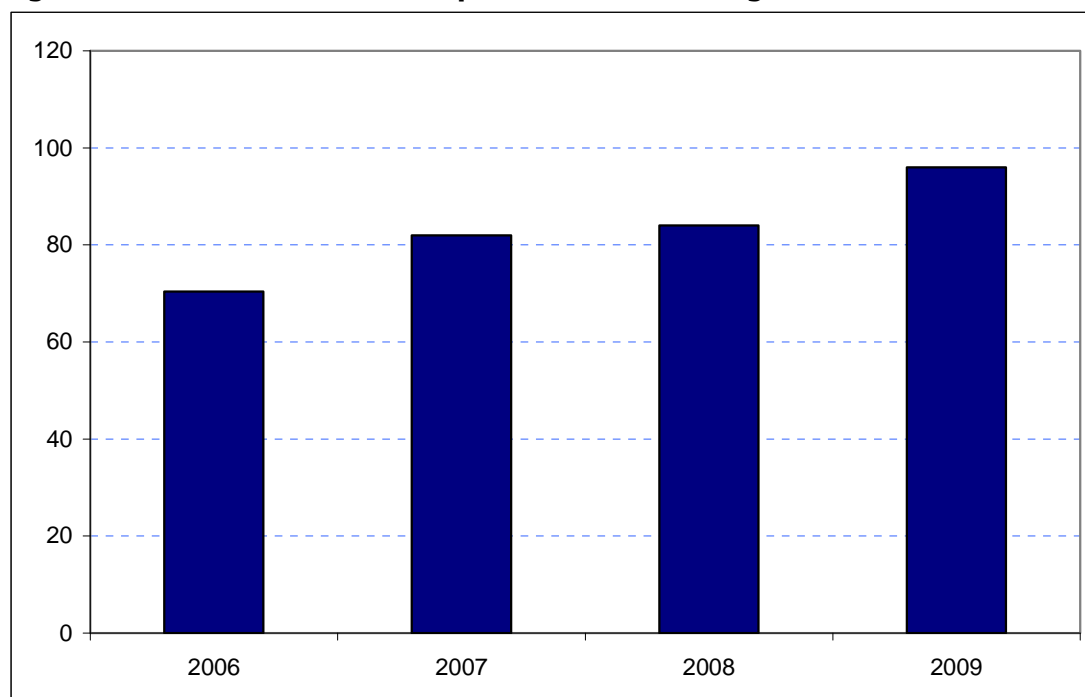


Redbridge
Borough Rank: 26

Estimates in Figure 5.26 show a generally increasing trend in Redbridge's overseas visitor spend since 2006. In 2006 spend was estimated at £70 million, rising to £82 million in 2007. 2008 was essentially flat with just a small increase to £84. The estimate for 2009 shows a greater increase to £96 million.

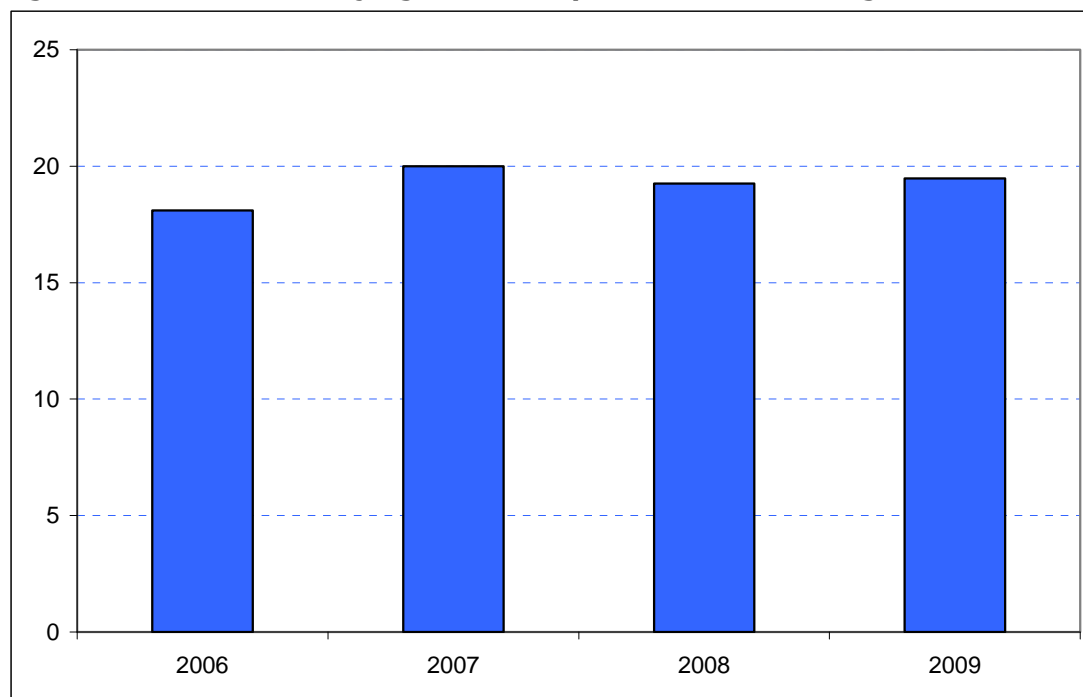
Figure 5.26: Overseas tourism expenditure in Redbridge (£ millions)



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

Figure 6.26 shows that domestic overnight visitor spend was broadly consistent over the period, rising from £18 million in 2006 to a little more than £19 million in 2009 although having been marginally higher in 2007 at £20 million.

