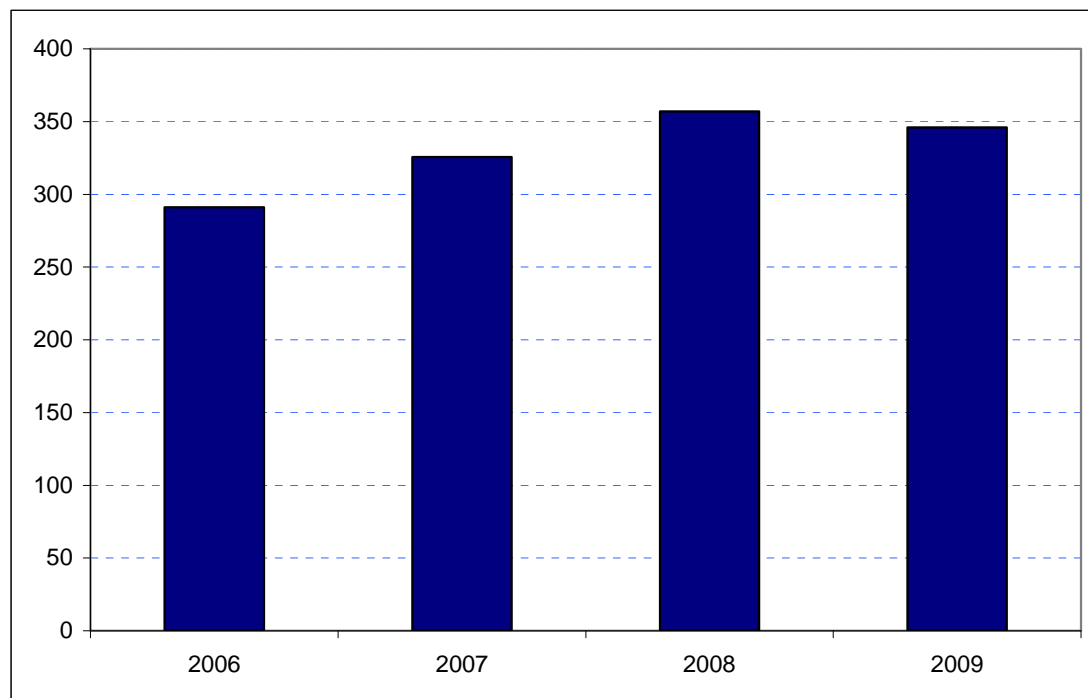


Hillingdon Borough Rank: 7

Estimates in Figure 5.17 show net gains in Hillingdon's overseas visitor spend since 2006 and 2007. Hillingdon includes Heathrow Airport. Spend increased from £291 million in 2006 to £326 million in 2007 and £357 million in 2008 before falling to £346 million in 2009.

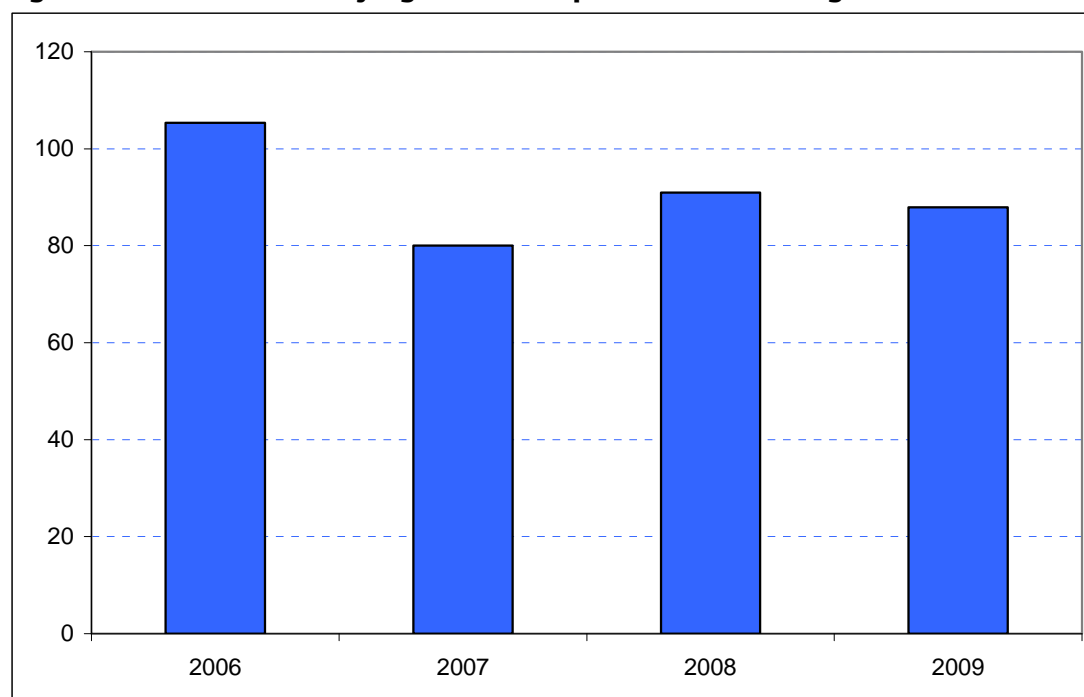
Figure 5.17: Overseas tourism expenditure in Hillingdon (£ millions)



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

Figure 6.17 presents estimates for domestic overnight visitors in Hillingdon. These present a far more inconsistent picture of spend in the Borough since 2006. In 2006 spend was estimated to be £105 million. This is estimated to have dropped to £80 million in 2007, risen back to £91 million in 2008 and then fallen to £88 million in 2009.

