London Mithraeum, Monument, Museum of London, St Paul's Cathedral, Tower Bridge Exhibition, and the Tower of London.

This quarter (July to Sept) saw continued trading for the majority of City's attractions but with some (i.e. the Bank of England Museum) remaining closed and others (like Monument) operating with restricted opening periods. A number of factors continued to impact on visits to attractions during this period including reduced capacity, consumer confidence and behaviour, and limited international visitors.
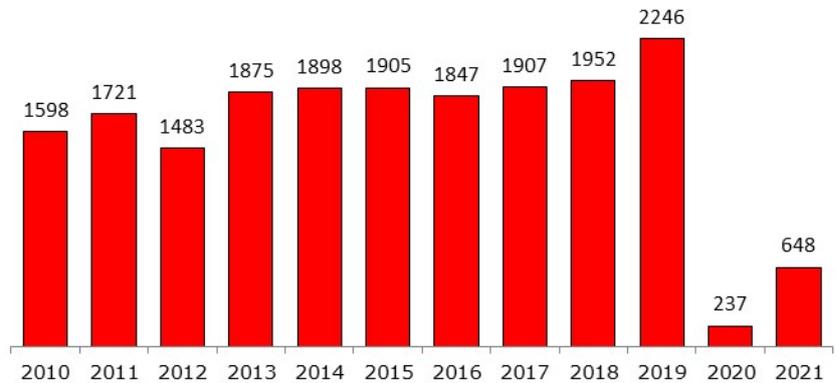
Key facts

- City attractions have had 831,000 visits in 2021 (effectively the period from mid-May). This was below the 2020 level (41% down on 2020) – a result of the period of normal trading patterns in January, February, and early March 2020 (which generated nearly 1.2m visits).

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

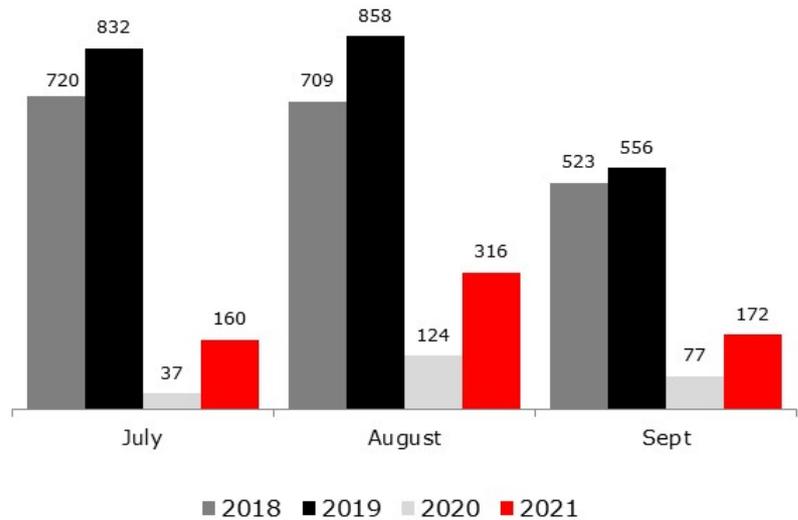| Year	Visits
2010	4054
2011	4323
2012	4217
2013	4880
2014	5078
2015	5023
2016	4882
2017	5172
2018	5169
2019	5795
2020	1415
2021	831

- There were 648,000 visits to City attractions in quarter 3. This was 273% up on 2020 (when attractions were only just cautiously re-opening) but remained well below the 2019 peak (71% down)

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

Year	Visits
2010	1598
2011	1721
2012	1483
2013	1875
2014	1898
2015	1905
2016	1847
2017	1907
2018	1952
2019	2246
2020	237
2021	648

- August was the busiest Q3 month – probably a reflection of the school holiday period. July and September, with less domestic school holidays and an absence of international visitors, were quieter than August (and more so than in normal years like 2018 and 2019).
- July 2021 was up 430% on 2020 – more a result of attractions only just re-opening in July 2020 than a strong 2021 performance
- Both August and September figures were also significantly up on 2020 (by 255% and 223% respectively).

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

Month	2018	2019	2020	2021
July	720	832	37	160
August	709	858	124	316
Sept	523	556	77	172