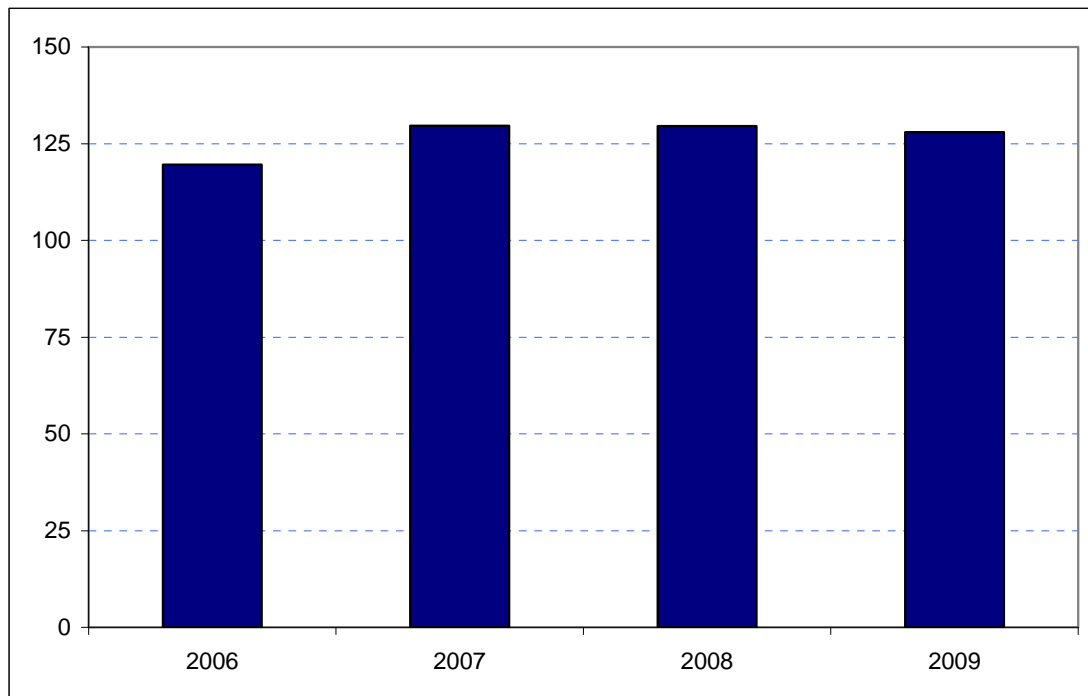


Bromley
Borough Rank: 16

Estimates in Figure 5.5 show a slight fall in overseas visitor spend in Bromley since 2007. Between 2007 and 2008 spending was constant at £130 million but has since fallen to £128 million. Nevertheless, overseas visitor spend in the Borough appears relatively constant.

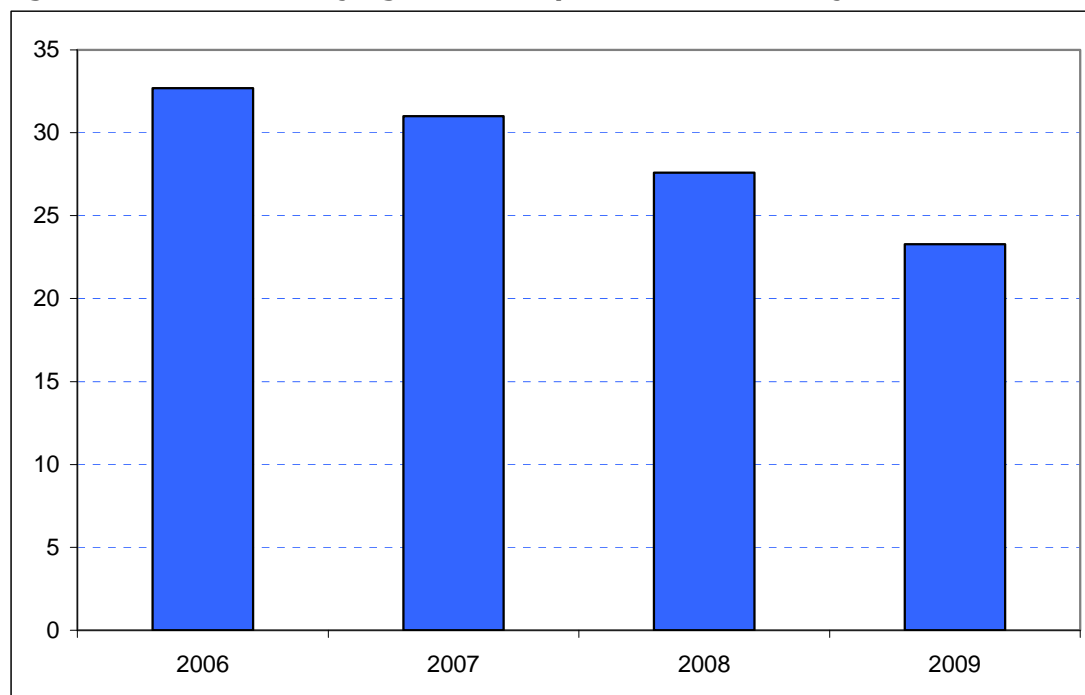
Figure 5.5: Overseas tourism expenditure in Bromley (£ millions)



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

Figure 6.5 contains estimates by domestic overnight visitors in Bromley. In contrast to the overseas visitor patterns, these indicate a steady decline when compared to 2006. Receipts fell from £33 million to £31 million in 2007, £28 million in 2008 and £23 million in 2009.

