

ETOA

# Tourism performance in 2012: the year London hosted the Olympic and Paralympic Games

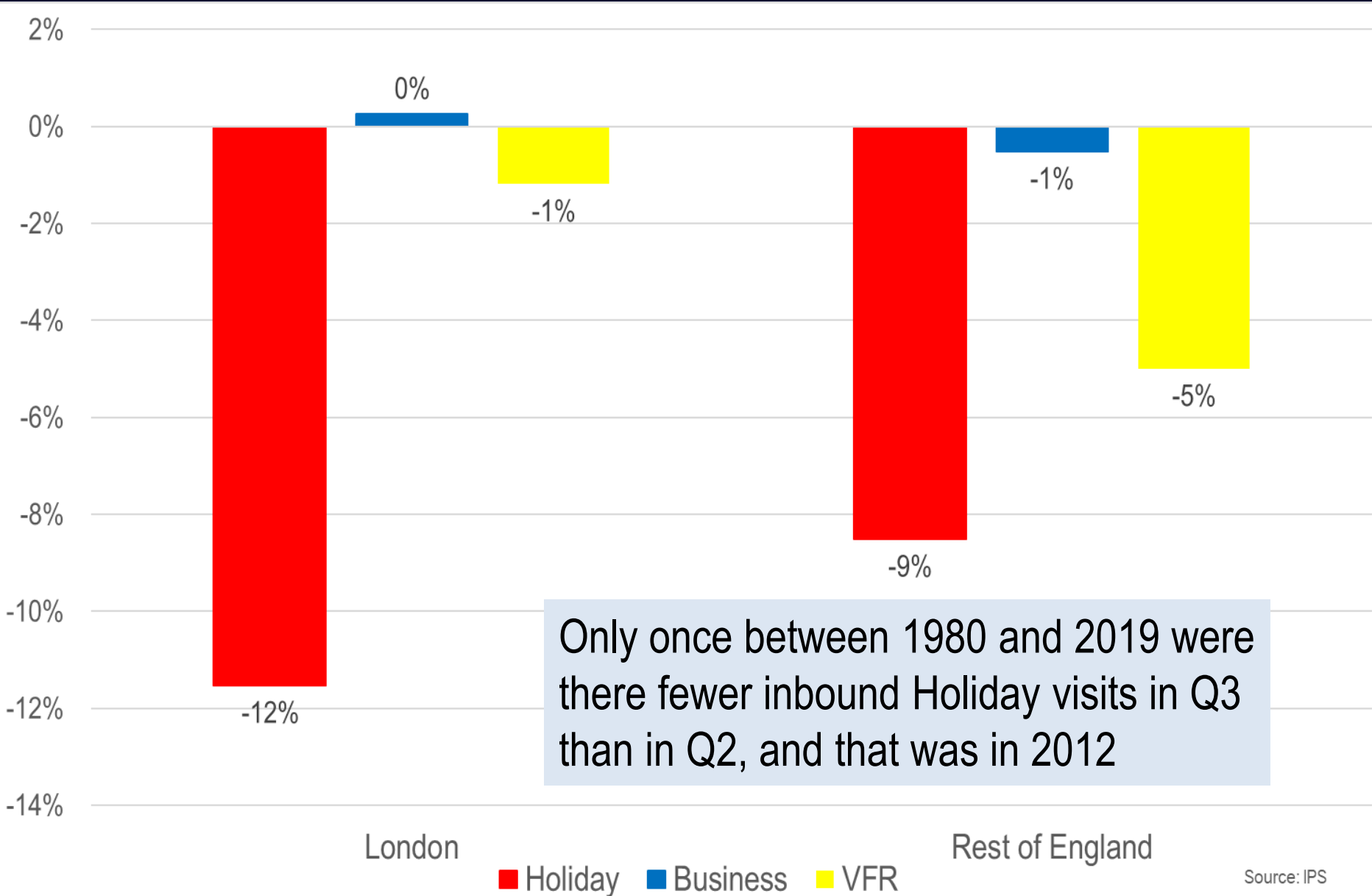
October 2023



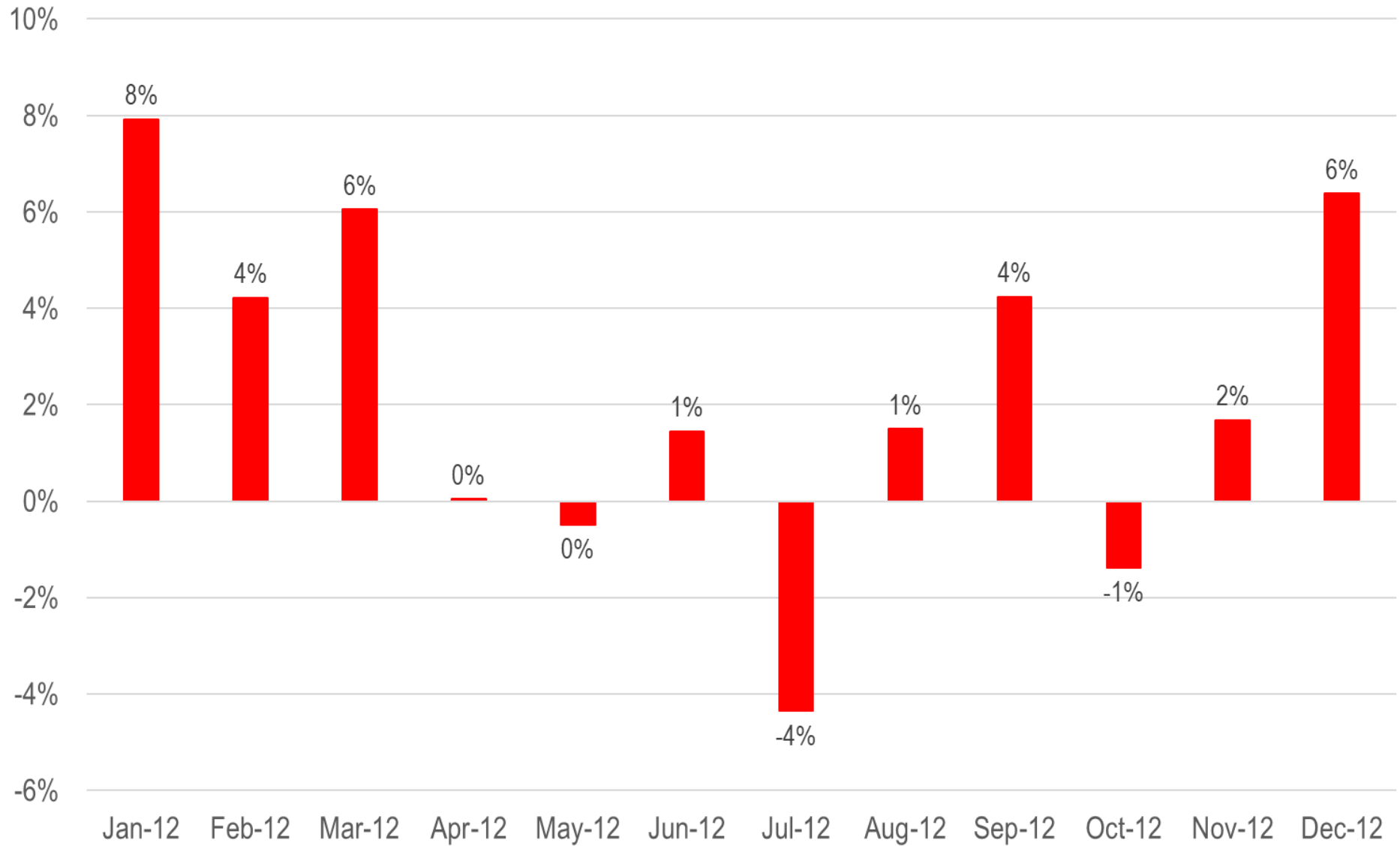
## Focus on tourism impacts

- Major events have a wide range of impacts, both positive and negative
- Some impacts are felt before the event, some during the event and others not until much later
- Impacts can be on the economy, civic pride, participation, volunteering, the environment, infrastructure, media sentiment...
- This analysis is temporally and sectorally narrow, looking just at 2012, and just at indicators relating to tourism