Figure 6.26: Domestic staying tourism expenditure in Redbridge (£ millions)



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

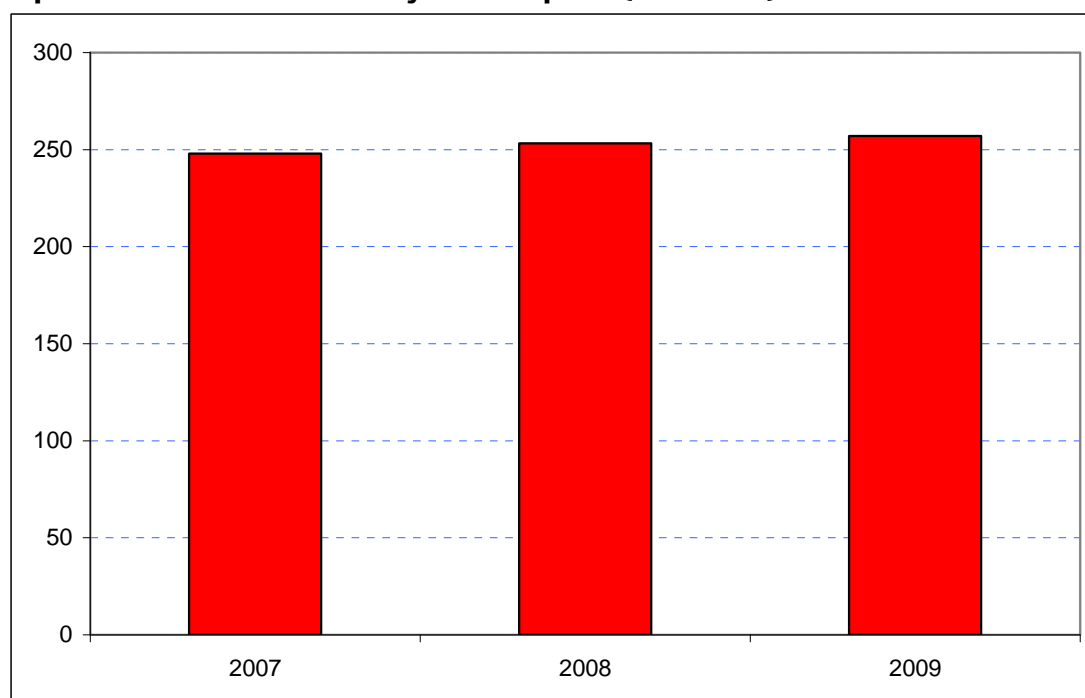
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29³². Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

When the experimental day visitor estimates are included, the consistency of day visitor spend with its slight downward trend counteracts the trend in overseas visitor spend to drive one of the most stable of Borough total spends. Total spend in 2007 was estimated to have been £249 million. This increased to £253 million in 2008 and to £257 million in 2009. However, the picture is broadly one of stability as shown in Figure 7.26. 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.

³² <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)

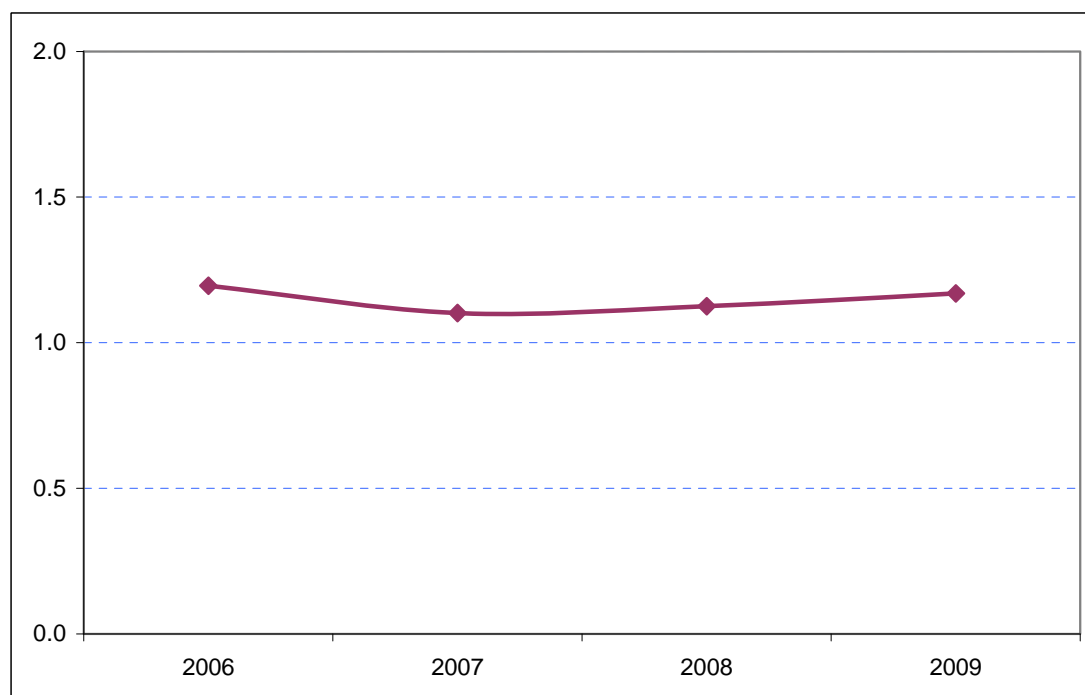
Figure 7.26: Estimates of total tourism expenditure in Redbridge including experimental estimates of day visitor spend (£ millions)



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

Figure 8.26 shows that Redbridge's share of total London tourism expenditure has only fluctuated slightly between 1.1 and 1.2 per cent over the period.

Figure 8.26: Redbridge's estimated share of total London tourism expenditure (%)



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