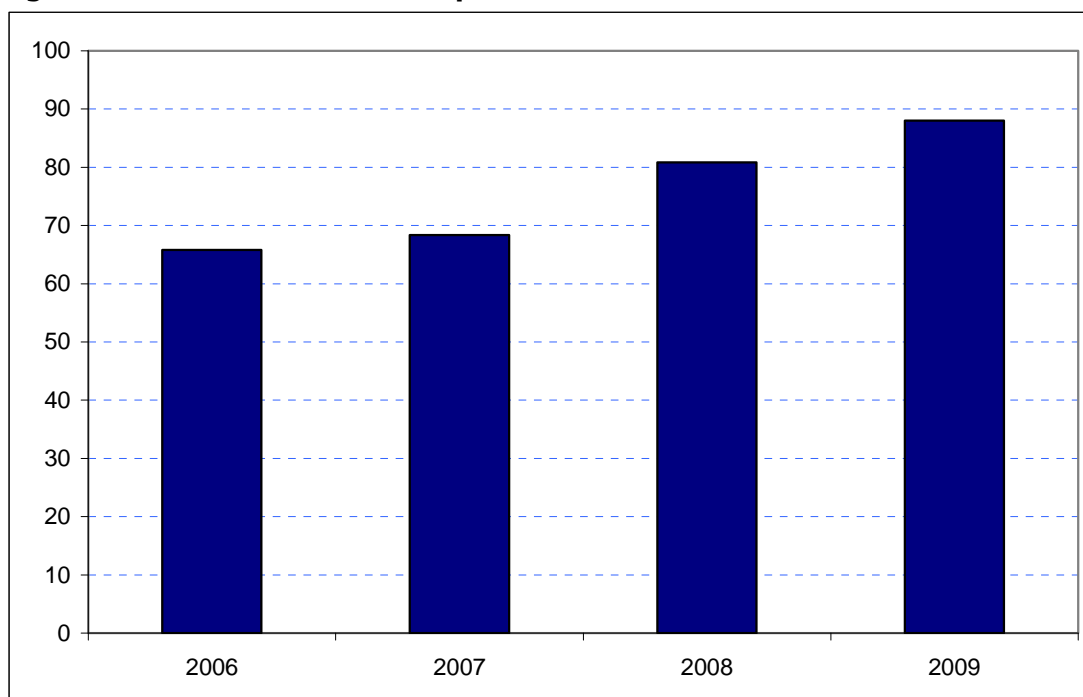


Merton
Borough Rank: 24

Estimates in Figure 5.24 show a strong increase in Merton's overseas visitor spend since 2006. Between 2006 and 2007 the increase was small: from £66 million to £68 million. Subsequently, increases have been greater: to £81 million in 2008 and £88 million in 2009.

