

questions if the respondent had more to say on a specific topic.

Finally, I decided to look at guides that reached out to an audience as wide as possible in order to fully grasp what a typical tourist would experience when reading it. Therefore, I picked out two guides that came up the most when doing a web search for 'London guides': the Pocket Rough Guide (2015) and the Insight Guides Explore London (2014).

It is important to note that this research concerns the mainstream tourist and does not concern business, adventure, health, or other diverging type of tourism.

The official view of London:

The 2013-2014 London and Partners report is an official document analyzing facts and presenting data on various aspects of tourism for the past year. Reports prior to this date are not made available by London and Partners. It is extremely factual although positivism remains noticeable throughout the report. It presents London as a destination growing in popularity as well as already well established within the tourism sector. It is unsurprisingly giving out a very positive image of London and its attractions. In fact, the report highlights the success of the four major museums and galleries and depicts them as major influences in tourist's visit to London. These are namely the British Museum, Tate Modern, Natural history museum and National Gallery. They have attracted 23 million visitors in 2013, 65% of this number being overseas tourists. These iconic attraction, amongst others like the Victoria and Albert museum, are foregrounded as major draws for tourists. Other attractions include historic properties like Westminster Abbey and St Paul's Cathedral, which together attracted more than 2 million visitors in 2013. Furthermore, 1/3 of international tourists had attended a theatre performance while staying in London. When taking into account that many are not from English speaking country, this number underlines the importance of shows as a major appeal to tourists. Additionally, the report highlights an interesting relationship: the location of most hotel rooms and their proximity to major attractions. Indeed, a tenth of all hotel rooms are located in the North Central zone and more than 20% in the west end.

London and Partners also provide an attraction barometer of tourist activity in 40 attractions around London (2014b). According to the data in the report on attractions (figure 1), the months of April, June, July, August, and October are the ones attracting most visitors. A pattern can easily be deducted from this, as they are all month with mainstream school holidays. However,