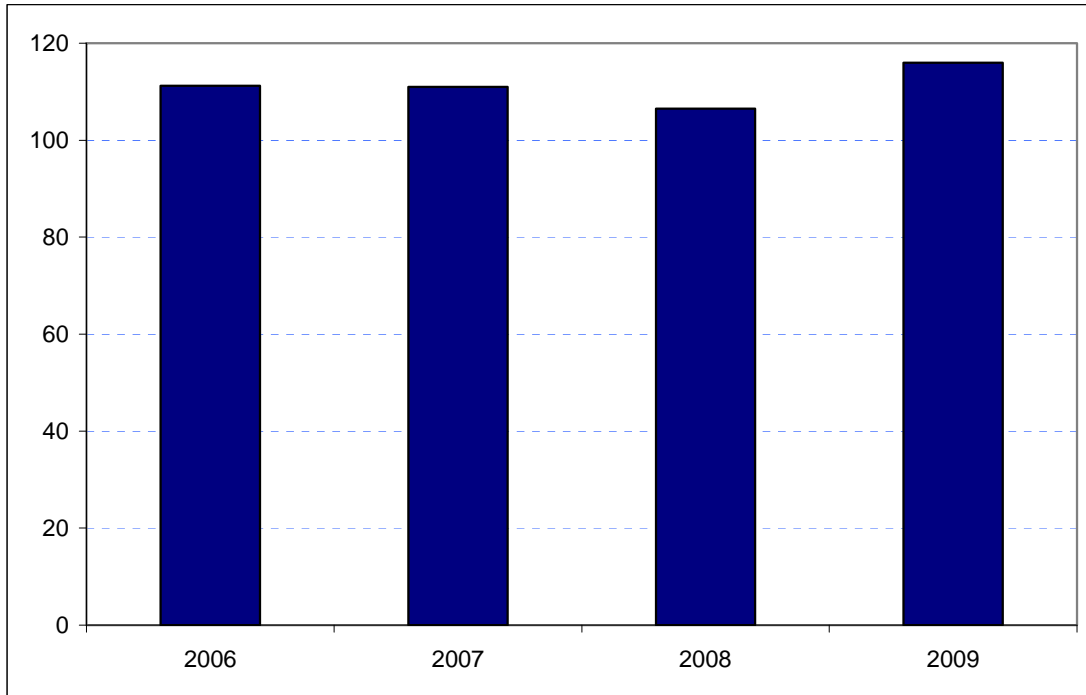


**Kingston-upon-Thames
Borough Rank: 20**

Estimates in Figure 5.21 show a broadly stable level of overseas visitor spend in Kingston since 2006. Spend was constant between 2006 and 2007 at £111 million. The results show a fall in overseas visitor spend for 2008 to £107 million, followed by a recovery to £116 million for the latest year. This makes Kingston one of the least volatile Boroughs on this measure.

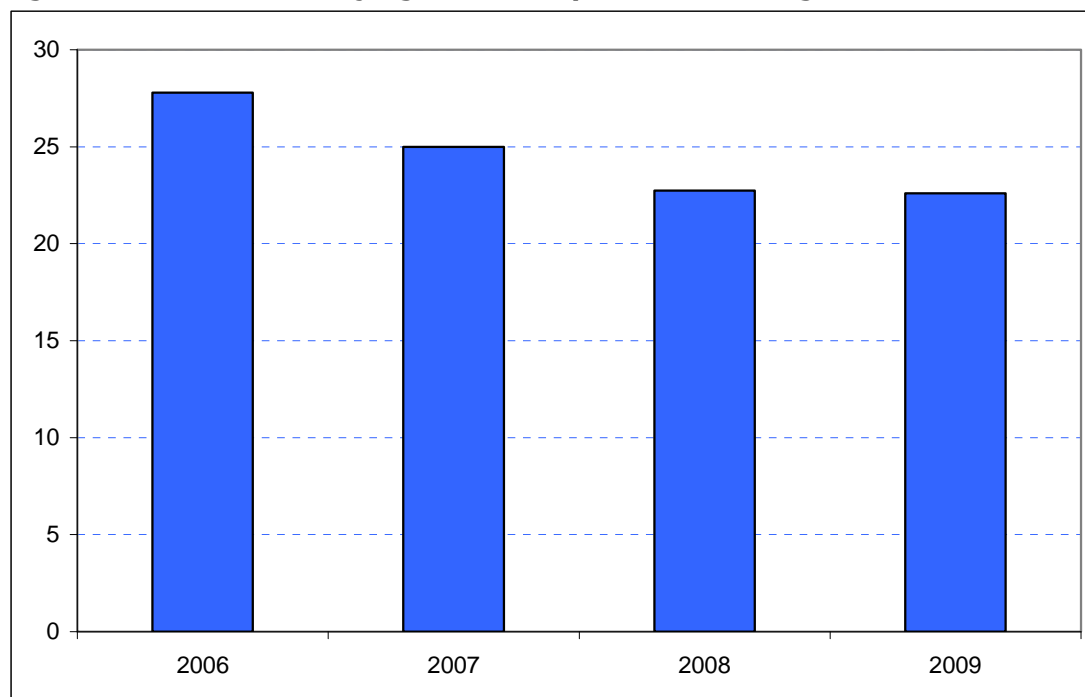
Figure 5.21: Overseas tourism expenditure in Kingston (£ millions)



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

This consistency has also been reflected in domestic overnight visitor spend in the Borough since 2008 as shown in Figure 6.21. However, spend fell from £28 million to £25 million between 2006 and 2007 and it has fallen slightly further since to £23 million.

