

News Release



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LONDON DOCKLANDS VISITOR CENTRE CLOSES THIS WEEK

The London Docklands Visitor Centre on the Isle of Dogs is to close on 27 February, 1998 as part of the process of the London Docklands Development Corporation (LDDC) finally ceasing its activities on 31 March 1998.

Tourism promotion in the area will be continued by TourEast London, which will maintain its Tourist Information Centre at Canary Wharf. The Museum in Docklands is scheduled to open in January 2000 providing a full museum and exhibition of the area which attracts millions of visitors each year.

Visitor numbers have grown steadily since 1986 when the Centre first opened in Limeharbour, rising to a peak of 190,000. Originally conceived as a showcase for regeneration opportunities for potential investors and developers, the Centre soon attracted visitors from all over the world curious to find out more about the major urban renewal plans and progress in London's former port area.

Tens of thousands of school children, architects, urban planners, national and local politicians, engineers and other professionals as well as the general public, have taken advantage of the free facilities which included an exhibition, audio-visual presentation and a wide range of literature.

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Sunny Crouch, LDDC Director for Tourism and Chairman of TourEast London, said: "London Docklands has now become a significant new visitor destination within London with 2.1 million people visiting the area in 1997, a rise of 33 per cent on the 1996 figures. The London Docklands Visitor Centre played a central role in developing the tourism profile of this area."

The role of promoting and developing East London as an attractive area for visitors is being taken forward by TourEast London, an initiative created in 1994 by a partnership of 22 public and private sector organisations. In addition to publishing a series of well-received brochures and leaflets, TourEast London has also initiated campaigns to attract new leisure investment into the area and enhance employment and training opportunities in the leisure industry for local people.

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For further information:

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TourEast London

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