LONDON & PARTNERS

October 2026

TEAM LONDON
IMEX America

IMEX America brings together the global meetings, events and business travel industry, providing an opportunity to showcase London as a world-leading destination for business events and a city where global connectivity, world-class venues and distinctive experiences come together.

Wider London messaging and a calendar of Team London events can be found on the London & Partners website.

1. London is one of the best-connected cities in the world

- London Heathrow is the #1 airport in Europe.
- London has six airports, more than any other European city, plus international rail connections via Eurostar.
- London has direct flights to 395 destinations, with roughly 1,500 daily flights.

2. London is a brilliant place to visit, do business and meet in

- London is a leading destination for international business events, supported by the work of the London Convention Bureau.
- In 2025, London was yet again named Europe's Top Meeting Destination by Cvent and Top Meetings Destination in EMEA by an Amex GBT.
- London has ranked #1 in the World's Best Cities report for 11 years running.

3. London offers exceptional experiences, for all

- London welcomed 20m international visitors in 2024, who spent approximately £17bn.
- London's experience economy is booming, with up to £10bn planned for investment over the next 10 years, from hotels to attractions.
- Many visitors are drawn to London by its profile in film and tv. 87% of those visiting a film or TV location in the UK choose to head to the capital, with two in three of these 'setjetters' visiting London locations only.
- London has 88 Michelin-starred restaurants, as well as over 16,000 others.
- There are over 550 museums and public and commercial art galleries.
- London is the sporting capital of the world, home to seven Premier League football clubs and with a strong track record of international events, including Wimbledon, UEFA Champions League finals, the London E-Prix, Major League Baseball (MLB) and NFL.

4. London is a world-leading innovation and technology hub

- London is Europe's leading technology hub and one of the top three globally – its scale, depth and global reach are unmatched.
- The city is an innovation hub, attracting startups, established tech giants and venture capital.

- London has the highest number of $1bn-plus tech unicorn businesses in Europe.