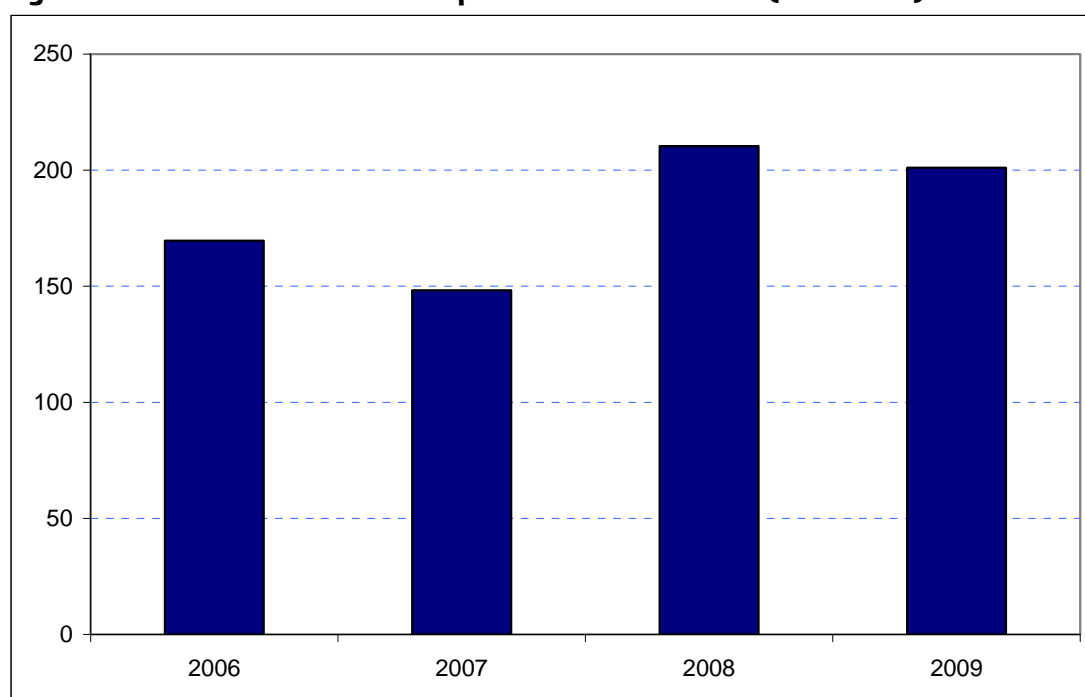


## Lambeth

### Borough Rank: 6

Estimates in Figure 5.22 demonstrate a rather erratic pattern in Lambeth's overseas visitor spend since 2006. Spend fell from £170 million to £148 million between 2006 and 2007. The weak result in 2007 was then followed by a large increase in overseas tourism spend to £210 million in 2008. Spend then fell back in 2009 to £201 million. These results and those for total spend including the experimental day visits numbers are largely driven by relatively large changes in accommodation employment in Lambeth between 2007 and 2008.

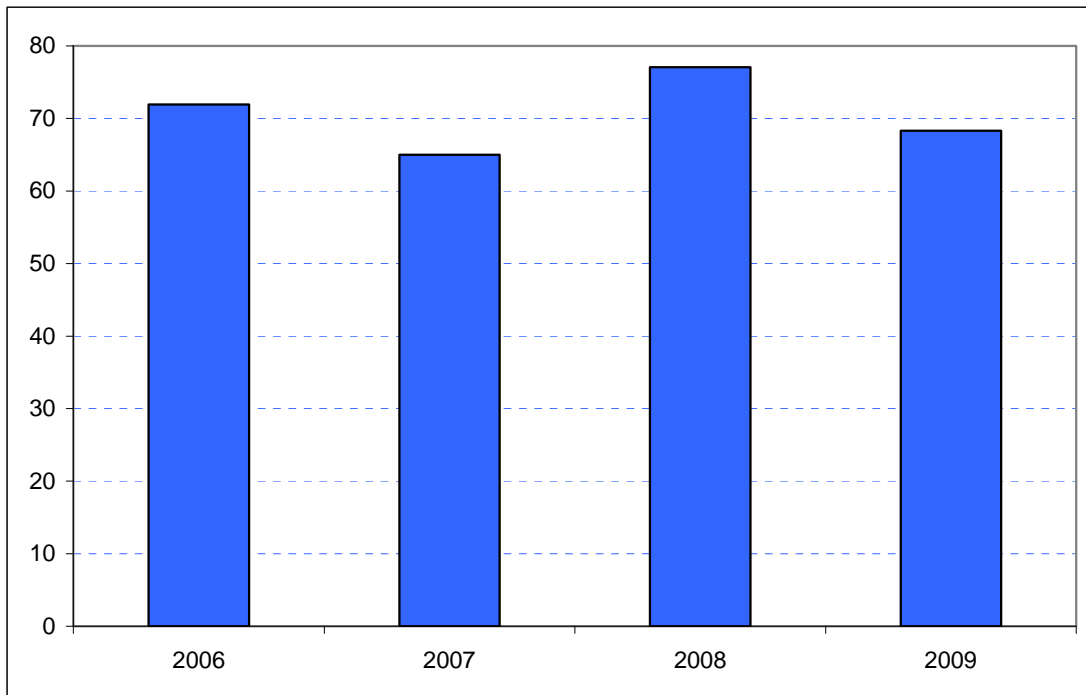
**Figure 5.22: Overseas tourism expenditure in Lambeth (£ millions)**



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

Variability has also characterised domestic overnight visitor spend results for Lambeth since 2006 – as shown in Figure 6.22. Spend fell sharply from £72 million in 2006 to £65 million in 2007. The estimates show spend of £77 million in 2008 followed by a fall to £68 million in 2009.