# Year-on-year change in inbound visits during July-September 2012

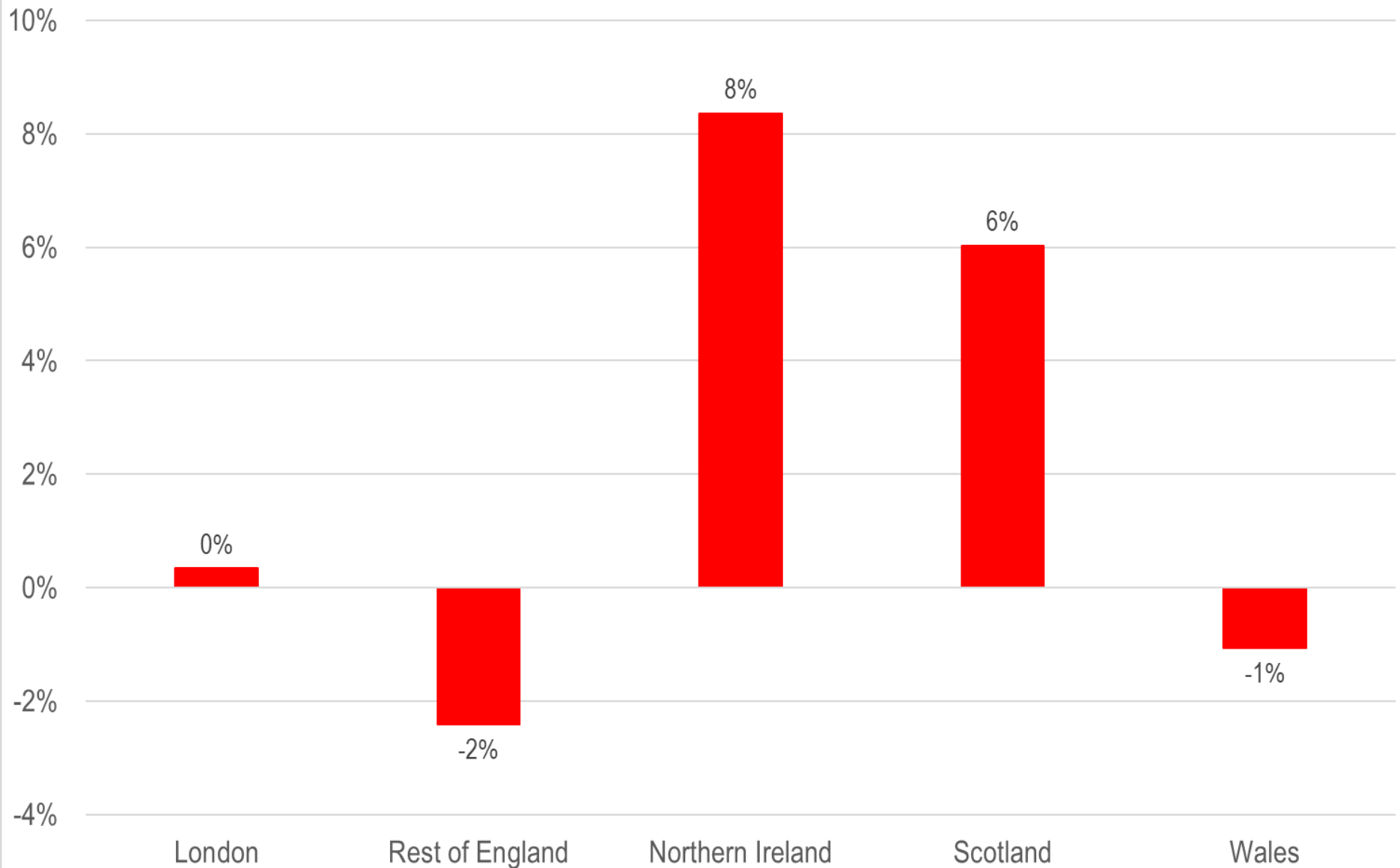


# Heathrow passenger volumes: year-on-year change in 2012



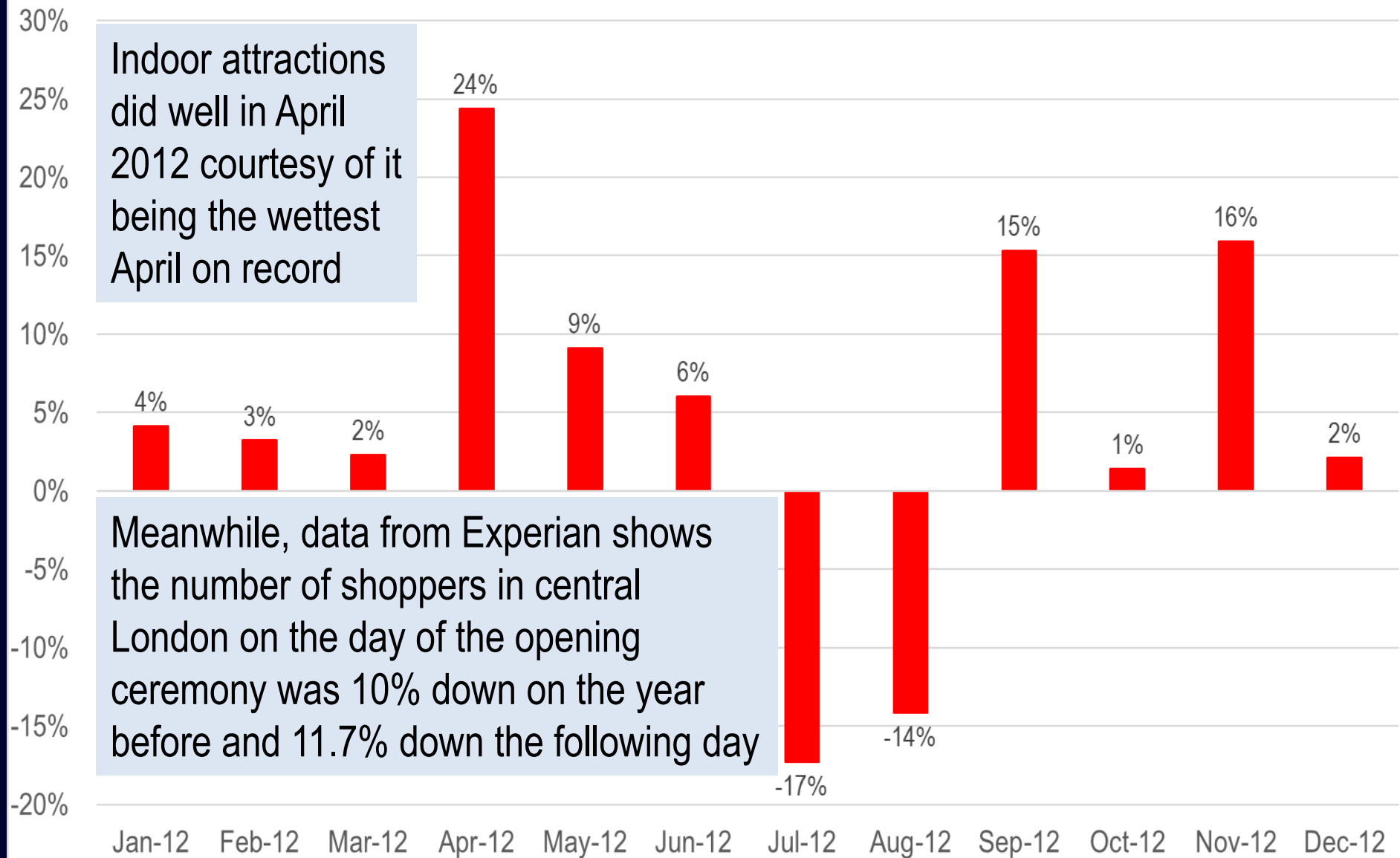
Source: Heathrow Airport

