Tourism is vital to the UK and London economies. In England, it contributes £106 billion to the British economy (GDP) and supports 2.6 million jobs. In London, it employs 1 in 7 of the city’s workforce.

LONDON – A HISTORIC GLOBAL TOURISM CITY

The UK is the 7th largest international tourism destination in the world ranked by visitor numbers. London is the 3rd most visited city in the world, behind Bangkok and Paris.

Tourism Alliance, 2019
Mastercard, 2019
Visit Britain, 2018
London & Partners, 2017
LONDON – A HISTORIC GLOBAL TOURISM CITY

London has a long and illustrious history as a truly global city. Like other successful world destinations, London’s tourism offer has been constantly evolving and expanding, creating a rich mix of neighbourhoods and attractions in order to entertain visitors from home and abroad.

- The Monument (circa 1677) is considered London’s oldest visitor viewing platform
- Vauxhall Pleasure Gardens (circa 1730 to 1859) was arguably one of the world’s earliest and most innovative Amusement Parks
- Madame Tussauds (circa 1835) is one of London’s oldest and most enduring purpose-built attractions
LONDON – A HISTORIC GLOBAL TOURISM CITY

The diversification of use and opening-up of parts of the city to tourists and visitors has also been a key feature in the evolution of London’s visitor economy.

- South Kensington in the 1850s evolved from market gardens to become part of the legacy of the Great Exhibition, with a cluster of world-class museums such as the V&A, The Science Museum and Natural History Museum.
- Covent Garden in the 1980s developed from a utilitarian wholesale market, into a globally recognised retail and entertainment district.
- The South Bank in the late 1990s and the 2000s, transformed from a redundant centre of London’s regional administration, to become a new focus for tourism and entertainment in the city, with features such as the Sea Life Aquarium, the London Dungeon and the (now) legendary London Eye, which is 20 years old.
- Stratford and the Olympic Park since 2010 has changed from an industrial suburb into a truly mixed-use neighbourhood with iconic sports, leisure, cultural, retail and parkland uses.
CITY OF LONDON – THE NEED TO EVOLVE AND DIVERSIFY

City districts and their uses are constantly evolving and tourism and the attractions and amenities that support tourism, are clearly a vital part of those evolving mixes. This is especially true in an ever more competitive market, where London risks losing its share of tourists to other global cities, if it fails to continue to develop its offer.

The City of London is now facing up to the need to diversify its economy, away from its 9-5, Monday to Friday office base to a more sustainable, 365 day a year economic model.

The recent pandemic looks set to accelerate the evolutionary changes in our use of office space. Therefore the subsequent need to diversify has never been greater or more pressing, as attested by the Mayor’s September 2020 announcement of major new research into future of central London.

Within this context, The Tulip is proposed as a bold, imaginative, and compelling visitor attraction. A placemaking statement of confidence and imagination that will help the City of London transform and evolve into a more accessible and tourist friendly district for London – supporting tourism growth now and into the future.
According to London & Partners’ 2017 ‘A Tourist Vision for London’, international and domestic visits to the capital are projected to grow by 30% from 31.2 million in 2016 to 40.4 million in 2025.

Given this growth rate, it is projected that circa 120 million additional annual days of ‘tourist entertainment’ will be required from London’s tourism offer by 2025 (or whenever the post COVID, market recovery is realised).

London needs to continue developing more innovative, high quality and diverse visitor offers to stay competitive. Creating a world-class experience, such as The Tulip, will be crucial to sustaining and growing London’s tourism sector.

The planned landmark is consistent with new local and City plans for a hub for culture and leisure.
As a tourist attraction and destination, *The Tulip will make a significant economic impact because it will:*

- Attract visitors to the City, London and the UK
- Benefit other London visitor attractions and providers, and complement the neighbouring *Culture Mile*
- Serve as a pivot point between St Paul’s, Tower of London and the Museum of London
- Enhance the image of the City as not just a business and financial district, but also as a night-time and weekend destination, supporting the needs of workers, visitors and residents
- Provide both a vantage point and immersive experiences to engage visitors with the story of the City of London and act as a springboard and catalyst for visits to other attractions within the City – many of them little known to mainstream tourists
Visitors to The Tulip will experience something compellingly different from other London attractions.

- Unparalleled vantage point for 360-degree views of London from a height of nearly 300 metres
- Technology enhanced, immersive viewing experience
- Uniquely engaging and dynamic experiences – such as the gondola rides
- Outstanding features (Skybridge, glass slide, restaurant and bar)
- Guided tours and talks by historical experts

CITY OF LONDON – THE NEED TO EVOLVE AND DIVERSIFY
THE TULIP IS A GREAT ATTACCTION

Our independent market research \(^1\) clearly shows how popular The Tulip would be.

9 out of 10 expressed interest in visiting The Tulip

The Tulip’s design and uniqueness is a key driver of this very high visitor interest

Gondolas particularly capture the imagination, drive visitor interest and differentiate The Tulip from other London viewing platforms

2 out of 3 feel The Tulip experience would be better than that of other attractions or platforms offering views of London

4 out of 5 feel that The Tulip would be ‘great for schoolchildren’

9 out of 10 feel it would be an attractive addition to London’s skyline

4 out of 5 see The Tulip as a lively, inspiring place to learn more about London

3 out of 4 believe The Tulip will have a strong economic benefit for London and the City

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\(^1\) In March 2020 we engaged independent, attraction expert market researchers, to gather insights from our potential visitors. We asked 1002 respondents, made up of Londoners and non-Londoners, who had visited an attraction in Central London (Underground Zone 1) on a day trip from home, within the past 12 months.
The materials contained in this document are drawn from the Evidence submitted to the Public Inquiry.

If you require high resolution copies of the images, please email your request to media@thetulip.com