Figure 6.5: Domestic staying tourism expenditure in Bromley (£ millions)



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

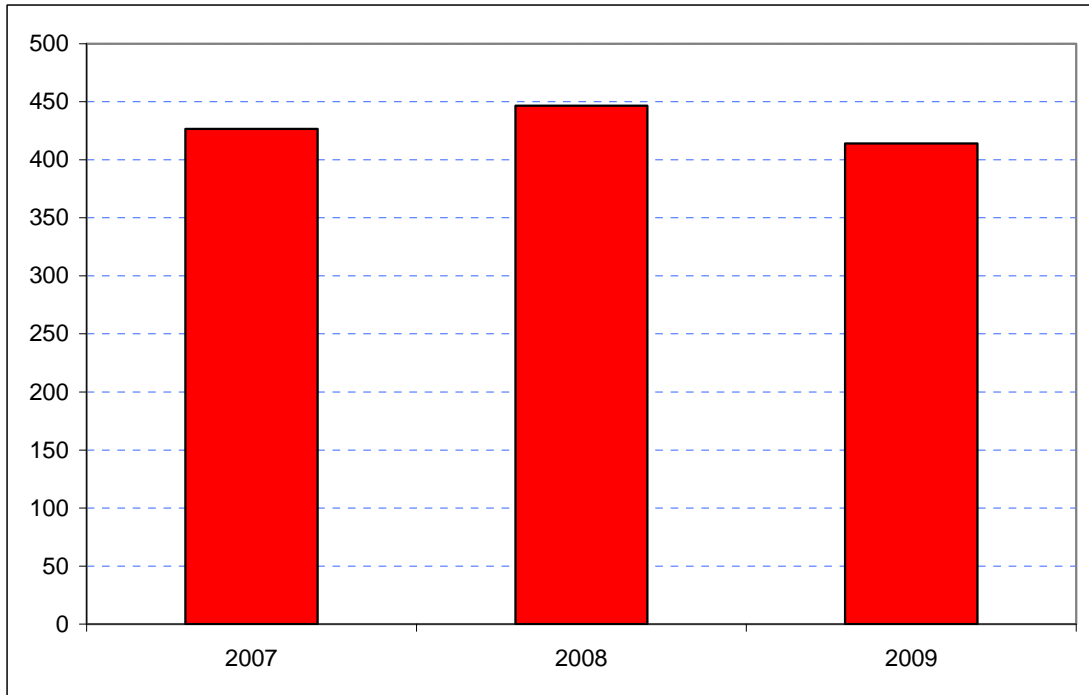
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29¹¹. Details of the modelling 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 Bromley has shown a net fall from 2007. Receipts rose from £428 million in 2007 to £447 million in 2008 before falling to £414 million as shown in Figure 7.5. 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.

¹¹ <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)

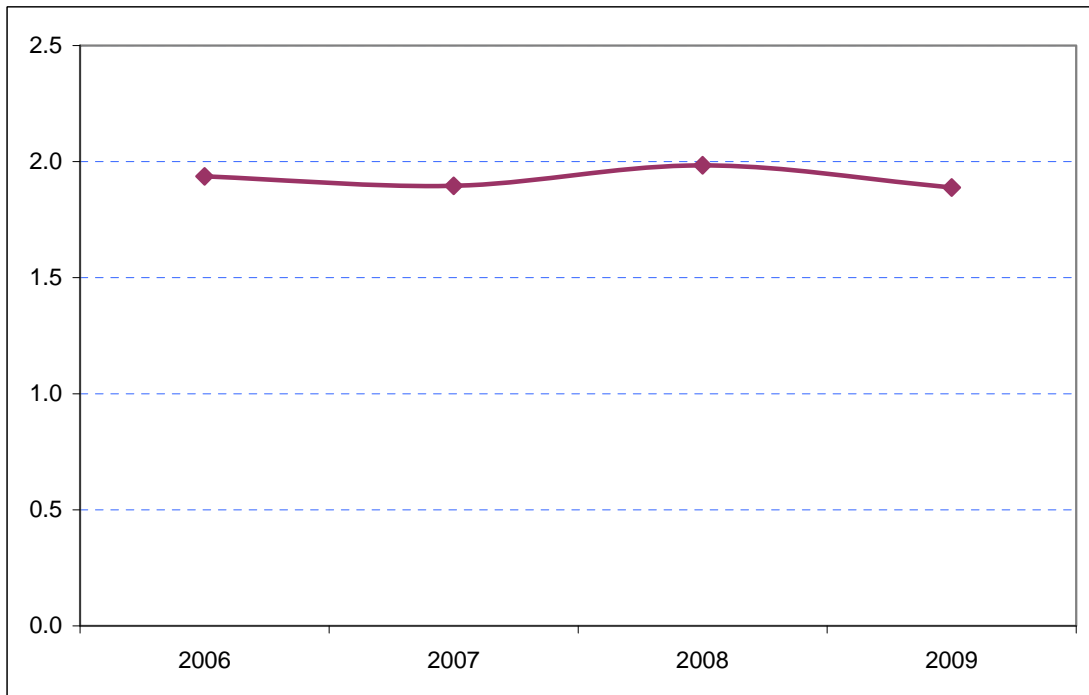
Figure 7.5: Estimates of total tourism expenditure in Bromley including experimental estimates of day visitor spend (£ millions)



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

Figure 8.5 shows that Bromley accounts for just under 2 per cent of London's tourism spend and that this has been relatively constant over the four year period.

Figure 8.5: Bromley's estimated share of total London tourism expenditure (%)



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