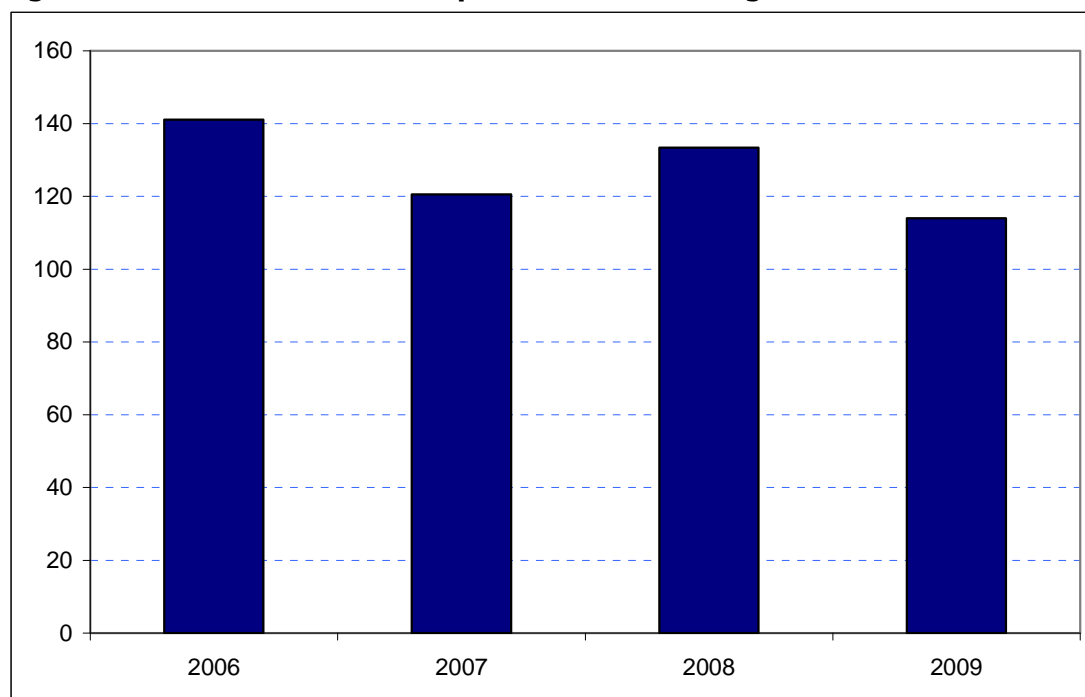


Havering
Borough Rank: 21

Estimates in Figure 5.16 show a net gain in Havering's overseas visitor spend since 2006 although the pattern between one year and the next has been rather erratic. Spend fell between 2006 and 2007 from £141 million to £121 million. It then increased to £133 million in 2008 before falling back to £114 million in 2009.

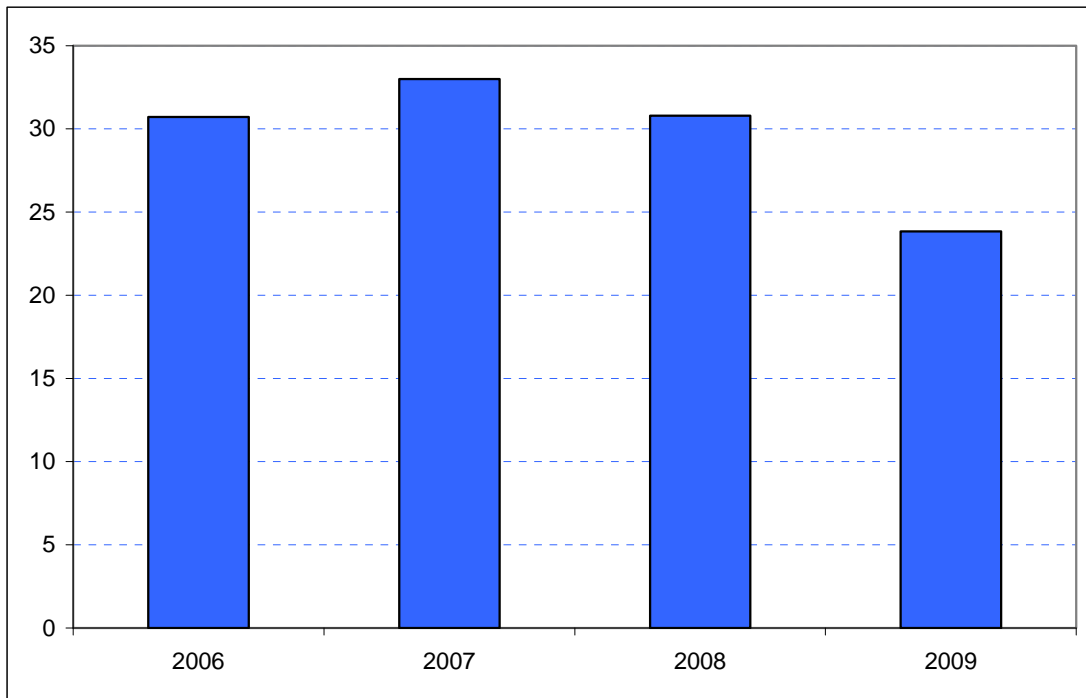
Figure 5.16: Overseas tourism expenditure in Havering (£ millions)



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

Figure 6.16 presents estimates for domestic overnight visitors in Havering. These show a broad consistency in spend in the Borough between 2006 and 2008, varying only marginally around the £31 million mark with a slightly higher figure of £33 million in 2007. This is estimated to have dropped to £24 million in 2009.

