

# LONDON ATTRACTIONS MONITOR

ANNUAL SUMMARY 2014



LONDON & PARTNERS

# INTRODUCTION

It gives me great pleasure to introduce this year's review of the London Attractions Monitor. London is the most visited city in the world, with arguably the richest variety of attractions of any city on the Globe. This great city has iconic land marks, world class museums, sublime parks and cultural gems, as well as four sites and attractions listed by UNESCO as being of special cultural or physical significance. The depth and breadth of choice of attractions right across the capital are a leading draw for both domestic and international visitors.

The London Attractions Monitor provides a barometer of London's tourist activity. It is one of a range of resources provided by London & Partners to provide valuable insight of the tourism market and support London tourism organisations in their activity.

This report is prepared using monthly data supplied by 40 London attractions. I would like to thank all of the organisations that participate and enable L&P to compile the Attractions Monitor. Without their continued support this would not be possible.

A handwritten signature in black ink, appearing to read 'Andrew Cooke', written in a cursive style.

Andrew Cooke  
Chief Operating Officer  
London & Partners

# 2014 WAS A RECORD YEAR FOR ATTRACTIONS ADMISSIONS

- In 2014, total visits to London attractions increased by 4%, reaching 58m.
- 2014 saw an increase in visitor numbers across 11 of the 12 months.
- The peak for 2014 was August, with more than 6.6m visitors to London's attractions - a 7% increase on this period in 2013.
- October and November saw visits increase by 10% and 11%, respectively, on 2013.
- March was the only month that saw declines on 2013. This may be due to Easter falling earlier in 2013, meaning English school holidays started at the end of March, rather than in April.
- In January and February, London experienced some of the wettest weather since records began.

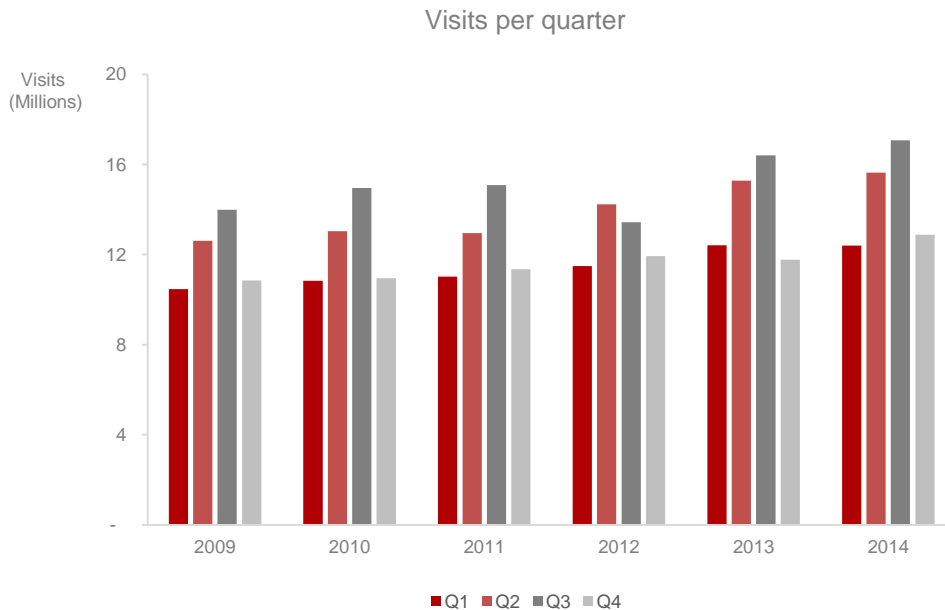


Average weather for South East England 2014 (change compared to 2013 in brackets)												
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Mean temp °C	6.2 (+2.3)	6.7 (+3.5)	8.1 (+4.7)	10.6 (+3.0)	12.5 (+1.8)	15.8 (+1.6)	18.6 (-0.1)	15.9 (-1.7)	15.8 (+1.4)	13.3 (+0.5)	9 (+2.3)	5.5 (-0.8)
Hours of sunshine	63.7 (+20.2)	96.6 (+29.0)	159.7 (+93.2)	167.5 (+0.6)	201.6 (+9.7)	241.7 (+53.6)	269.2 (-22.7)	199.4 (-15.0)	143.6 (+16.8)	107.1 (+9.2)	58.9 (-19.9)	76.1 (+22.3)
Rainfall (mm)	205.2 (+123.8)	147.7 (+109.6)	37.9 (-32.4)	75.1 (+33.3)	74.1 (+17.9)	37.8 (+15.0)	46.2 (+14.3)	102 (+63.1)	14.4 (-38.2)	111.3 (-27.4)	139.6 (+67.8)	55.9 (-105.5)

