

Economic impact evaluation methodology for the “Let’s do London” domestic tourism campaign

1. Background

The “Let’s do London” paid media campaign ran from 10 May 2021 to 30 September 2021 with the purpose of attracting domestic, British leisure tourists to London. The campaign was targeted 18-65 year old people from Scotland and England excluding the South-West. The campaign was launched through radio, online, physical posters, TV, and PR. The purpose of the economic impact evaluation is to understand any additional tourism spend that can be attributed to the campaign.

2. Evaluation methodology

The economic impact evaluation is based on a survey amongst people in the targeted demographical group with 10,160 responses. The survey results are generalised to the targeted population. The survey data has been supplemented by data from VisitBritain’s “Great Britain Tourism Survey”. Table 1 shows each factor in the model and its data source.

	Model factor	Level	Source
A	Targeted population	29m	ONS
B	Share seen campaign and booked	1.5%	Survey
C	Additionality	15%	London & Partners survey benchmark
D	Ave. length of stay	2.3	Great Britain Tourism Survey, VisitBritain
E	Ave. spend per day	£107	Survey
F	Ave. party size	3.1	Great Britain Tourism Survey, VisitBritain
G	Share seen and intending a visit	2.7%	Survey
F	Likelihood the trip will happen	21%	London & Partners survey benchmark
H	Campaign costs	£3.865m	London & Partners

3. Provisional results¹

The calculation of additional spend in London is done as follows:

$$\text{Additional spend} = A*B*C*D*E*F + A*(1-B)*C*D*E*F*G*F = \underline{\underline{\text{£70m}}}$$

$$\text{ROI} = \text{£70m}/\text{£3.865m} = \underline{\underline{\text{18}}}$$

ROI includes return on total funding (GLA and industry contributions).

4. CAZ results

Additional spend in the CAZ is calculated as 60% of the estimated additional spend by non-Londoners² plus an estimate of additional spend in the CAZ by Londoners who don’t live in the CAZ, which follows the steps in section 3 but only for Londoners.

¹ Numbers in this note are provisional as not all data has been reported back at the time of writing.

² “Lost worker vs. tourism expenditure in the Central Activities Zone (CAZ)”, GLA Economics (2020): https://airdrive-secure.s3-eu-west-1.amazonaws.com/london/dataset/lost-worker-tourism-expenditure-caz/2020-10-23T09%3A37%3A14/CAZ%20Analysis%20Briefing%20Note-final.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIAJJIDIMAVZJDICKHA%2F20210930%2Feu-west-1%2F%3%2Faws4_request&X-Amz-Date=20210930T144547Z&X-Amz-Expires=300&X-Amz-Signature=d43ee83ac911cec059b34c71c80fa0aa36e2bc3c4fbcfd78be50bf565304ff0f&X-Amz-SignedHeaders=host

Additional spend in the CAZ = £58m

ROI based on CAZ only = 15

CAZ total	£ 58,400,978
CAZ spend excl. Londoners	£ 41,727,513
CAZ spend by Londoners	£ 16,673,464