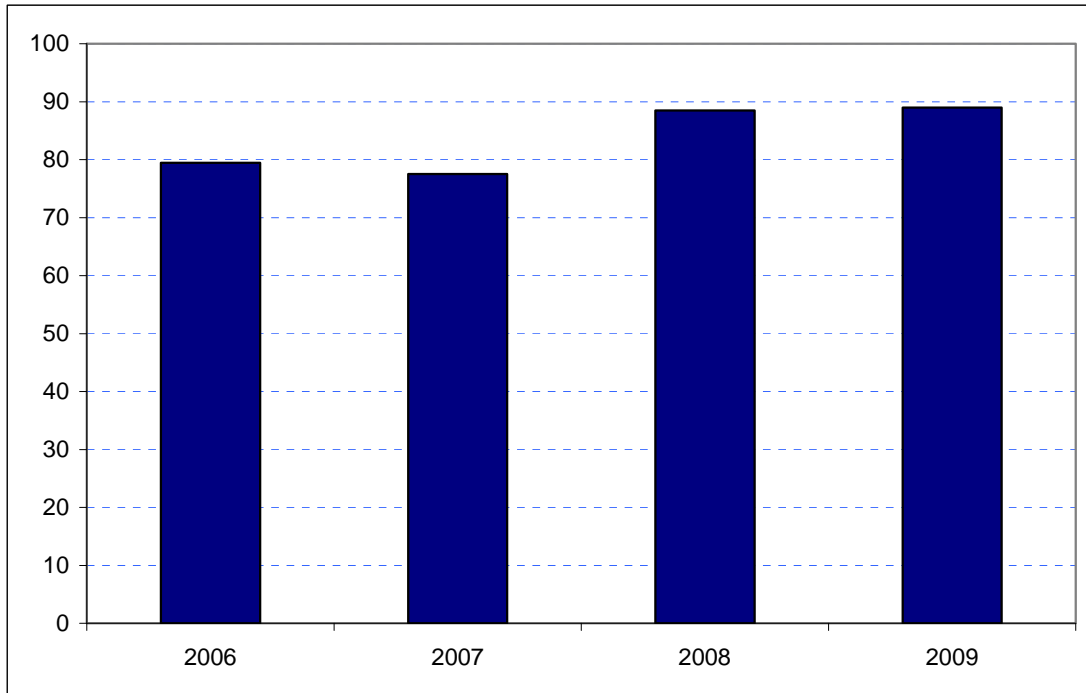


Greenwich
Borough Rank: 23

Greenwich has a tendency to perform below expectations in the modelling as, whilst it may get plenty of visitors, it is relatively under-represented in terms of bed space which can drive the results via the accommodation spend element in the model. Nevertheless, estimates in Figure 5.11 show a significant increase in Greenwich’s overseas visitor spend between 2007 and 2008. In 2007, expenditure was estimated at £78 million. For the two subsequent years it is estimated at £88 million and £89 million respectively.

