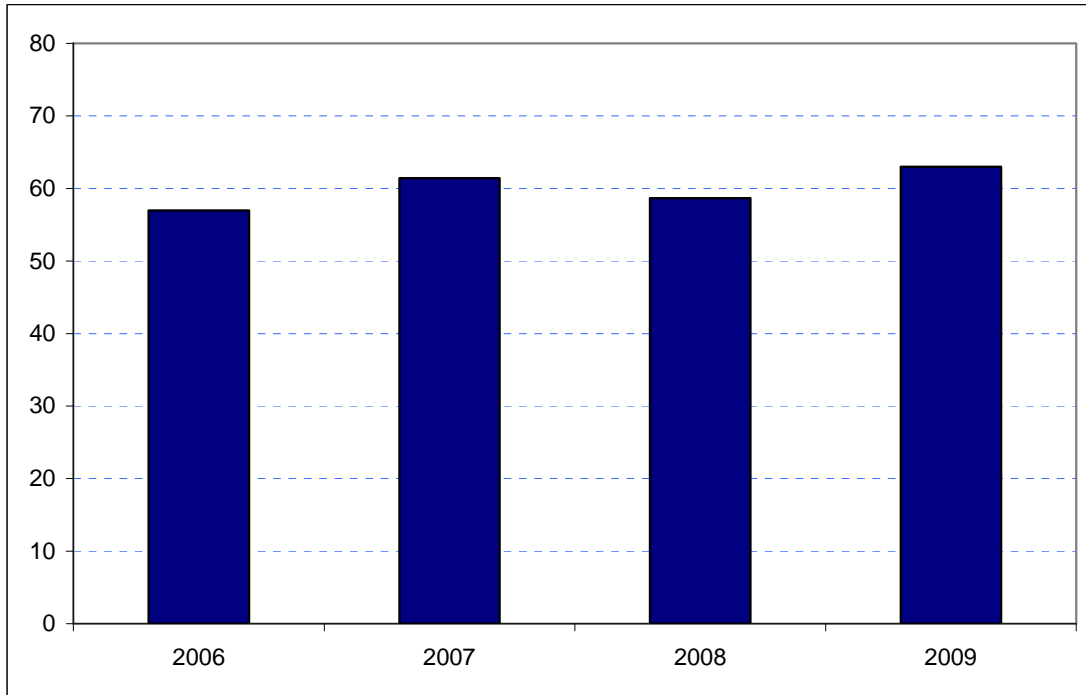


**Sutton**  
**Borough Rank: 32**

Estimates in Figure 5.29 show a slightly increasing trend in Sutton’s overseas visitor spend since 2006 although the changes from year to year have been small – both in relative and actual terms. In 2006 overseas spend was estimated to be £57 million, rising to £61 million in 2007. This fell back to £59 million in 2008 before increasing to £63 million in 2009.

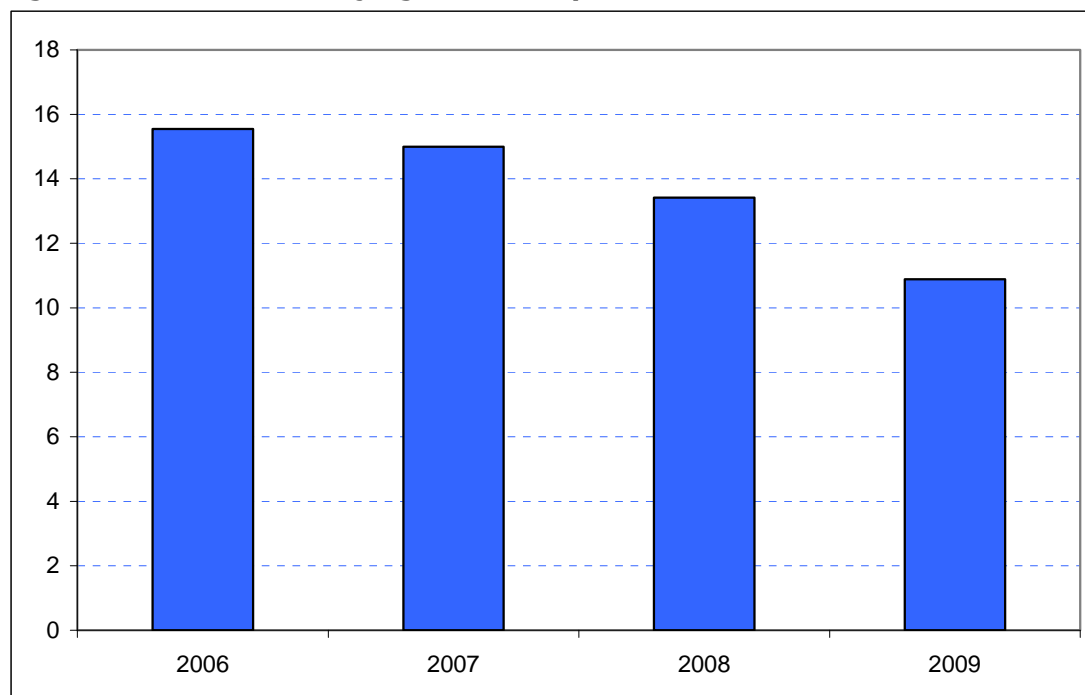
**Figure 5.29: Overseas tourism expenditure in Sutton (£ millions)**



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

Domestic overnight visitor spend shows a clearer trend of falls as shown in Figure 6.29 commencing with a drop from £16 million to £15 million between 2006 and 2007. The decline slowed in 2008 with spend dropping to £13 million. However, the fall between 2008 and 2009 was especially marked falling (in rounded terms) from £13 million to £11 million but actually dropping by 19 per cent.

