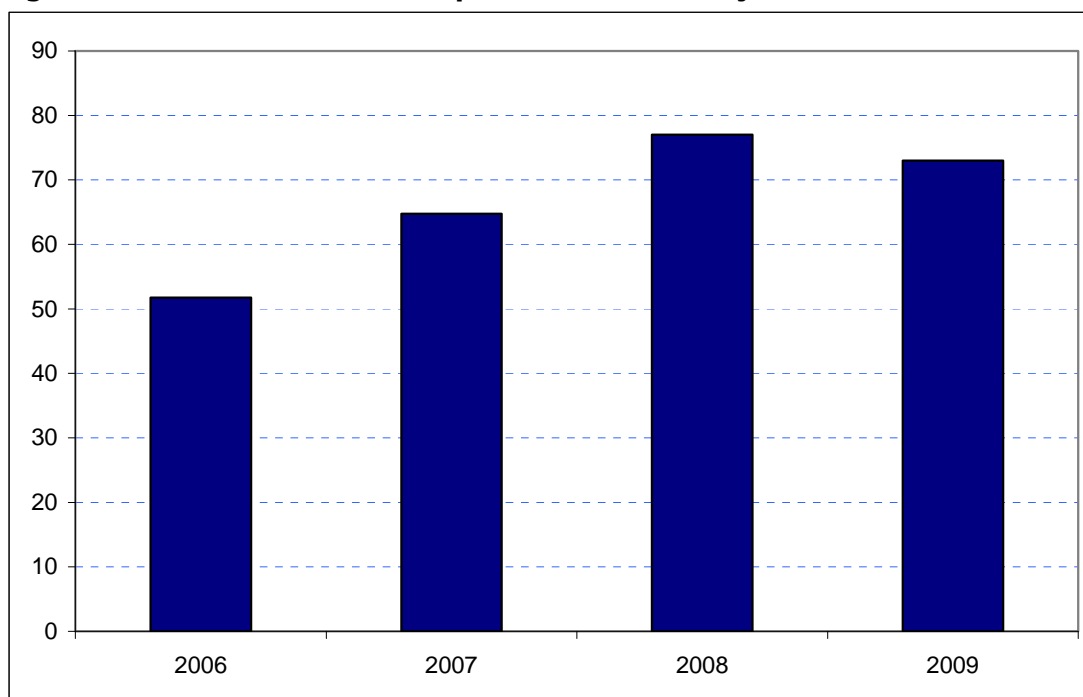


**Hackney**  
**Borough Rank: 29**

Estimates in Figure 5.12 show a net gain in Hackney's overseas visitor spend since 2006 and 2007. In 2007 the Borough received £65 million from its international visitors. Spend increased rapidly between 2006 and 2008 from £52 million to £77 million. However, results show a fall back to £73 million in 2009.

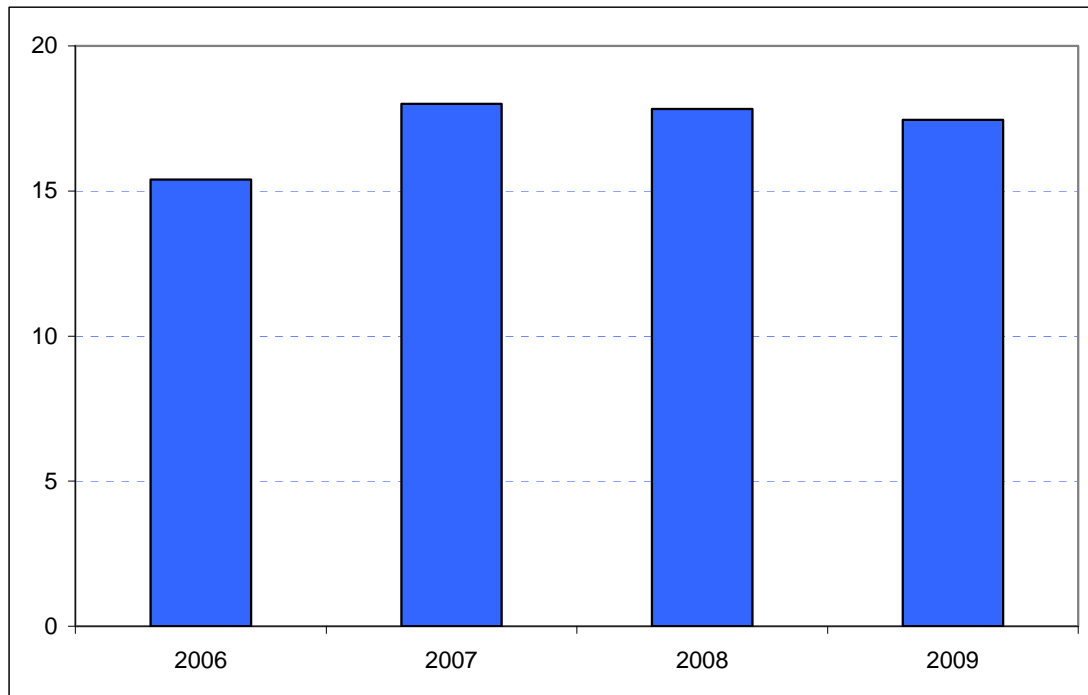
**Figure 5.12: Overseas tourism expenditure in Hackney (£ millions)**



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

Figure 6.12 contains estimates by domestic overnight visitors in Hackney. These show a greater degree of consistency and a slight overall net gain in domestic overnight spend in the Borough since 2007. In 2007 spend was estimated to be £18 million. This is estimated to have been broadly the same in 2008 and then fallen back slightly to £17 million in 2009. The overall picture is one of stability.