# Annual change in visits to visitor attractions in 2012



Source: ALVA

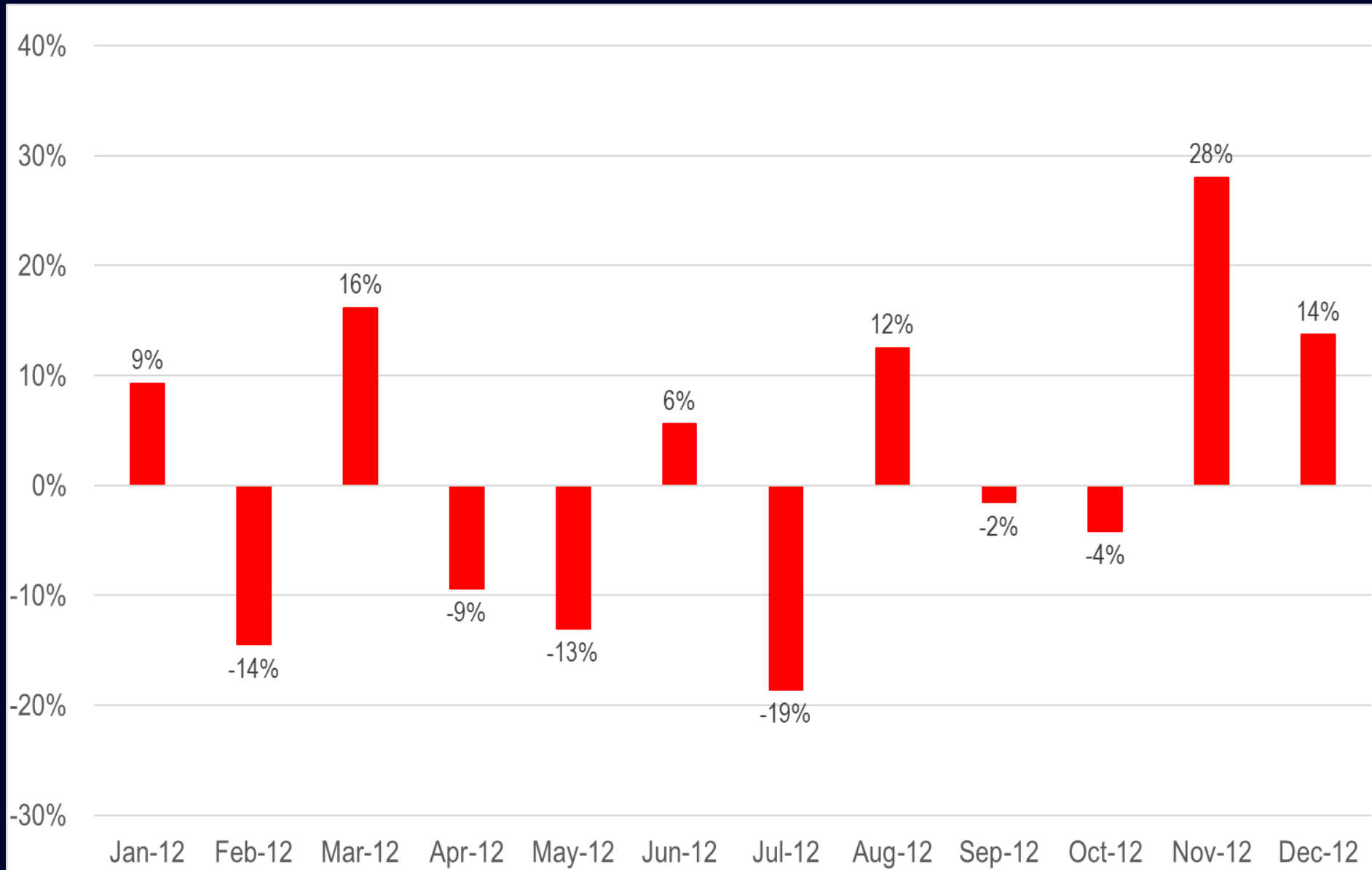
# Annual change in visits to National Museums in London



Indoor attractions did well in April 2012 courtesy of it being the wettest April on record

Meanwhile, data from Experian shows the number of shoppers in central London on the day of the opening ceremony was 10% down on the year before and 11.7% down the following day

