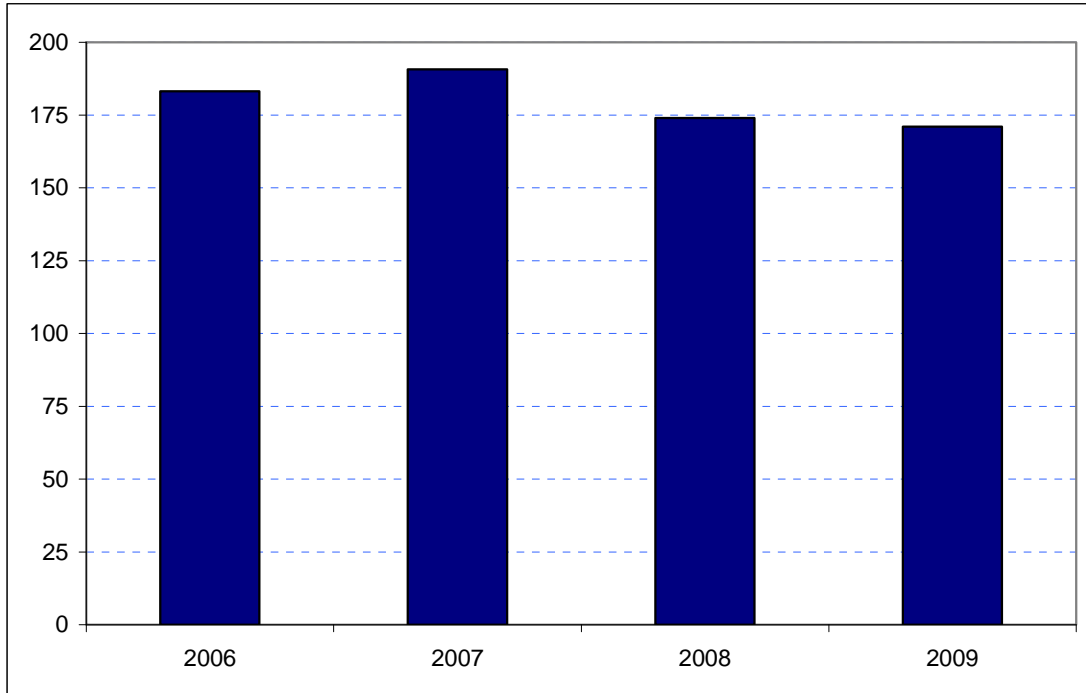


Ealing
Borough Rank: 11

Estimates in Figure 5.9 show a marked fall in Ealing’s overseas visitor spend. In 2008 spending fell from £191 to £174 million and the 2009 figures shows a further drop to £171 million.

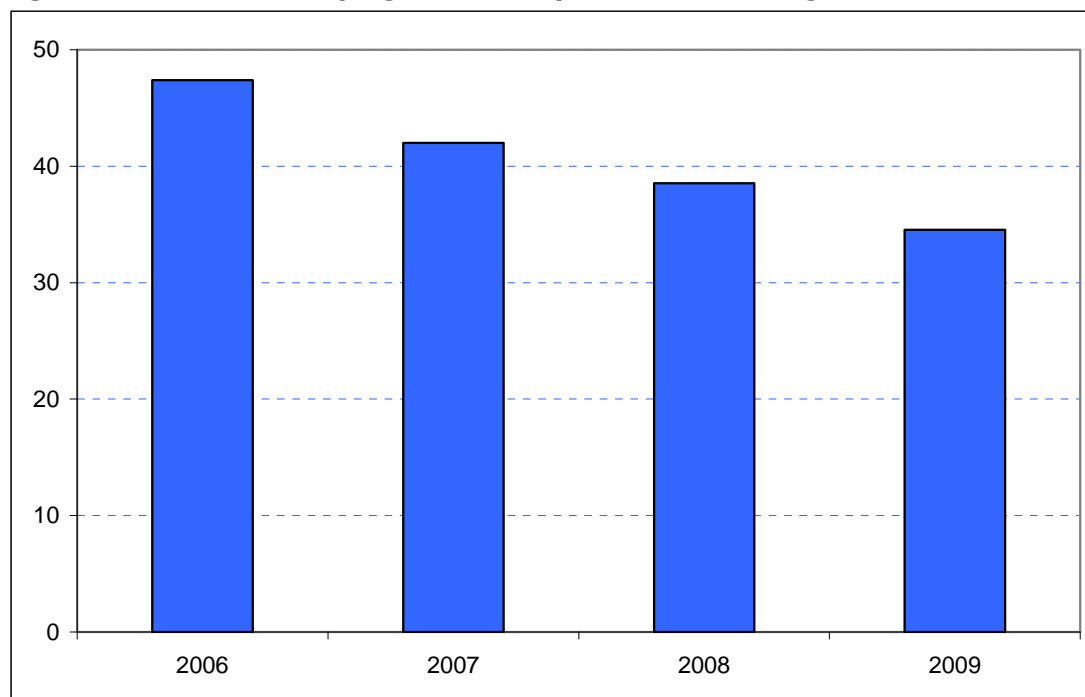
Figure 5.9: Overseas tourism expenditure in Ealing (£ millions)



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

Figure 6.9 contains estimates by domestic overnight visitors in Ealing. These also show steady falls in spend when compared to 2007. In 2006 spend amounted to £47 million; £42 million in the following year. Comparable figures for 2008 and 2009 are £39 million and £35 million respectively.