**Figure 6.12: Domestic staying tourism expenditure in Hackney (£ millions)**



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

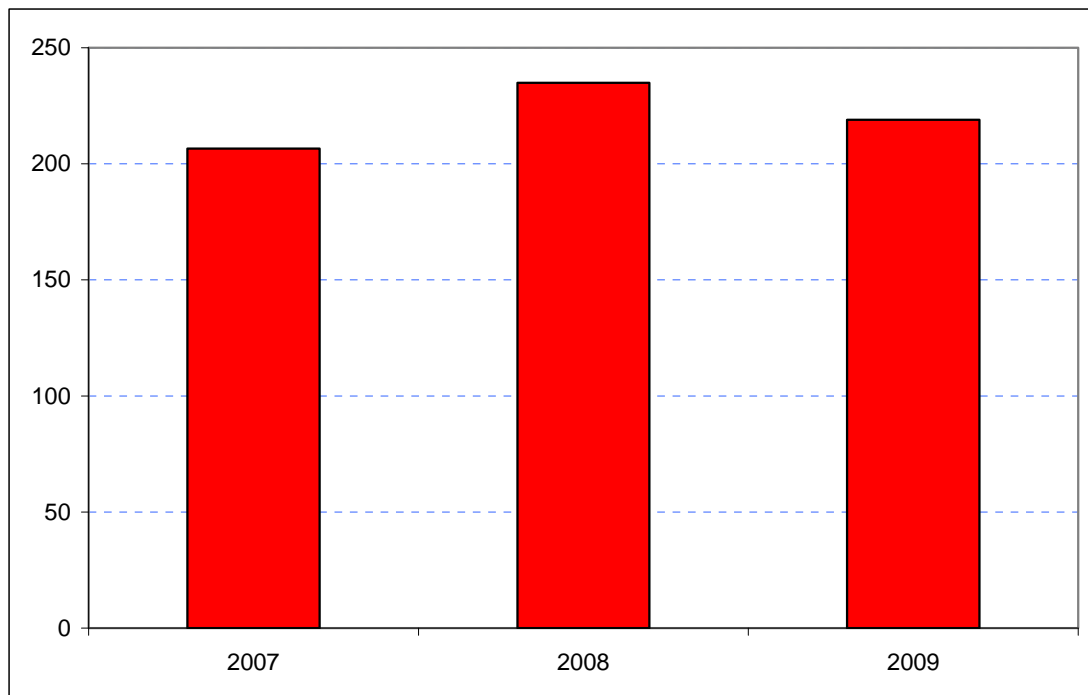
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>18</sup>. Details of 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 exhibited an overall net rise between 2007 and 2009 as shown in Figure 7.12. Receipts in 2007 had been £208 million, increasing to £235 million in 2008 before slipping back to £219 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.

<sup>18</sup> <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)

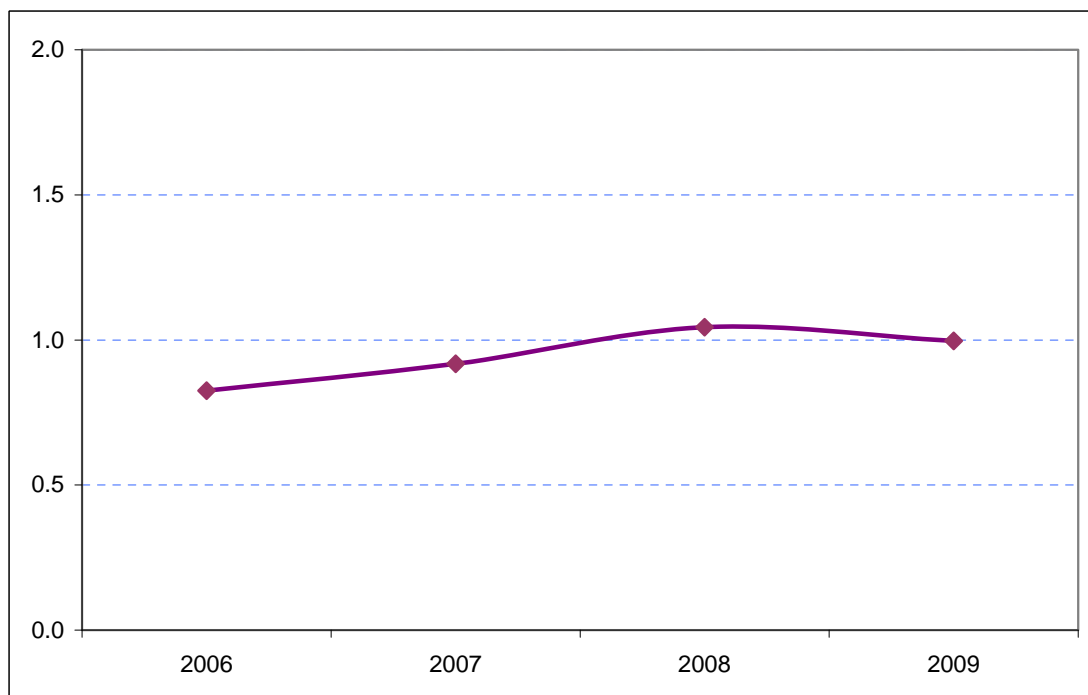
**Figure 7.12: Estimates of total tourism expenditure in Hackney including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.12 shows that Hackney's share of total London tourism expenditure has risen from 0.8 per cent in 2006 to 1.0 per cent in 2008 and 2009.

**Figure 8.12: Hackney's estimated share of total London tourism expenditure (%)**



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