Source: Met Office

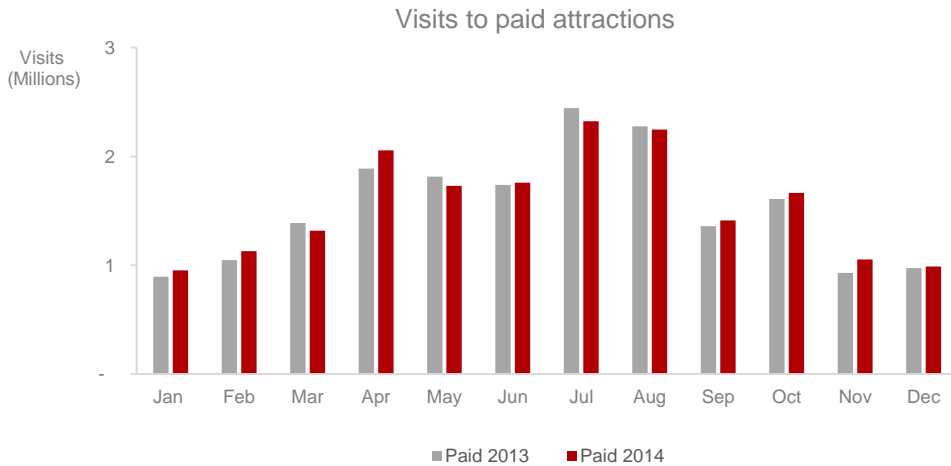
# SUMMER HIT AN ALL TIME HIGH

- In 2014, visits in Q2, Q3 and Q4 were up on 2013.
- Q3 2014 (summer) saw a 4% increase on last year's Q3 figures, with more than 17m visits to London attractions. This was a 22% increase on Q3 visitor numbers for 2009.
- The increase in visits for Q2 in comparison to last year was slightly less significant, at 2%. However, with 15.6m people visiting London's attractions during this period, this is a 24% increase on Q2 figures for 2009.



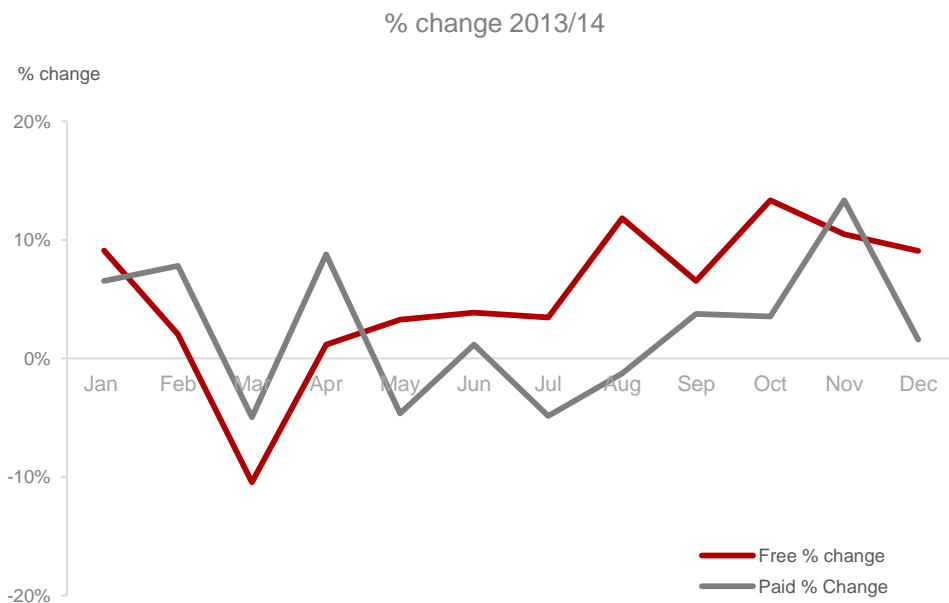
# BOTH PAID AND FREE ATTRACTIONS INCREASED OVER 2013

- The number of visits to free attractions in 2014 increased by 5% on the 2013 total, at 39.4m.
- Paid attractions saw a small increase of 1.5% for 2014 compared with last year, with 18.6m visits in total.