**Figure 6.29: Domestic staying tourism expenditure in Sutton (£ millions)**



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

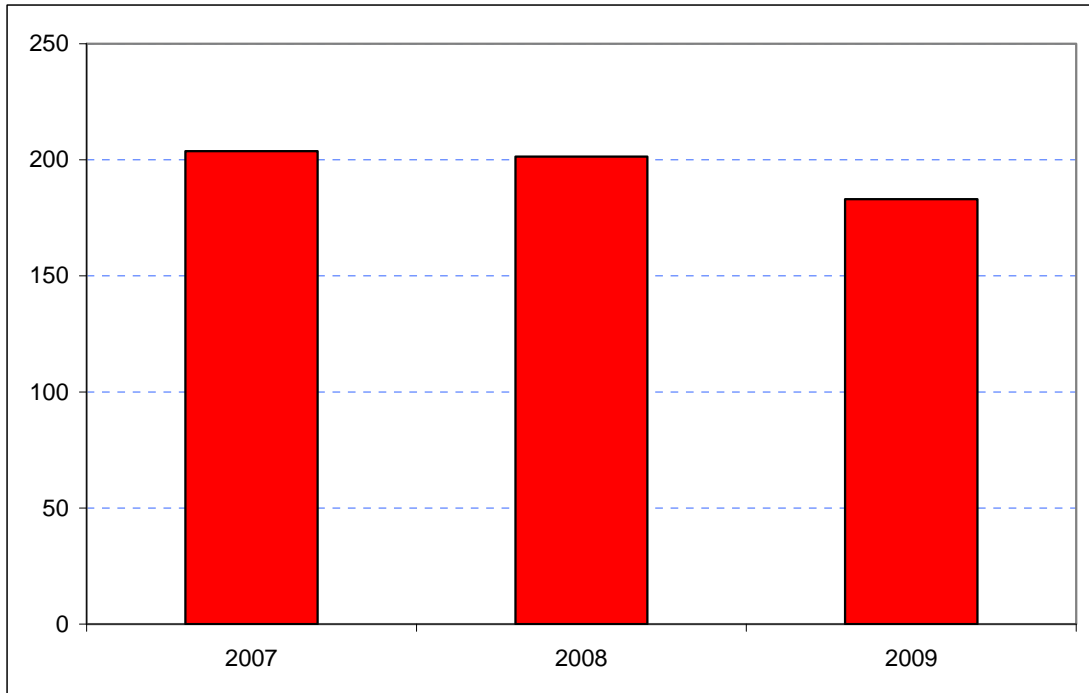
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>36</sup>. Details of 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, Sutton shows a small decline in total spend between 2007 and 2008 from £205 million to £201 million. However, this was followed by a sharper fall in 2009 to £183 million as shown in Figure 7.29.

<sup>36</sup> <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)

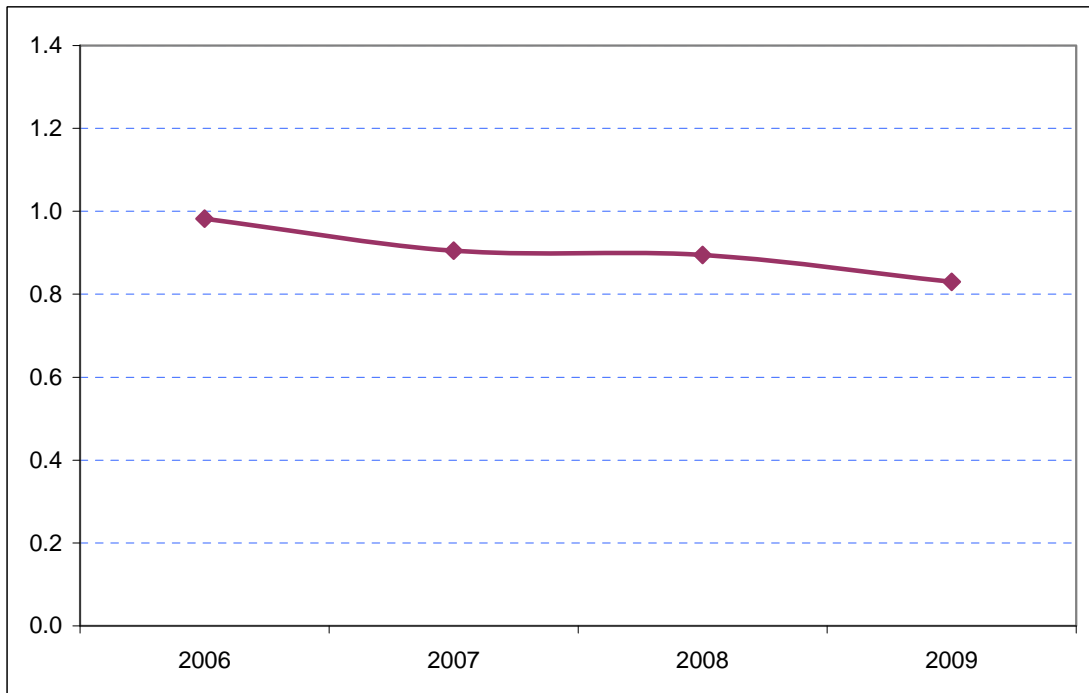
**Figure 7.29: Estimates of total tourism expenditure in Sutton including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.29 shows that Sutton's share of total London tourism expenditure has also declined from 1.0 per cent in 2006 to just over 0.8 per cent in 2009.

**Figure 8.29: Sutton's estimated share of total London tourism expenditure (%)**



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