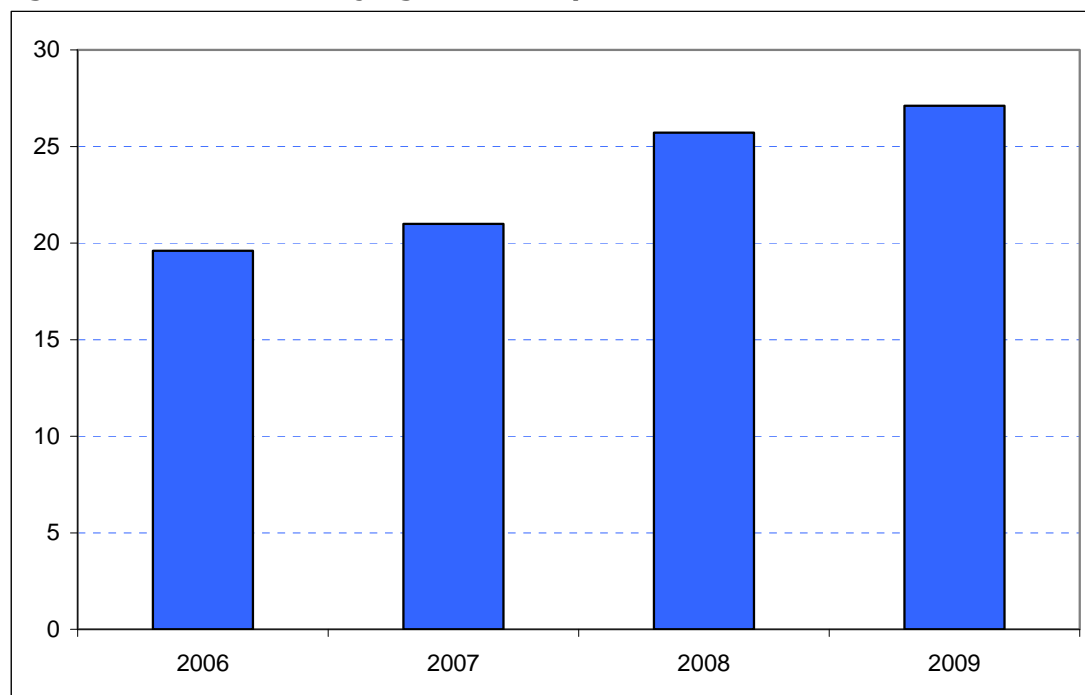
Figure 5.11: Overseas tourism expenditure in Greenwich (£ millions)



Sources: IPS, BRES, LDA surveys and GLA Economics calculations

Figure 6.11 contains estimates by domestic overnight visitors in Greenwich. These also show a significant uplift in expenditure between 2007 and 2008. In 2007 spend amounted to over £20 million, up on 2006. Comparable figures for 2008 and 2009 are £26 million and £27 million respectively.

Figure 6.11: Domestic staying tourism expenditure in Greenwich (£ millions)



Sources: UKTS, BRES, LDA surveys and GLA Economics calculations

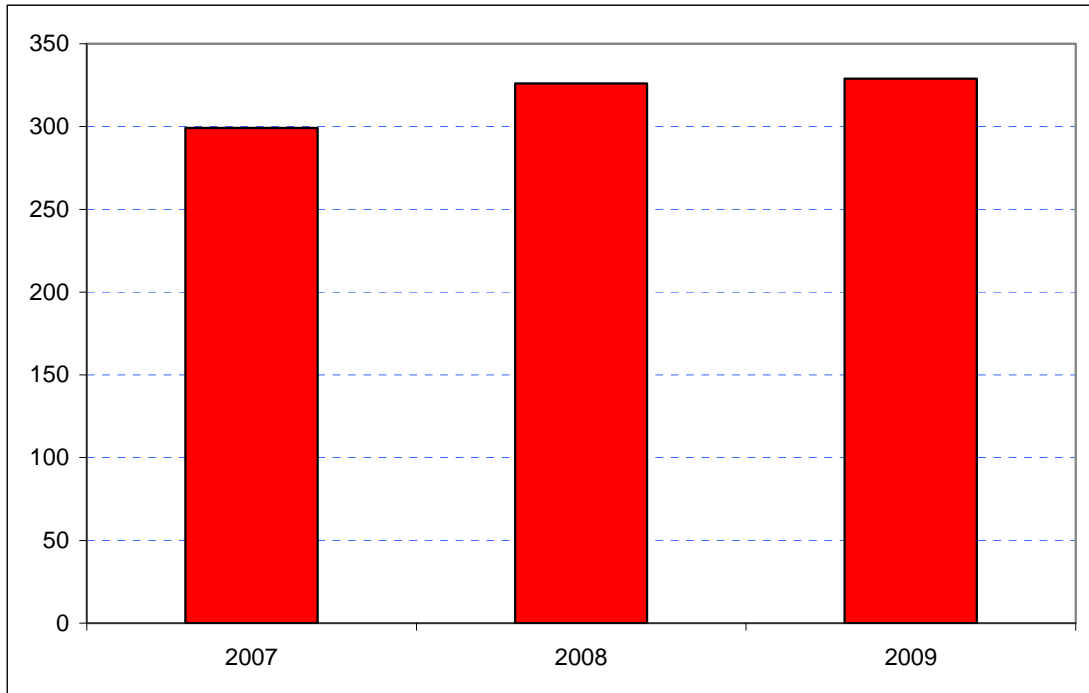
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29¹⁷. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

