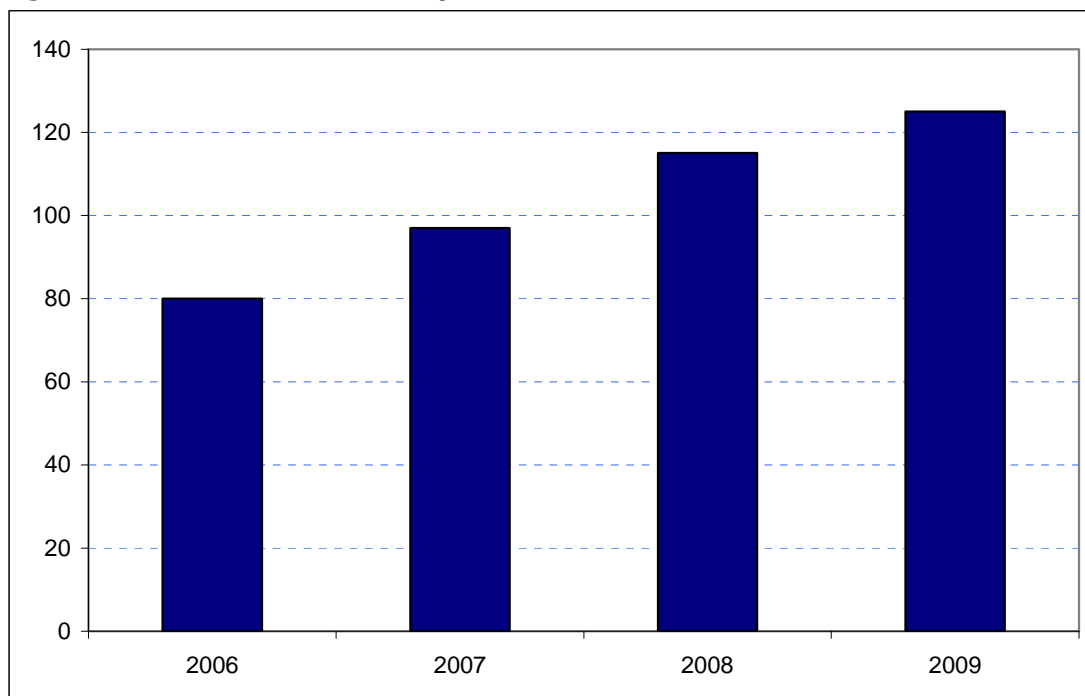


**Brent**  
**Borough Rank: 18**

Estimates in Figure 5.4 show an increase in overseas visitor spend in Brent from its 2007 level. Spending rose from £97 million in 2007 to £115 million in 2008 and to £125 million in 2009.

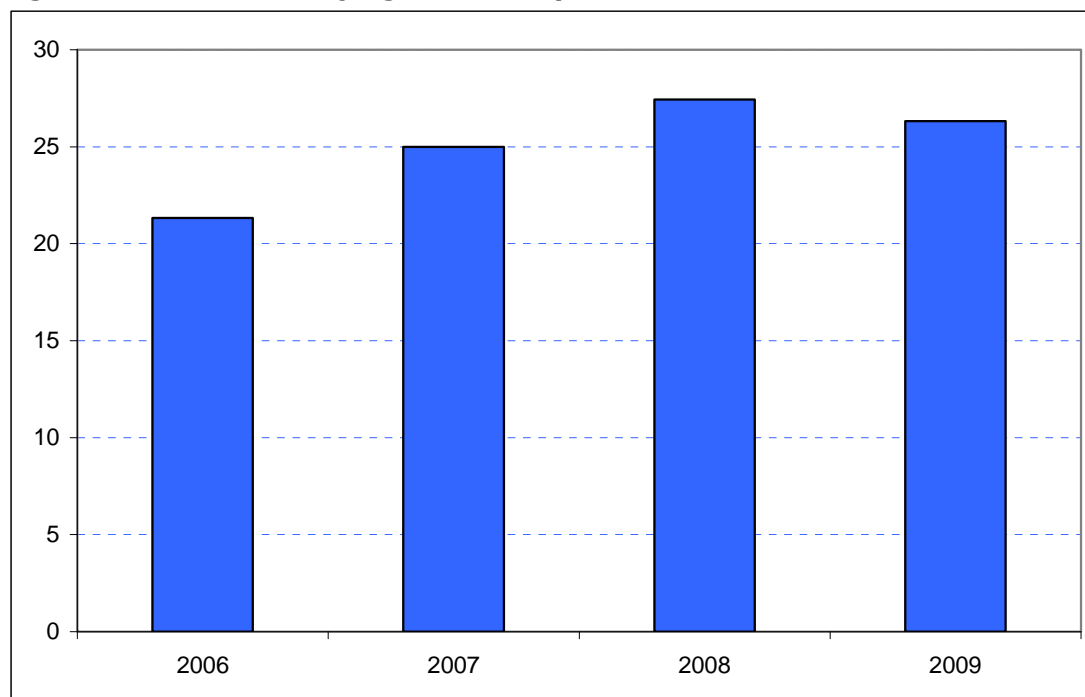
**Figure 5.4: Overseas tourism expenditure in Brent (£ millions)**



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

Figure 6.4 contains estimates by domestic overnight visitors in Brent. These indicate an overall net increase in receipts when compared to 2006. Receipts rose to £25 million in 2007, peaking at £27 million in 2008 prior to falling back in 2009 to £26 million.

