

TEAM LONDON

IMEX Frankfurt Briefing

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 direct destinations, with roughly 1,500 daily flights – the highest in Europe.

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 and is regularly voted the world's favourite city.

3. London offers exceptional experiences, for all

- London welcomed 20 million international visitors in 2024, who spent approximately £17bn.
- London's experience economy – including culture, events, sports, attractions, retail and hospitality – 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 more than 16,000 others catering to all tastes.
- There are more than 550 museums and public and commercial art galleries, including globally renowned institutions such as the National Gallery and Tate galleries, which attract visitors from around the world.
- London is the sporting capital of the world, home to seven Premier League football clubs and with a strong track record of staging international events, including Wimbledon, UEFA Champions League finals, the London E-Prix, London Athletics Meet, Major League Baseball (MLB) and National Football League (NFL) regular season games.

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.