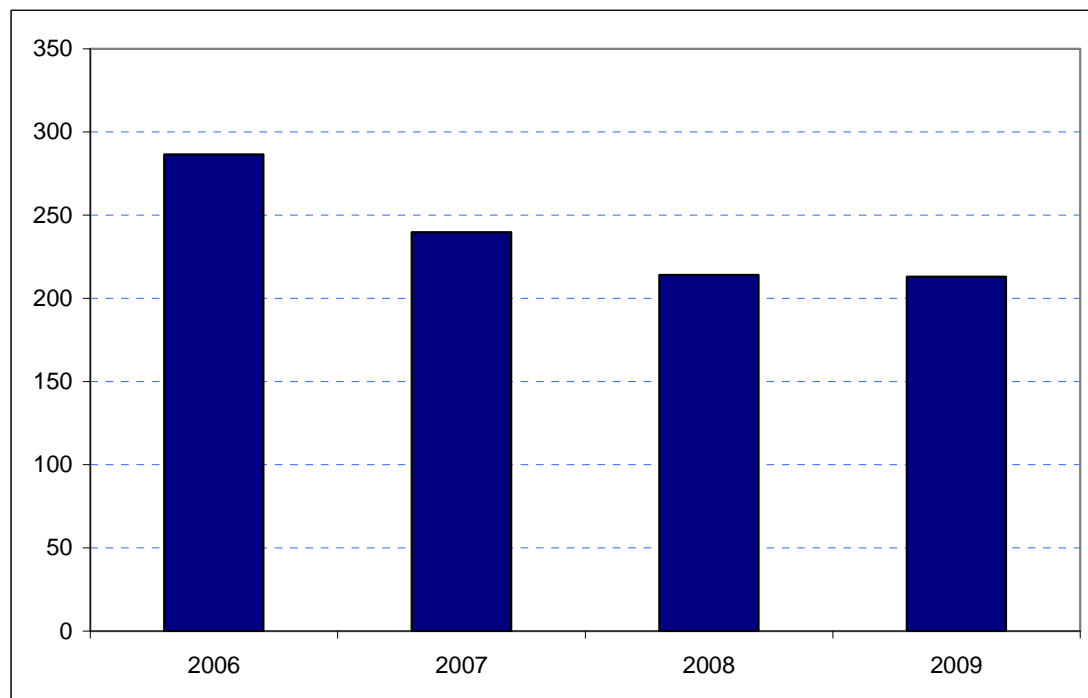


**City of London**  
**Borough Rank: 9**

Estimates in Figure 5.7 show a continuation of the fall in the City's overseas visitor spend. In 2008 spending fell from £240 to £214 million and the 2009 figures shows a further slight drop to £213 million. However, the falls are less steep than the decline between 2006 and 2007 indicated by previous estimates.

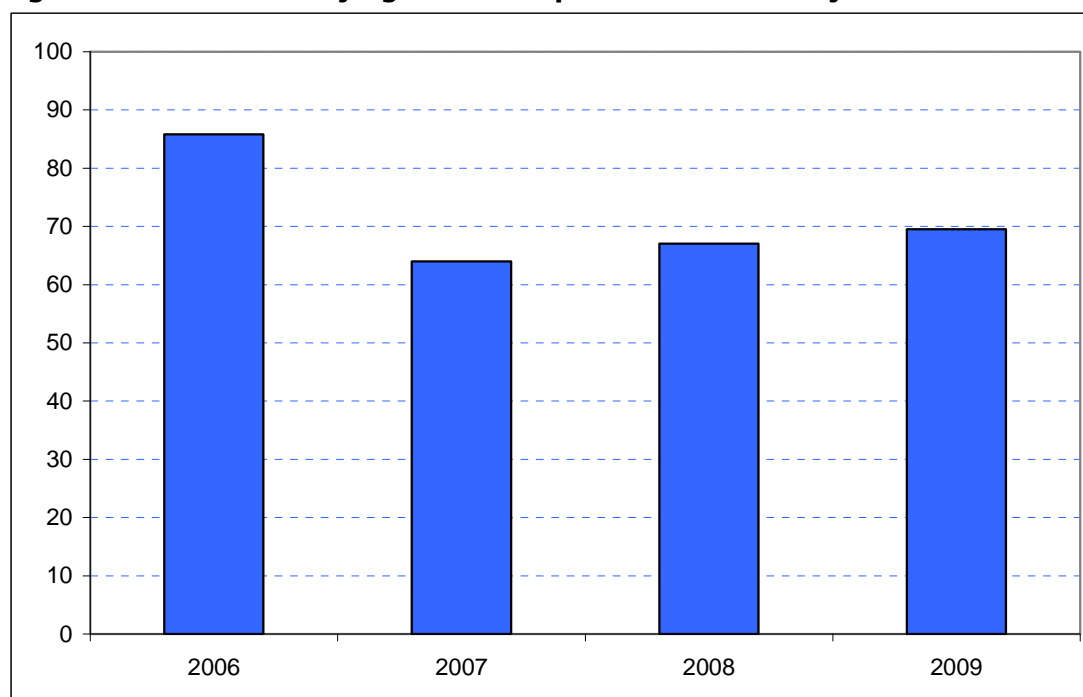
**Figure 5.7: Overseas tourism expenditure in the City (£ millions)**



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

Figure 6.7 contains estimates by domestic overnight visitors in the City. In contrast to the overseas visitor spend figures these show a steady increase in spend when compared to 2007. In 2007 spend amounted to £64 million. Comparable figures for 2008 and 2009 are £67 million and £70 million respectively. However, domestic overnight spend is still far short of the £86 million it was estimated to be in 2006.

