

News Release



**London Docklands
Development Corporation**
Thames Quay
191 Marsh Wall London E14 9TJ
Telephone 071 512 3000
Fax 071 512 0222

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SURVEY REVEALS TOURISM BOOST IN LONDON DOCKLANDS

Over 1.5 million people visited London Docklands last year, an increase of 30 percent on 1993, according to a survey commissioned by the London Docklands Development Corporation (LDDC).

The survey, carried out over a four week period last September by Travel & Tourism Research Ltd, also reveals that visitors to the Capital's former port area injected a healthy £7 million into the local economy.

Prime reasons for visiting were to "look around generally" or to "see the architecture" with the latter winning the thumbs up from the majority of visitors as the area's single most liked feature. Docklands' waterside atmosphere was also a close contender.

Sunny Crouch, LDDC Director of Marketing and Public Affairs, said: "Tourism has a role to play in the regeneration of London Docklands. It can change perceptions, stimulate the local economy and create jobs - the very outcomes the Corporation needs to achieve to secure the long-term prosperity of the area."

The typical Docklands visitor is young (over half are aged 16-34), middle-class (83 percent are ABC1), more likely to be male (men marginally outnumber women three to two) and stays on average just under three hours.

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Top of the list for attractions were Canary Wharf, St Katharine's Dock, Island Gardens - with its classic views from the Isle of Dogs over to Greenwich and the Royal Observatory, Hay's Galleria, Butler's Wharf and the London Docklands Visitor Centre.

"Facilities for tourists are expanding rapidly," says Sunny Crouch. "The number of shops, cafes and restaurants at Canary Wharf, for instance, has doubled in the last six months, while the Isle of Dogs now has the Capital's first Hong Kong-style Chinese floating restaurant, the Lotus on Millwall Dock. Weekend running on the Docklands Light Railway will be re-introduced by the Summer which will be another tremendous boost for the area."

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For further information, contact:

LDDC Press Office
Thames Quay
191 Marsh Wall
London E14 9TJ

Tel: 0171-512 0444 (office hours)
0171-512 3000 (after hours)
Fax: 0171-512 0222

NOTE TO EDITORS

Copies of the London Docklands Visitor Survey are available from the LDDC Press Office at the above address.