Day visits to the London Olympics

- The London Olympics took place from 27th July to 12th August and the London Paralympics took place from 29th August to 9th September.

July to September 2012 Participation in Olympic related events during Tourism Day Visits

- Attended a 2012 Olympics/Paralympics sports event: 7.7m visits with an average spend of £106 per visit.
- Attended the 2012 Olympic Torch relay: 1.5m visits with an average spend of £53 per visit.
- Attended Inspire mark Olympic event: 0.8m visits with an average spend of £19 per visit.
- Attended a Cultural Olympiad event, the 2012 festival or any other ‘official’ Olympic event: 1.3m visits with an average spend of £139 per visit.
- Visited the Olympic Park in London (without attending a ‘ticketed’ sporting event): 1.0m visits with an average spend of £60 per visit.

Total c. 11.4 million visits.

Total spend: £821m
- Attended a 2012 Olympics/Paralympics sports event
- Attended the 2012 Olympic Torch relay

Total spend: £78m
- Attended Inspire mark Olympic event

Total spend: £15m
- Attended a Cultural Olympiad event, the 2012 festival or any other ‘official’ Olympic event

Total spend: £177m
- Visited the Olympic Park in London (without attending a ‘ticketed’ sporting event)

Total c. £1,016 million

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