Figure 6.21: Domestic staying tourism expenditure in Kingston (£ millions)



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

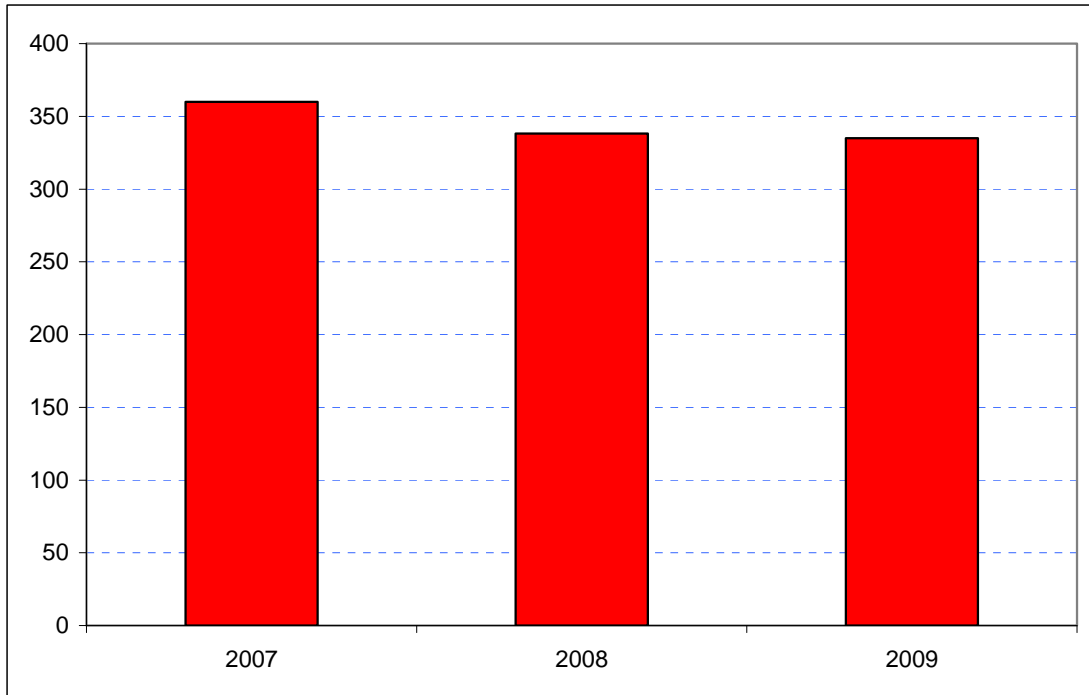
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29²⁷. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

When the experimental day visitor estimates are included, there is more variability in tourist spend – as shown in Figure 7.21. Spend fell from the 2007 figure of £360 million to £338 million in 2008 before a further, more marginal, fall in 2009 to £335 million. 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.

²⁷ <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)

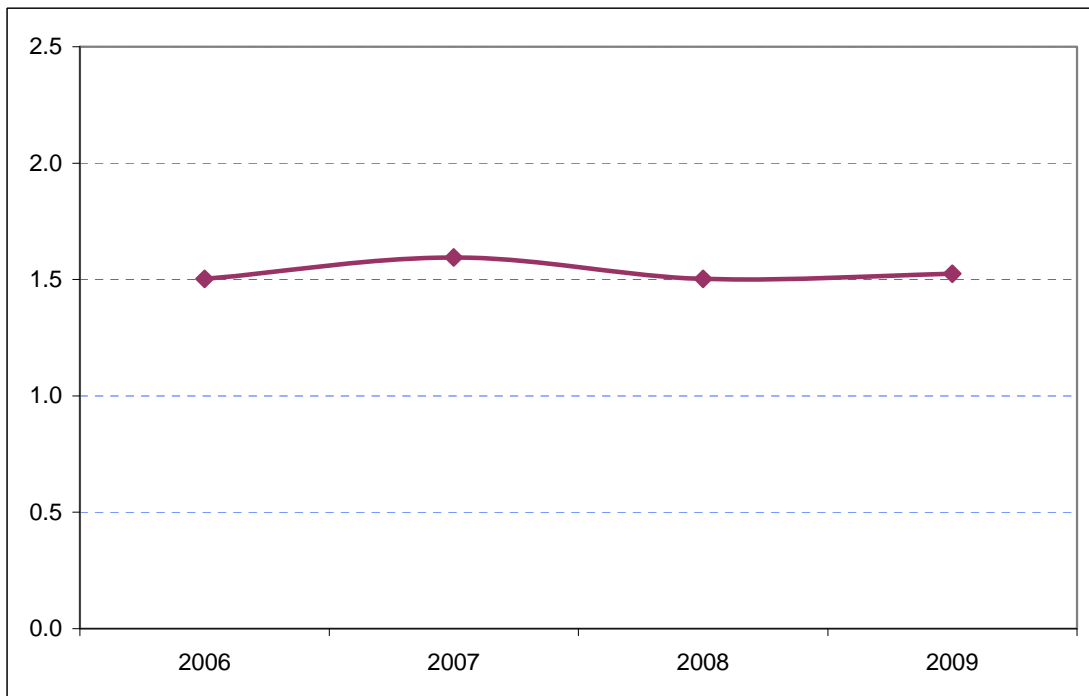
Figure 7.21: Estimates of total tourism expenditure in Kingston including experimental estimates of day visitor spend (£ millions)



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

Figure 8.21 shows that Kingston's share of total London tourism expenditure has been very consistent, representing just over 1.5 per cent in most years and 1.6 per cent in 2007.

Figure 8.21: Kingston's estimated share of total London tourism expenditure (%)



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