Figure 6.16: Domestic staying tourism expenditure in Havering (£ millions)



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

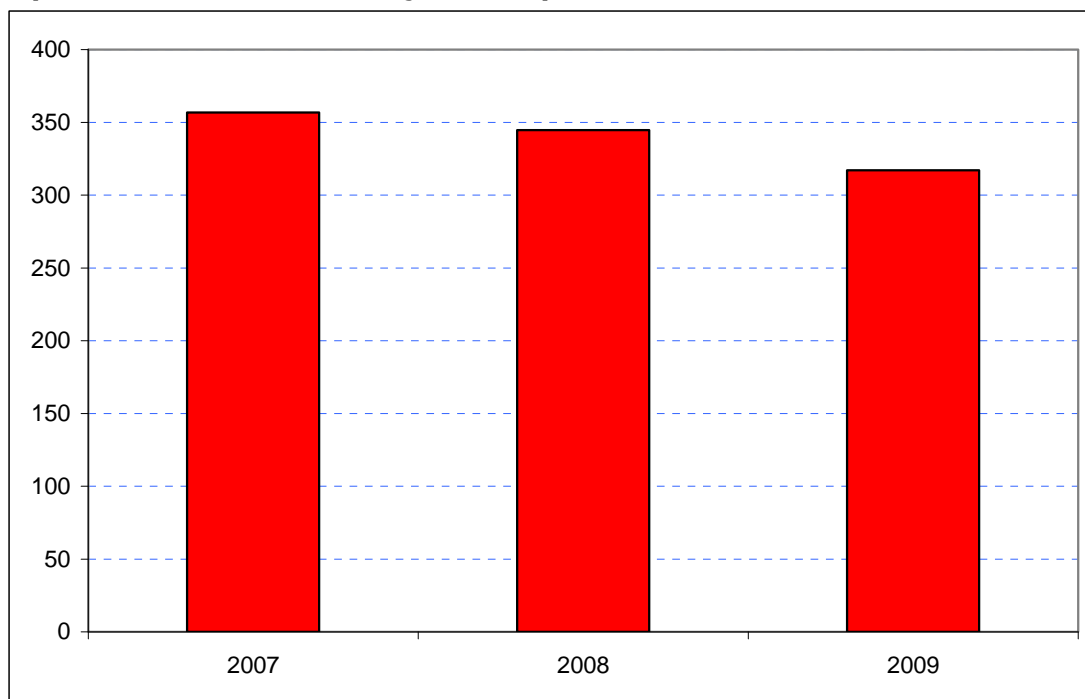
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29²². Details of the modelling 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 a relatively small net rise between 2007 and 2009 as shown in Figure 7.16. Receipts in 2007 had been £358 million, decreasing to £345 million in 2008 before slipping back more steeply to £317 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.

²² <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)

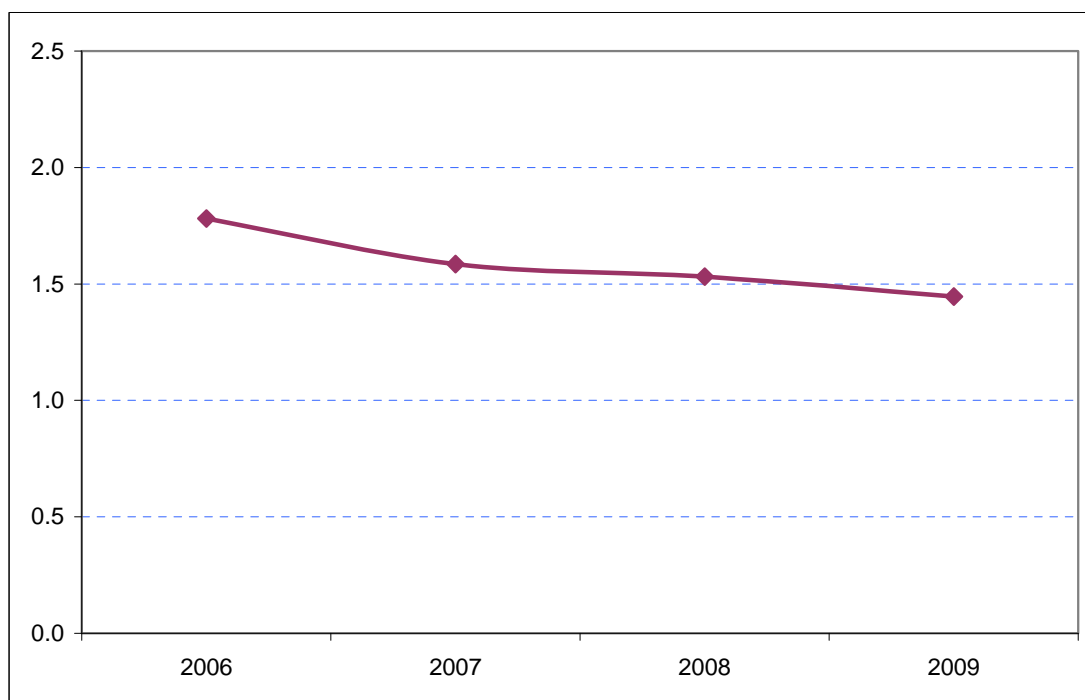
Figure 7.16: Estimates of total tourism expenditure in Havering including experimental estimates of day visitor spend (£ millions)



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

Figure 8.16 shows that Havering's share of total London tourism expenditure has fallen from 1.8 per cent in 2006 to under 1.5 per cent in 2009.

Figure 8.16: Havering's estimated share of total London tourism expenditure (%)



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