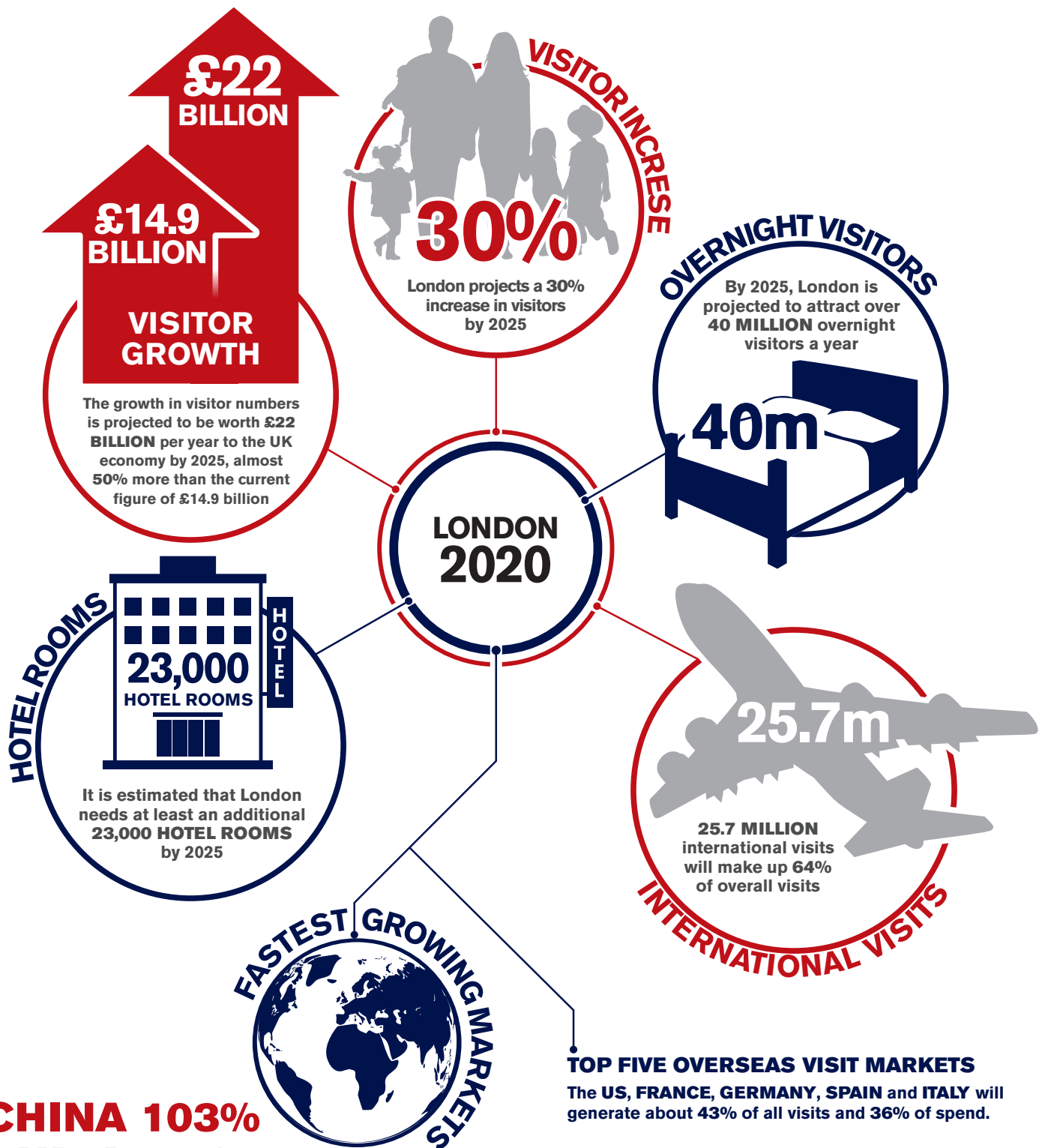


A Tourism Vision for London – Future Projections



2025 PROJECTED GROWTH

Country	Visits Growth	Spend Growth
U.S.	3.33m 43%	£3433.6m 73%
FRANCE	2.80m 40%	£863.7m 21%
GERMANY	1.85m 26%	£897.5m 45%
SPAIN	1.68m 31%	£625.1m 15%
ITALY	1.51m 21%	£691.8m 23%