

# News Release

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## **TOURISTS GIVE "THUMBS-UP" TO LONDON DOCKLANDS**

London Docklands' unique waterside setting, its spectacular architecture and general atmosphere are getting the thumbs-up from the thousands of tourists that visit the area each year, a new survey revealed today.

The survey shows that it is the buildings, boats and the clean and tidy appearance that visitors find most attractive about London Docklands. And people are as likely to come to London Docklands "just to see it" as they are to head for the popular tourist attractions or landmarks such as St Katherine's Dock, HMS Belfast or Canary Wharf.

The survey, compiled by independent researches Survey Research Associates, was commissioned by the London Docklands Development Corporation (LDDC) to assess the impact of tourism in the London Docklands area.

David Powell, the LDDC's Tourism, Leisure & Arts Manager, said: "Tourists are discovering an exciting new facet to London and are visiting London Docklands in unprecedented numbers. Between a half and three quarters of a million people are now estimated to visit the area each year. It is clear that London Docklands is rapidly becoming a tourist destination in its own right.

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"The survey will help the Corporation to plan ahead in terms of securing new visitor attractions, transport and other public services. It also highlights areas where further investment is needed, such as in more food, drink and retail outlets," he added.

Around 800 interviews took place across London Docklands over a period of three weeks at the beginning of October. The main findings of the survey were:

- \* Visitors to London Docklands are younger and of higher social class than the average population. 51 per cent of visitors are aged between 16 and 34, while 80 per cent fall within the ABC1 social class groups.
- \* Almost half (48%) come from London and the South East while 37 per cent of visitors are from overseas.
- \* Most visitors were staying in London, mainly at hotels/guest houses or bed and breakfast (50%) or with friends or relatives (34%).
- \* Underground train (30%), and cars (24%) and British Rail (13%) were the three main means of transport used.
- \* The average amount of money spent is £9.00 per party.
- \* Facilities that visitors would appreciate include more bars, restaurants, shops and public lavatories as well as better signposting.

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