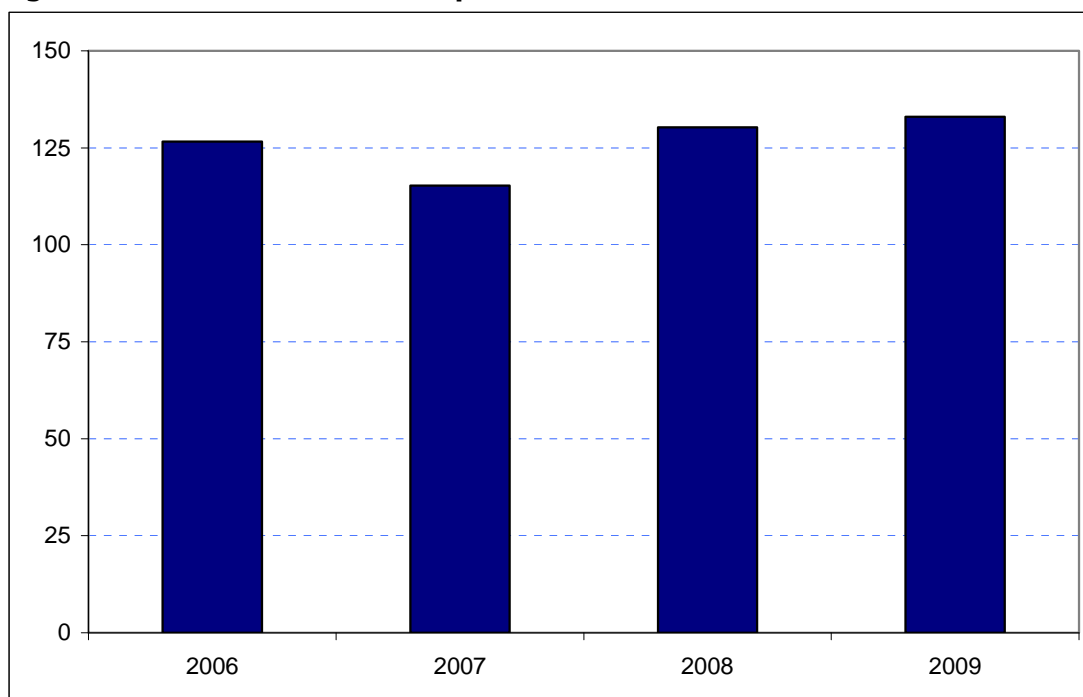


Wandsworth
Borough Rank: 14

The estimates in Figure 5.32 show a broadly consistent level in Wandsworth' overseas visitor spend with the exception of 2007. Overseas tourist spend was estimated to be £127 million in 2006 before declining in 2007 to £115 million. Estimated spend for the two later years is higher at £130 million for 2008 and £133 million for 2009.

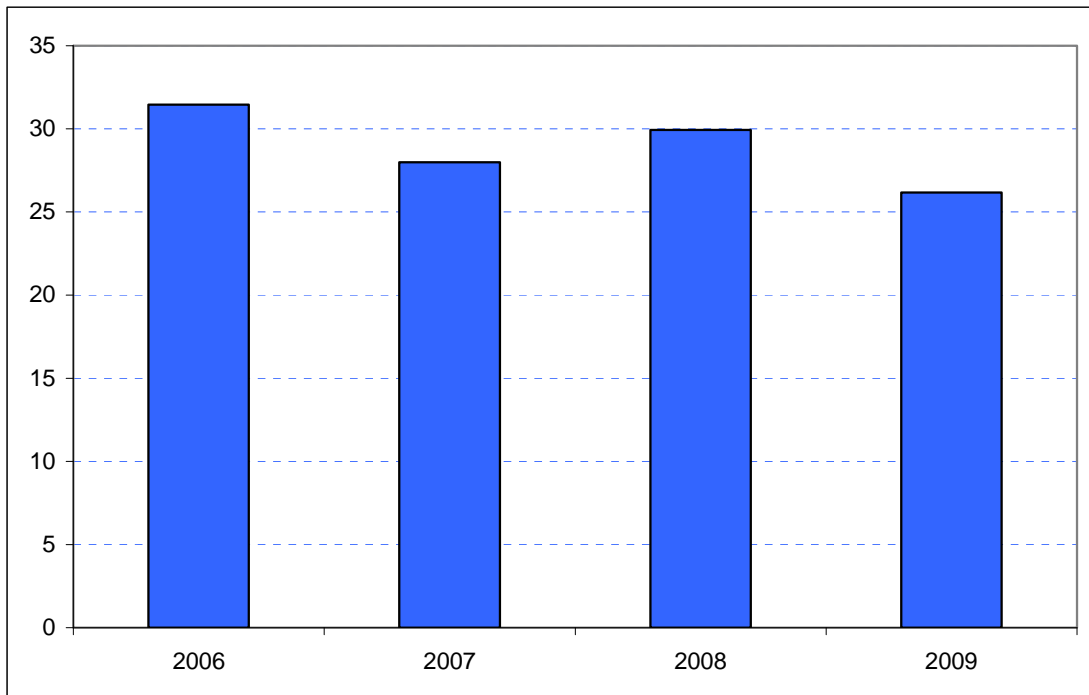
Figure 5.32: Overseas tourism expenditure in Wandsworth (£ millions)



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

Figure 6.32 shows a less consistent picture for domestic overnight visitor spend. This is estimated to have been £31 million in 2006 but fallen to £28 million in 2007. The two later years, published here for the first time, are similarly variable: £30 million in 2008 and £26 million in 2009.