**Figure 6.7: Domestic staying tourism expenditure in the City (£ millions)**



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

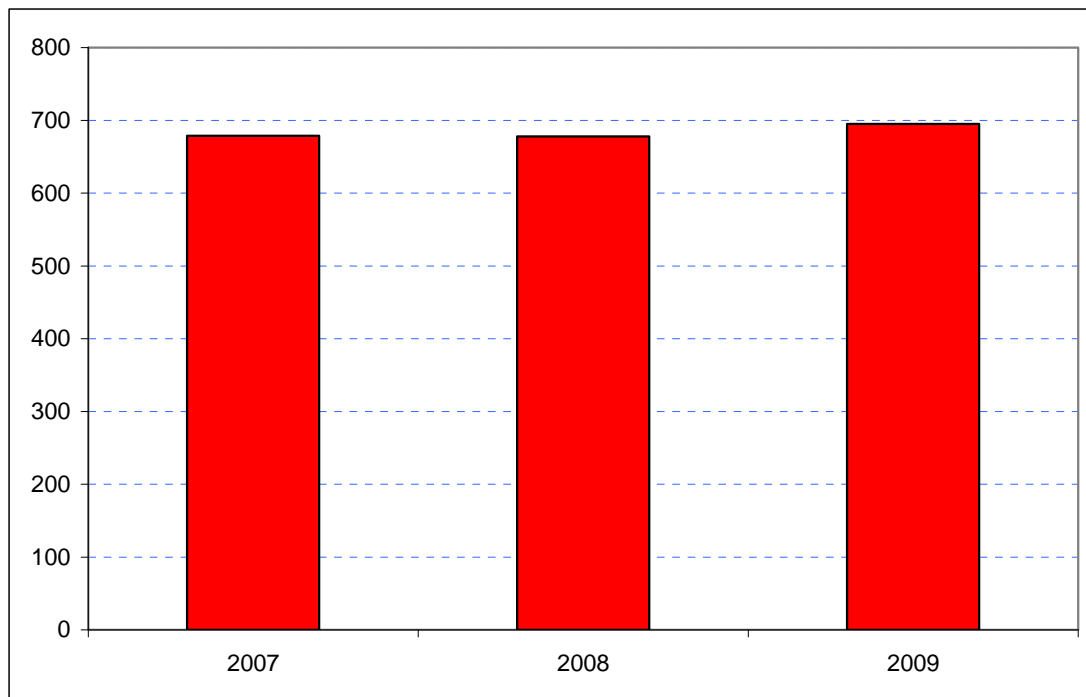
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>13</sup>. Details of 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 showed a net increase between 2007 and 2009. Receipts in 2007 totalled £682 million and this fell only marginally in 2008 to £678 million before increasing to £695 million in 2009 as shown in Figure 7.7. 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>13</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)

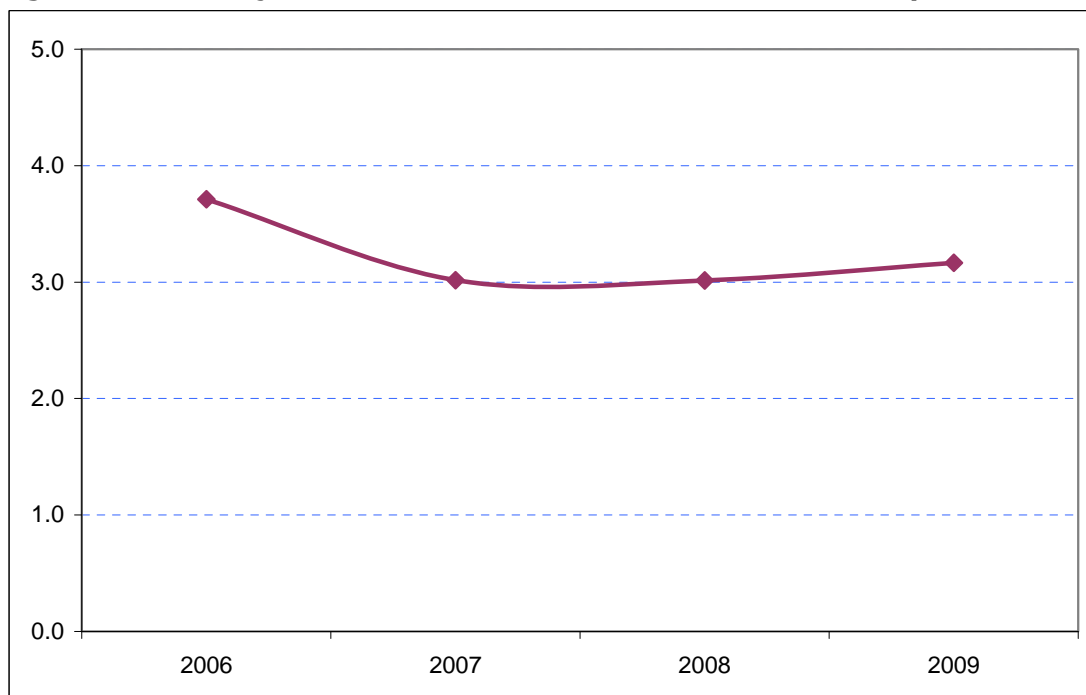
**Figure 7.7: Estimates of total tourism expenditure in the City including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.7 shows that the City's share of total London tourism expenditure has risen from 3.0 per cent in 2007 to 3.2 per cent in 2009. However, this remains short of the 3.7 per cent estimated in 2006.

**Figure 8.7: The City's estimated share of total London tourism expenditure (%)**



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