Figure 6.17: Domestic staying tourism expenditure in Hillingdon (£ millions)



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

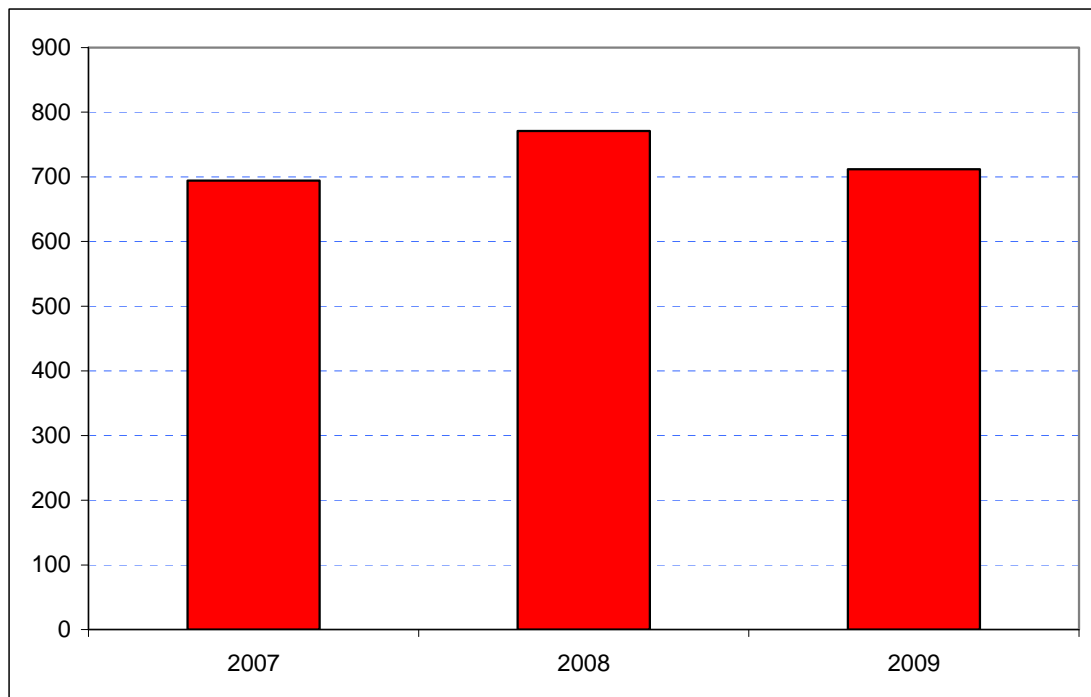
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29²³. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

In spite of the erratic patterns in domestic overnight spend, when the experimental day visitor spend estimates are included, total estimated tourist expenditure shows a broadly stable picture (see Figure 7.17). Receipts in 2007 had been £697 million, increasing to £771 million in 2008 before slipping back to £712 million in 2009. 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.

²³ <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)

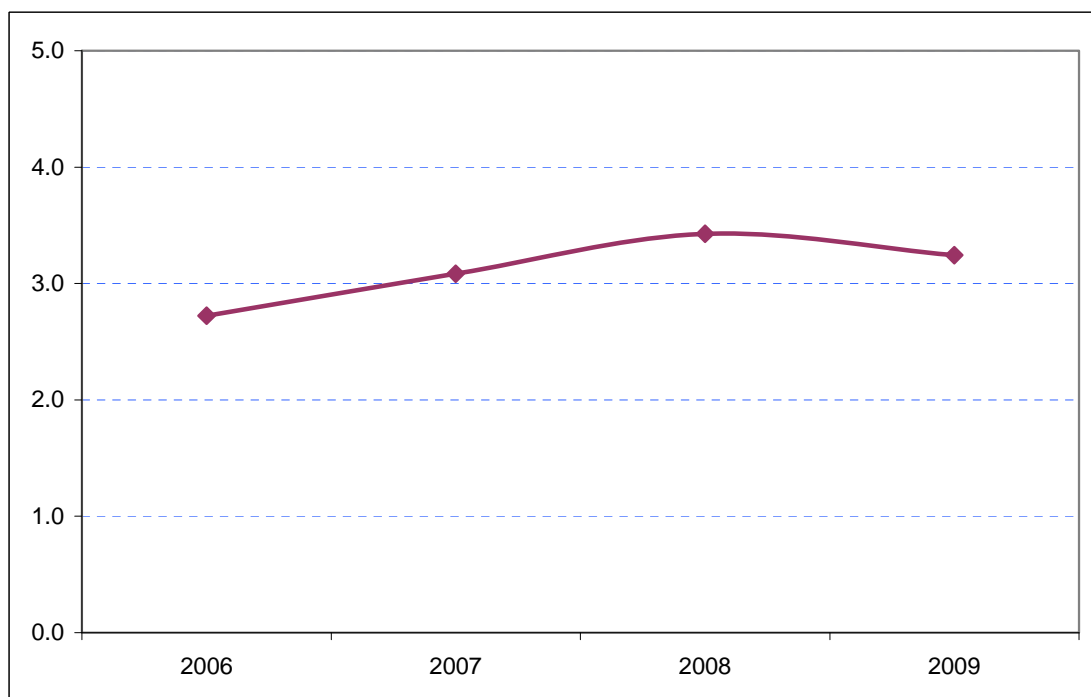
Figure 7.17: Estimates of total tourism expenditure in Hillingdon including experimental estimates of day visitor spend (£ millions)



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

Figure 8.17 shows that Hillingdon's share of total London tourism expenditure has increased since 2006 from 2.7 per cent to 3.2 per cent of London's total although the Borough's highest share (3.4 per cent) was in 2008.

Figure 8.17: Hillingdon's estimated share of total London tourism expenditure (%)



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