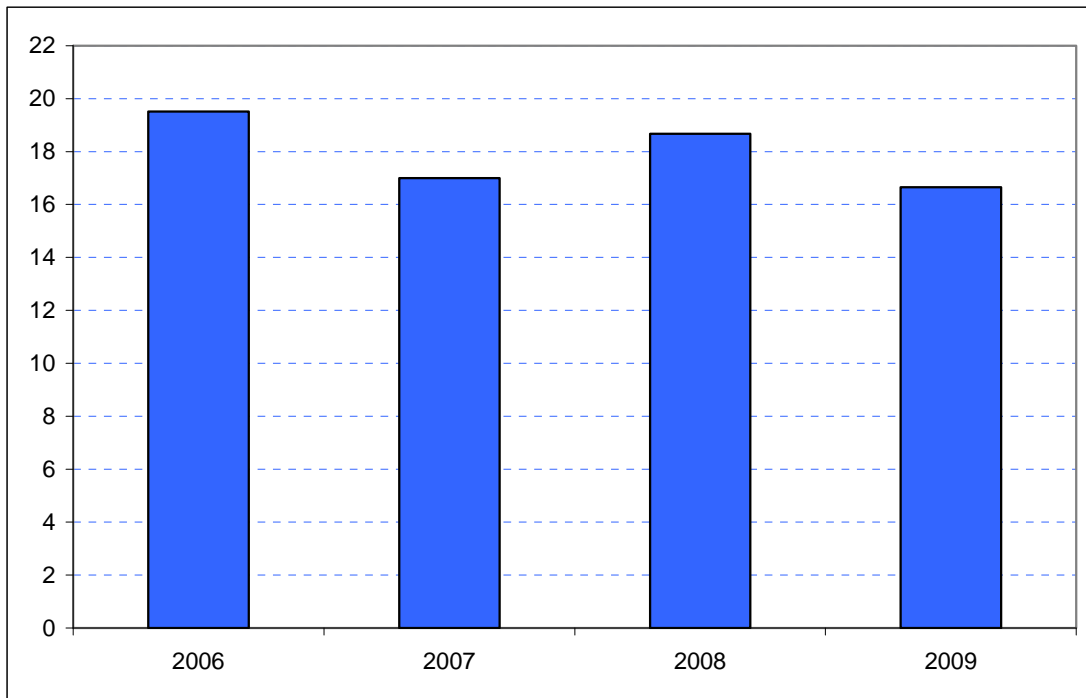
Figure 5.24: Overseas tourism expenditure in Merton (£ millions)



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

There is a greater degree of volatility reflected in domestic overnight visitor spend in the Borough since 2006 as shown in Figure 6.24. In 2006 domestic overnight spend was estimated to be just under £20 million. This fell in 2007 to £17 million. For the two most recent years spend is estimated at £19 million (for 2008) and at £17 million (for 2009). In other words the estimate is back to where it was in 2007.

Figure 6.24: Domestic staying tourism expenditure in Merton (£ millions)



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

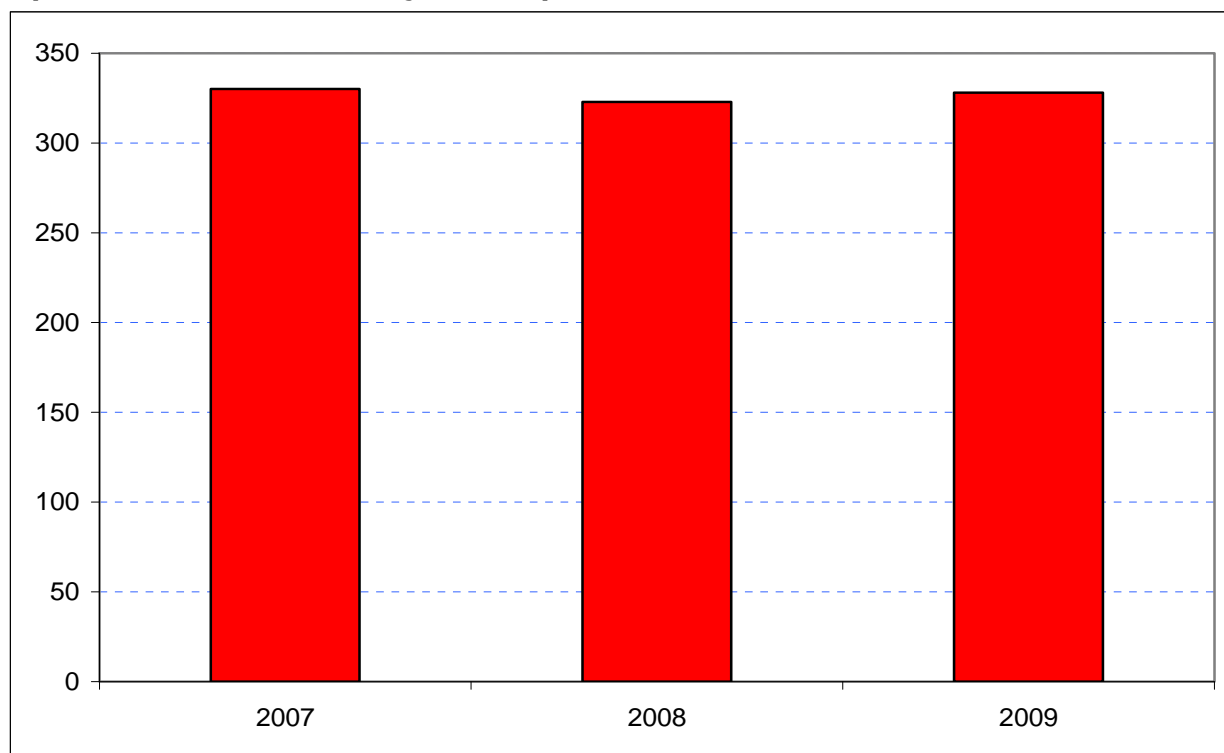
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29³⁰. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