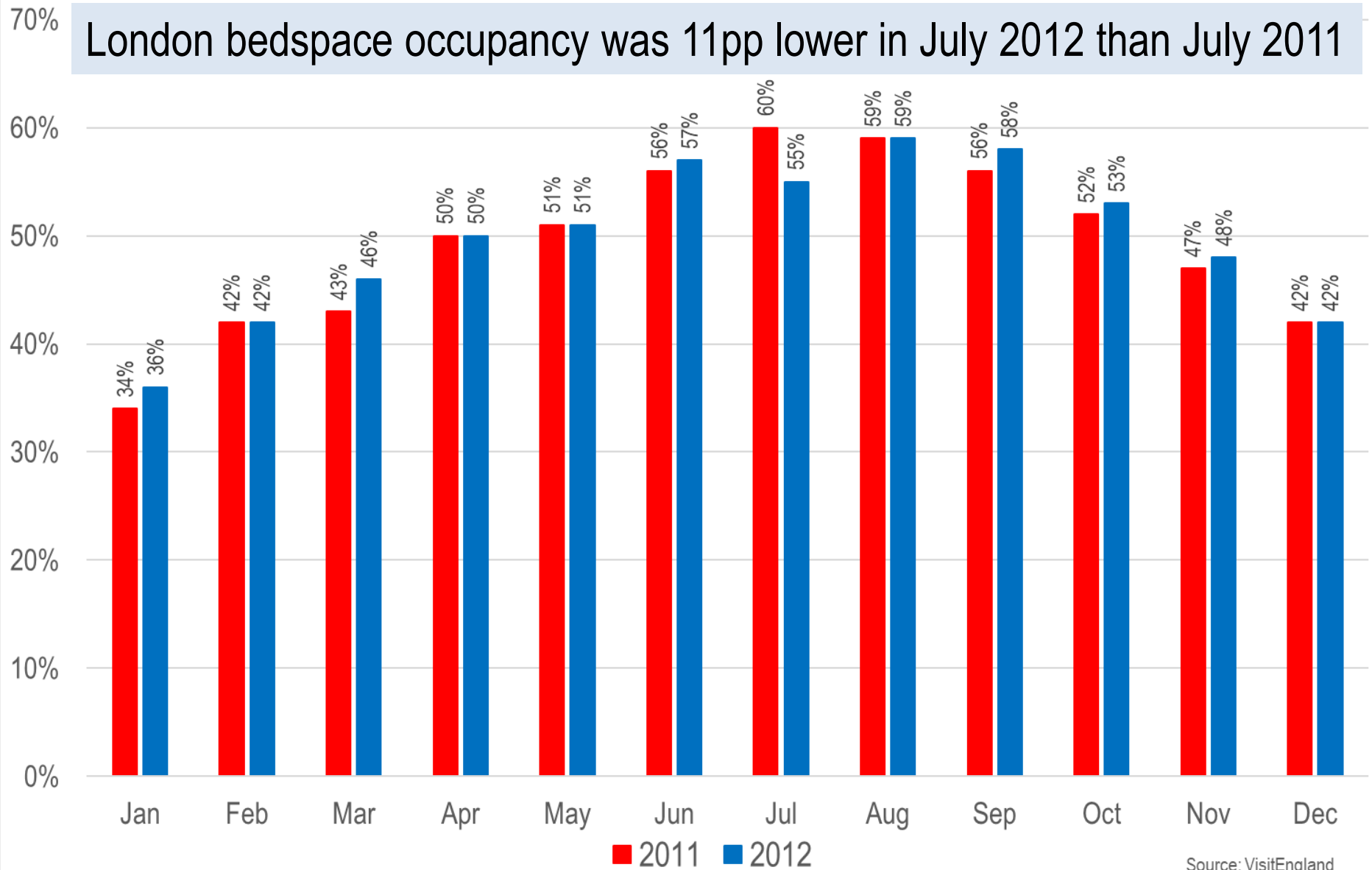
# Annual change in domestic overnight holidays in England



Source: GBTS

# Accommodation bedspace occupancy in England during 2012

London bedspace occupancy was 11pp lower in July 2012 than July 2011



Source: VisitEngland