**Figure 6.22: Domestic staying tourism expenditure in Lambeth (£ millions)**



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

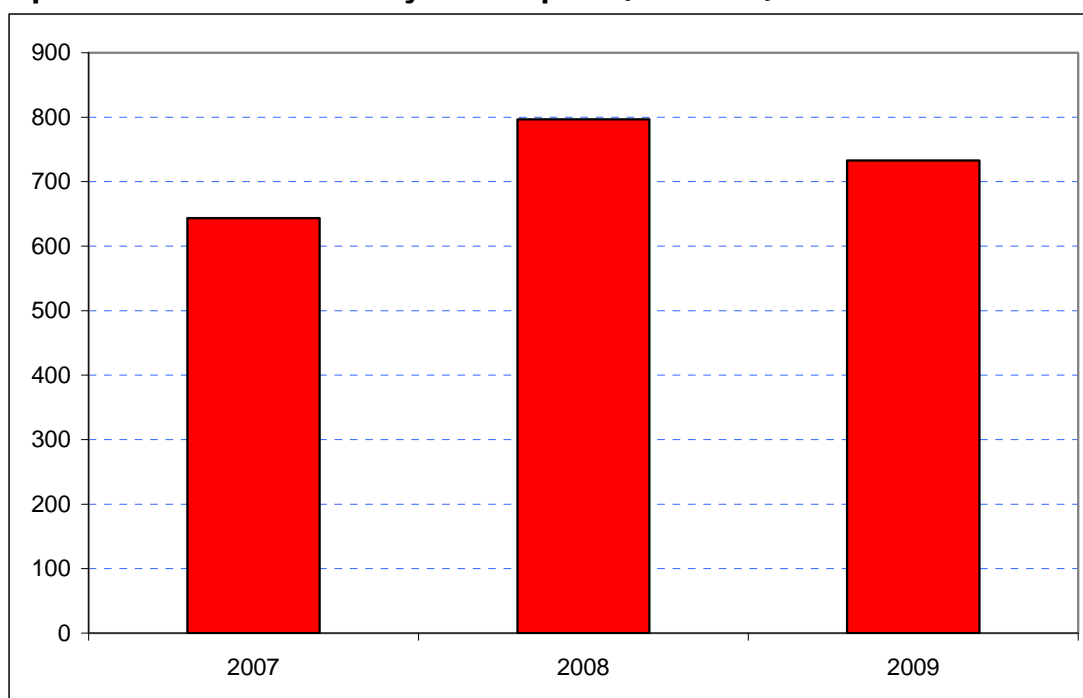
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>28</sup>. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

Perhaps unsurprisingly, once the experimental day visitor estimates are included, there is continued volatility in tourist spend – as shown in Figure 7.22. Total spend rose from £645 million in 2007 to £797 million in 2008 before falling back to £733 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>28</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)

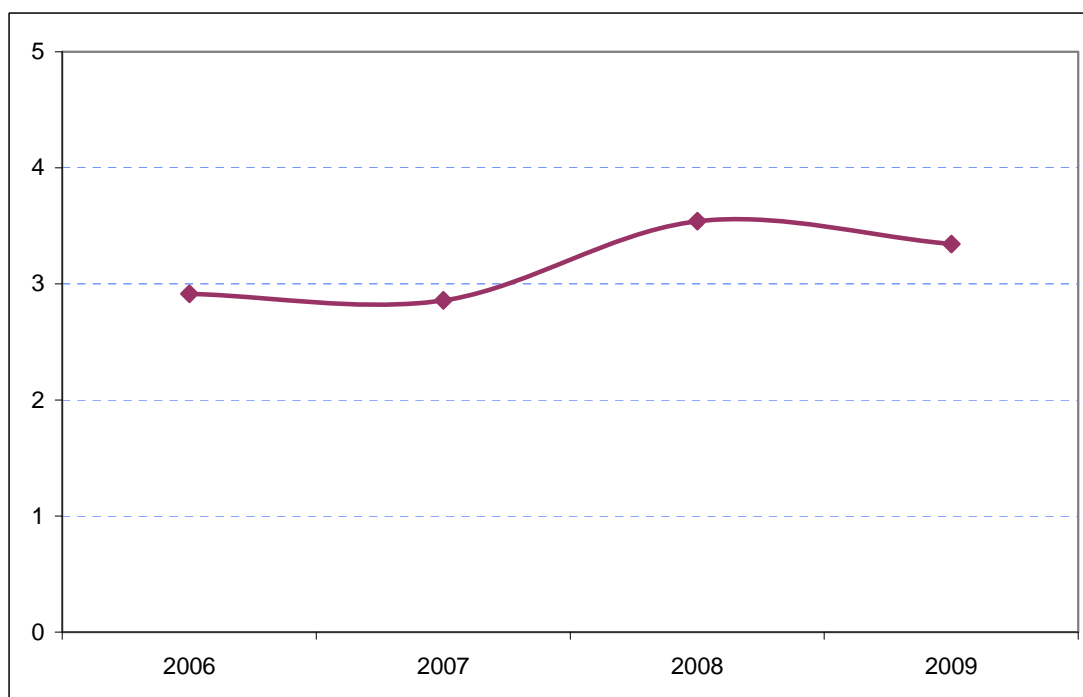
**Figure 7.22: Estimates of total tourism expenditure in Lambeth including experimental estimates of day visitor spend (£ millions)**



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

With the caveats regarding year-to-year volatility in the data, Lambeth's share of total London tourism expenditure – as shown in Figure 8.22 – does appear to have risen from 2.9 per cent to around 3.3 per cent.

**Figure 8.22: Lambeth's estimated share of total London tourism expenditure (%)**



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