# MONTHLY % CHANGE IN VISITORS TO LONDON ATTRACTIONS 2013/14

- Visitor numbers to free attractions were higher across 11 of the 12 months compared with 2013.
- Free attractions experienced double digit growth during two of the key holiday months, August and October, by 12% and 13% respectively.
- Free attraction visits fell in March, when there was a 10% drop. This is probably due to the earlier Easter holidays encouraging an increase in visits to London's attractions during March 2013.
- Paid attractions saw mixed results; although March, May, July and August had declines, most months showed increases.

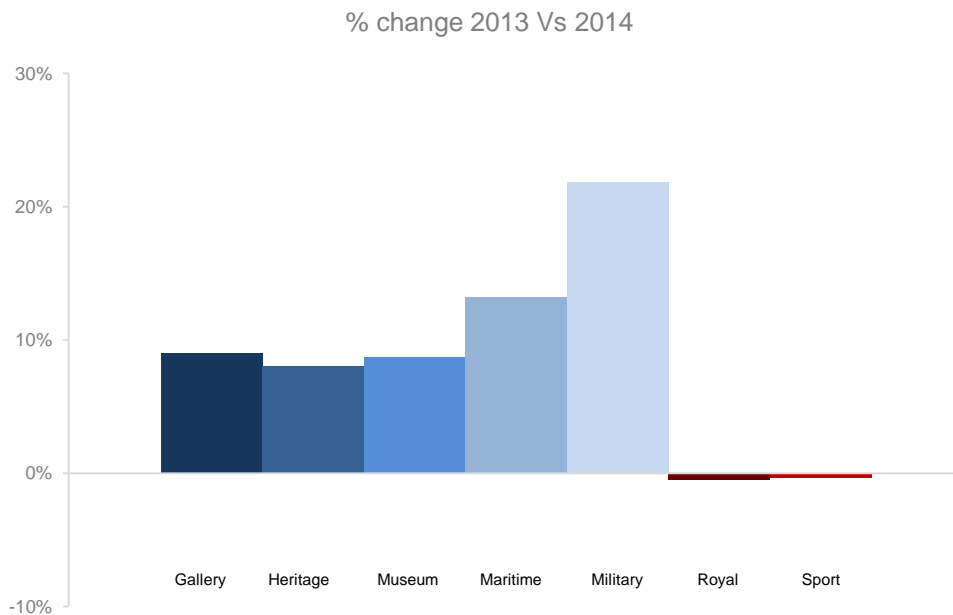


	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Free % change	9%	2%	-10%	1%	3%	4%	3%	12%	7%	13%	10%	9%
Paid % change	7%	8%	-5%	9%	-5%	1%	-5%	-1%	4%	4%	13%	2%

# ATTRACTION SECTORS

## % CHANGE IN VISITORS 2013/14

- Most categories saw an overall increase in visits during 2014, compared with the previous year.
- The greatest increases came from visits to military and maritime attractions, which rose by 22% and 13%, attracting 3.6m and 3m visits respectively.
- London's galleries, with 13.8m visitors during 2014, saw a 9% increase compared with 2013. Museums also saw a 3% increase in visits.
- Heritage attractions received 7.3m visits in 2014, an 8% increase on 2013.
- Where visitor numbers decreased, these changes were minor; royal attractions saw a decrease of 1% compared with 2013, while visits to sports attractions fell by 0.3%.



\*Categories are not mutually exclusive. Some attractions appear in more than one category.

# LIST OF PARTICIPATING ATTRACTIONS

British Museum	Natural History Museum
Churchill War Rooms	Old Royal Naval College
Cutty Sark	Queen's House
English Heritage attractions	RAF Museum
Geffrye Museum	Royal Observatory, Greenwich
Guildhall Art Gallery	Science Museum
Hampton Court	Sea Life London Aquarium
HMS Belfast	Shakespeare's Globe Theatre
Imperial War Museum	Sir John Soane's Museum
Kensington Palace	St Paul's Cathedral
Kew Gardens	Tate Britain
London Dungeon	Tate Modern
London Eye	Tower Bridge
Madame Tussaud's	Tower of London
Museum of Freemasonry	V&A Blythe House
Museum of Rugby	V&A Museum
National Army Museum	V&A Museum of Childhood
National Gallery	Wallace Collection
National Maritime Museum	Wembley Stadium
National Portrait Gallery	Wimbledon Lawn Tennis Museum

## CONTACT

Louise Wilks  
Tourism Insight Manager  
[lwilks@londonandpartners.com](mailto:lwilks@londonandpartners.com)