When the experimental day visitor estimates are included, Merton shows amongst the most stable set of results for the most recent three years: falling slightly from £331 million to £323 million between 2007 and 2008 before recovering in 2009 to £328 million as shown in Figure 7.24. 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.

³⁰ <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)

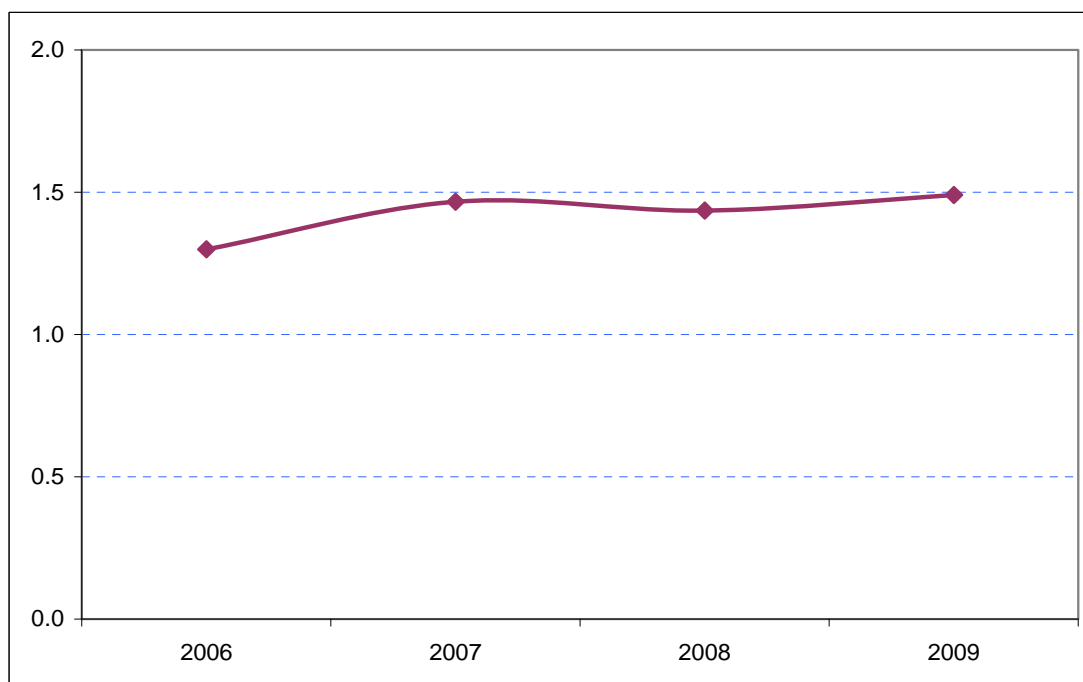
Figure 7.24: Estimates of total tourism expenditure in Merton including experimental estimates of day visitor spend (£ millions)



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

Figure 8.24 shows that Merton's share of total London tourism expenditure has also increased since 2006 when it accounted for 1.3 per cent. In 2009 it is estimated to have accounted for 1.5 per cent.

Figure 8.24: Merton's estimated share of total London tourism expenditure (%)



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