When the experimental day visitor estimates are included, total estimated tourist expenditure showed a net increase between 2007 and 2009. Receipts in 2007 totalled £300 million but this rose sharply in 2008 to £326 million and then more marginally in 2009 to £329 million as shown in Figure 7.11. Data for 2006 were excluded from the graphic as they would have introduced the additional problem of a change of survey basis for the day visitor estimates prior to 2007.

¹⁷ <http://www.london.gov.uk/publication/estimating-contribution-leisure-day-visitors-londons-tourism-industry>

GLA Economics - Estimating the contribution of leisure day visitors to London's tourism industry (March 2011)

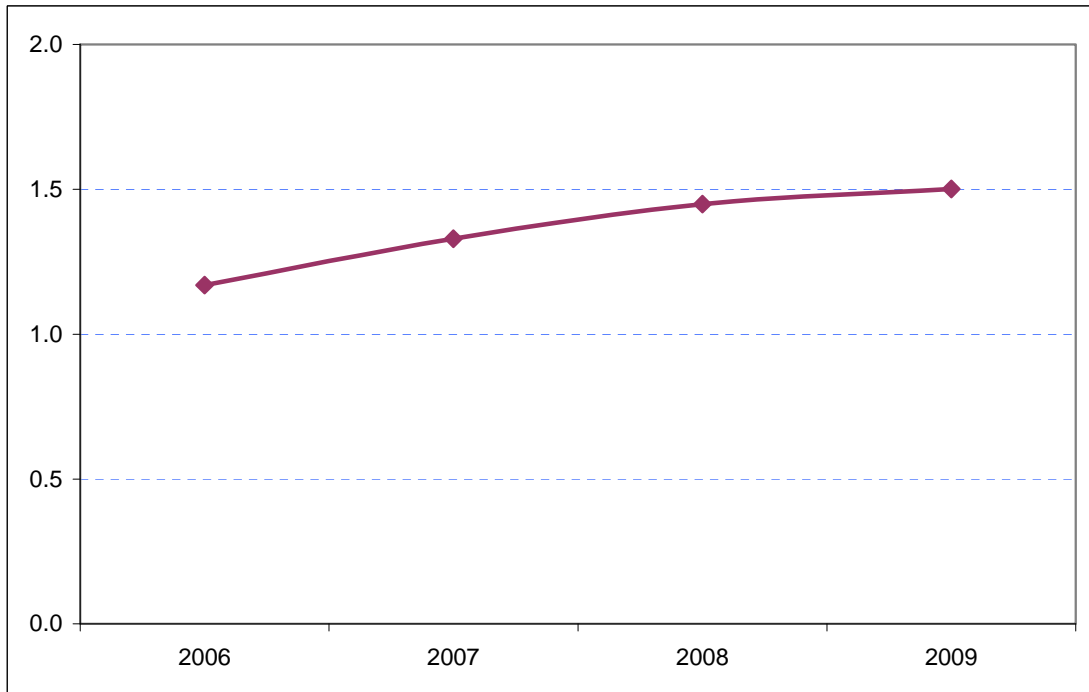
Figure 7.11: Estimates of total tourism expenditure in Greenwich including experimental estimates of day visitor spend (£ millions)



Sources: IPS, UKTS, BRES, LDA surveys and GLA Economics calculations

Figure 8.11 shows that Greenwich's share of total London tourism expenditure has increased from 1.2 per cent in 2006 to 1.5 per cent in 2009.

Figure 8.11: Greenwich's estimated share of total London tourism expenditure (%)



Sources: IPS, UKTS, BRES, LDA surveys and GLA Economics calculations