

GREATERLONDONAUTHORITY

[REDACTED]
(By email)

Our Ref: MGLA220719-8149

14 August 2019

Dear [REDACTED]

Thank you for your request for information which the GLA received on 19 July 2019. Your request has been dealt with under the Freedom of Information Act (FOI) 2000.

You asked for;

I would appreciate your help in getting the following request under the Freedom of Information Act relating to the Major of London's official promotional agency London and Partners (www.visitlondon.com).

- 1. Could you please advise the number of unique monthly visitors for the past 12 months from non-EU countries (i.e. long haul destinations) to the following web page:
<https://www.visitlondon.com/traveller-information/essential-information/money/tax-free>*
- 2. Could you please advise the percentage of the top 5 non-EU countries from where this website visits are made?*

Our response to your request is as follows:

The monthly average over the last 12 months for visits to the Visit London website from non-EU countries is **2,559**.

The percentage of the top 5 non-EU countries from where this website visits are made are as follows:

1. US – 32.91%
2. Singapore – 11.14%
3. Australia – 6.84%
4. Canada – 6.07%
5. India – 4.81%

If you have any further questions relating to this matter, please contact me, quoting the reference at the top of this letter.

Yours sincerely

[REDACTED]

Information Governance Officer

If you are unhappy with the way the GLA has handled your request, you may complain using the GLA's FOI complaints and internal review procedure, available at:

<https://www.london.gov.uk/about-us/governance-and-spending/sharing-our-information/freedom-information>