Figure 6.32: Domestic staying tourism expenditure in Wandsworth (£ millions)



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

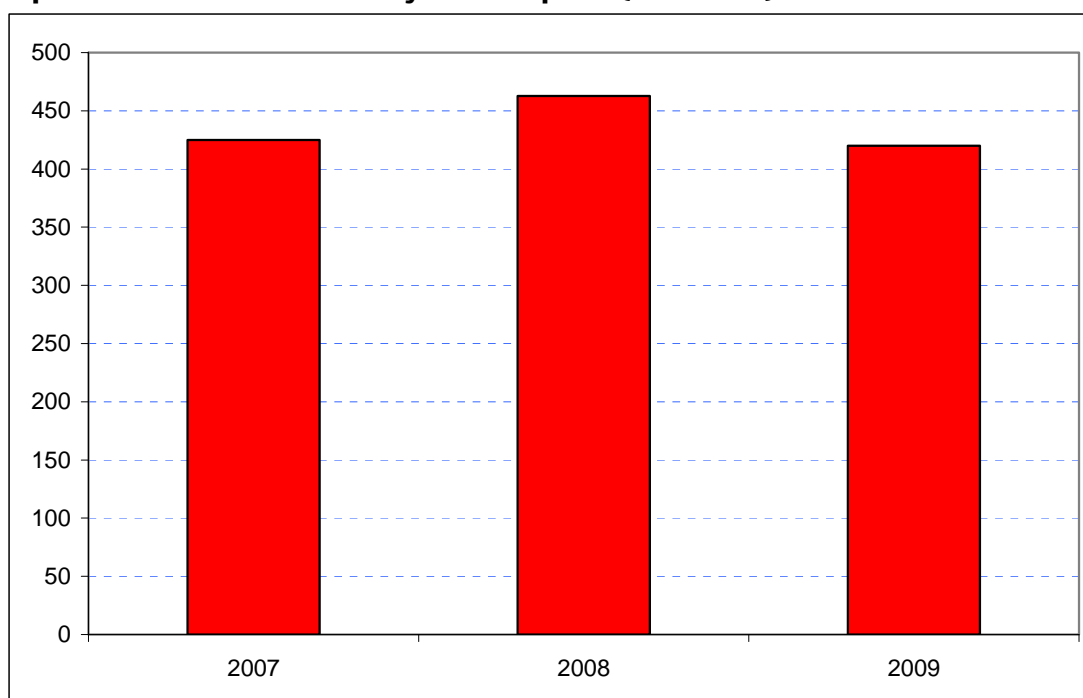
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29³⁹. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

Once day visitor spend has been added-in, total tourism expenditure is estimated at £425 million in 2007, £463 million in 2008 and £420 million in 2009 as shown in Figure 7.32.

³⁹ <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)

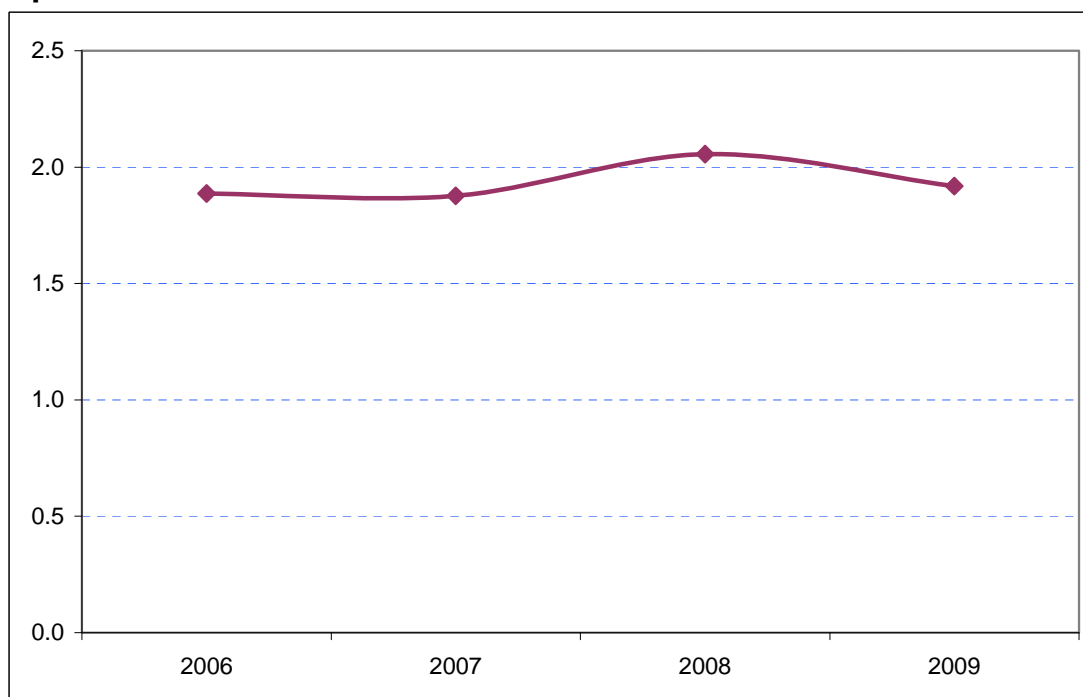
Figure 7.32: Estimates of total tourism expenditure in Wandsworth including experimental estimates of day visitor spend (£ millions)



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

Figure 8.32 shows that Wandsworth's share of total London tourism expenditure has been broadly constant at 1.9 per cent with the exception of 2008 when it represented nearly 2.1 per cent of tourism expenditure in the capital.

Figure 8.32: Wandsworth's estimated share of total London tourism expenditure (%)



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