**Figure 6.4: Domestic staying tourism expenditure in Brent (£ millions)**



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

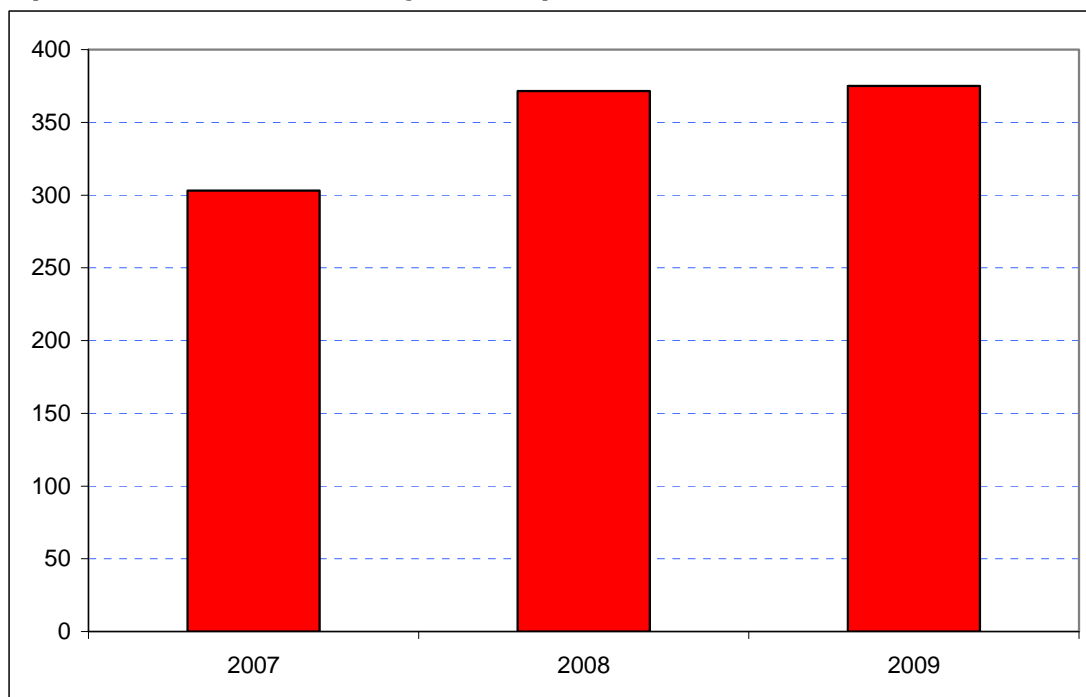
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>10</sup>. Details of 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 tourism expenditure in Brent has risen since 2007 from £304 million to £372 million in 2008 and to £375 million in 2009 as shown in Figure 7.4. 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>10</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)

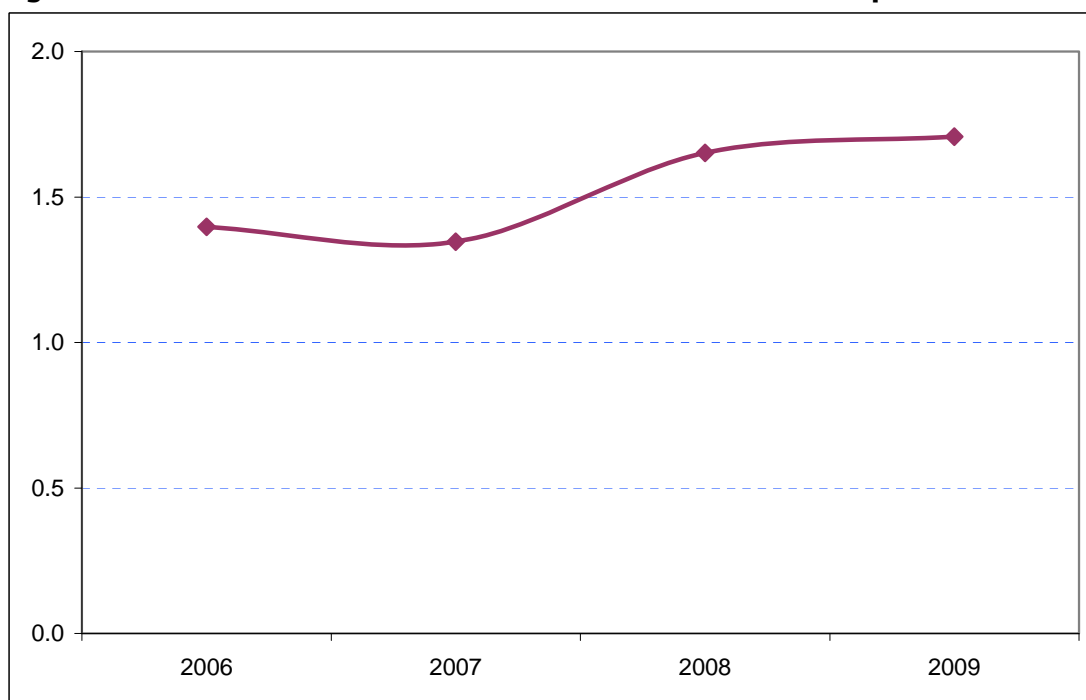
**Figure 7.4: Estimates of total tourism expenditure in Brent including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.4 shows that Brent's estimated share of total London tourism spend has risen from 1.3 per cent in 2007 to 1.7 per cent in 2009.

**Figure 8.4: Brent's estimated share of total London tourism expenditure (%)**



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