Figure 6.9: Domestic staying tourism expenditure in Ealing (£ millions)



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

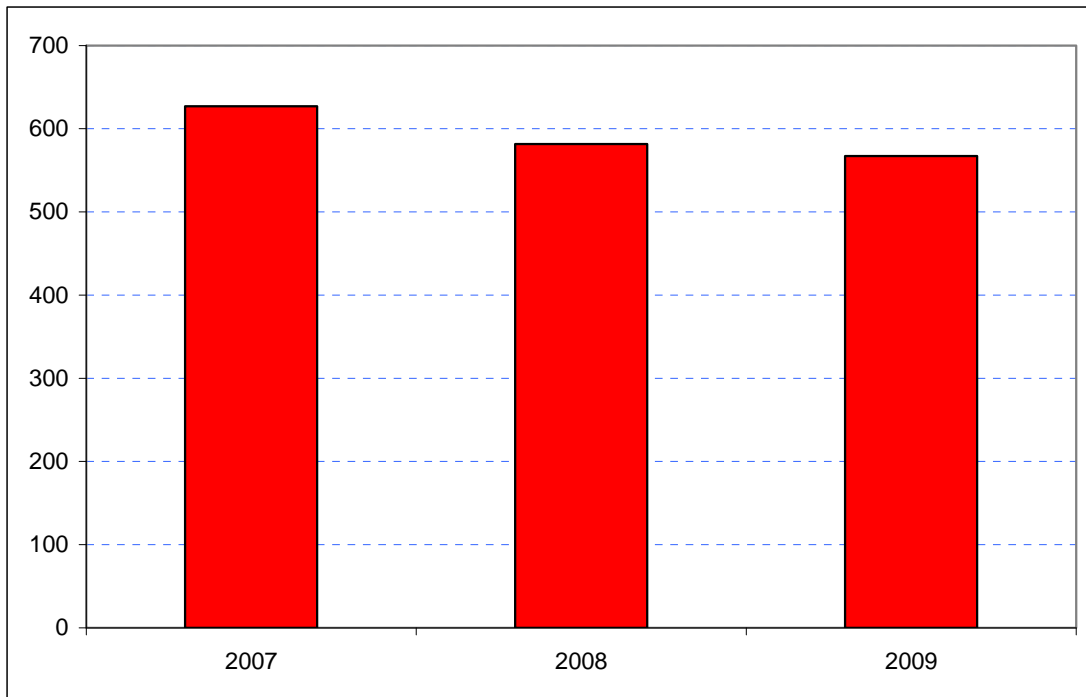
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29¹⁵. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

When the experimental day visitor estimates are included, total estimated tourist expenditure showed a net increase between 2007 and 2009. Receipts in 2007 totalled £627 million but this fell sharply in 2008 to £582 million and less steeply in 2009 to £567 million as shown in Figure 7.9. 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.

¹⁵ <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)

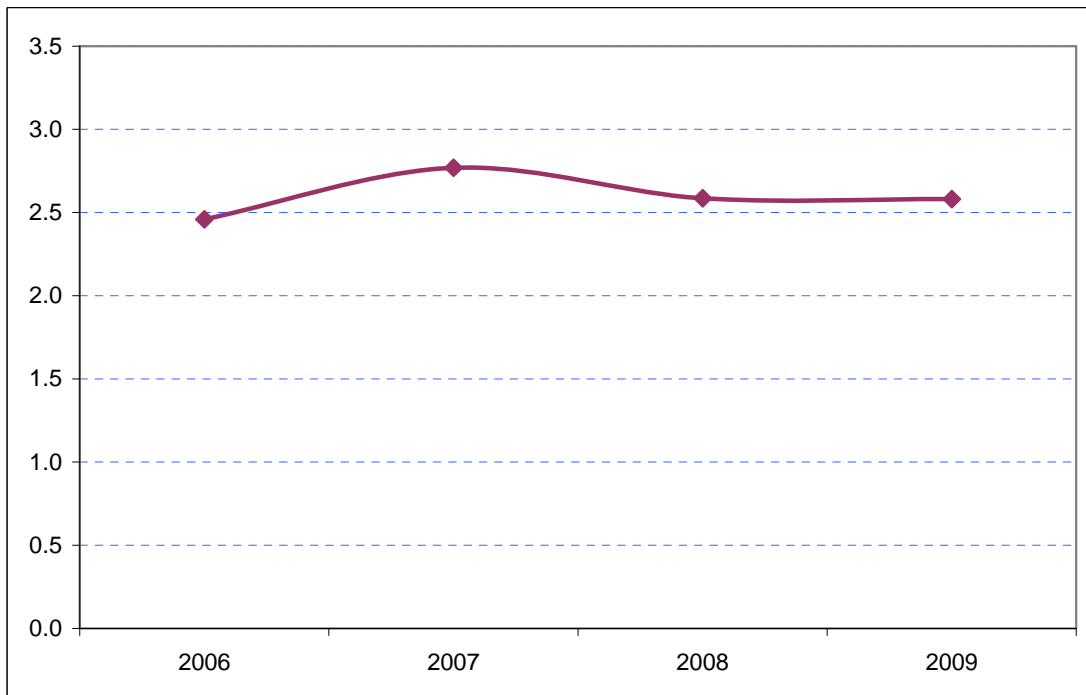
Figure 7.9: Estimates of total tourism expenditure in Ealing including experimental estimates of day visitor spend (£ millions)



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

Figure 8.9 shows that Ealing’s share of total London tourism expenditure has fallen slightly from 2.8 per cent in 2007 to 2.6 per cent in 2009. However, this is still marginally higher than the Borough’s 2006 share.

Figure 8.9: Ealing’s estimated share of total London tourism expenditure (%)



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