

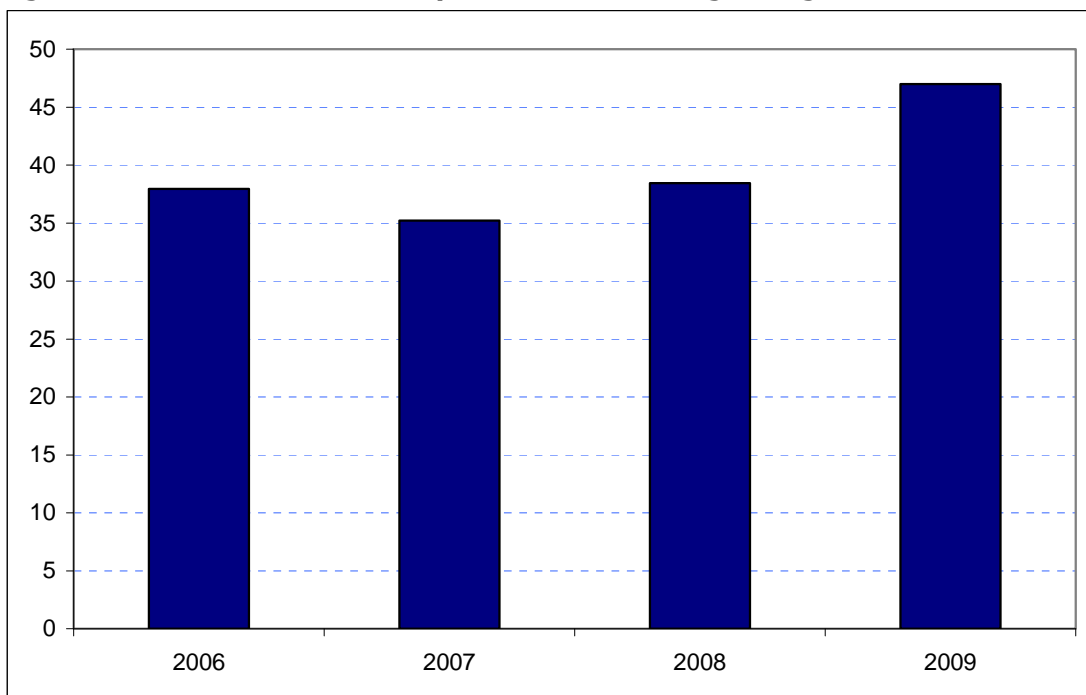
Chapter 3: Estimates for individual Boroughs

The remainder of this document presents the modelled estimates for each of the 32 Boroughs and the City of London, comparing the results for 2008 and 2009 with those for 2006 and 2007. Attention is drawn to the fact that there have been some small methodological changes – which are outlined in Chapter 1.

Barking and Dagenham Borough Rank: 33

Estimates in Figure 5.1 show an increase in overseas visitor spend in Barking & Dagenham from its 2007 level. Spending rose from £35 million in 2007 to £47 million in 2009.

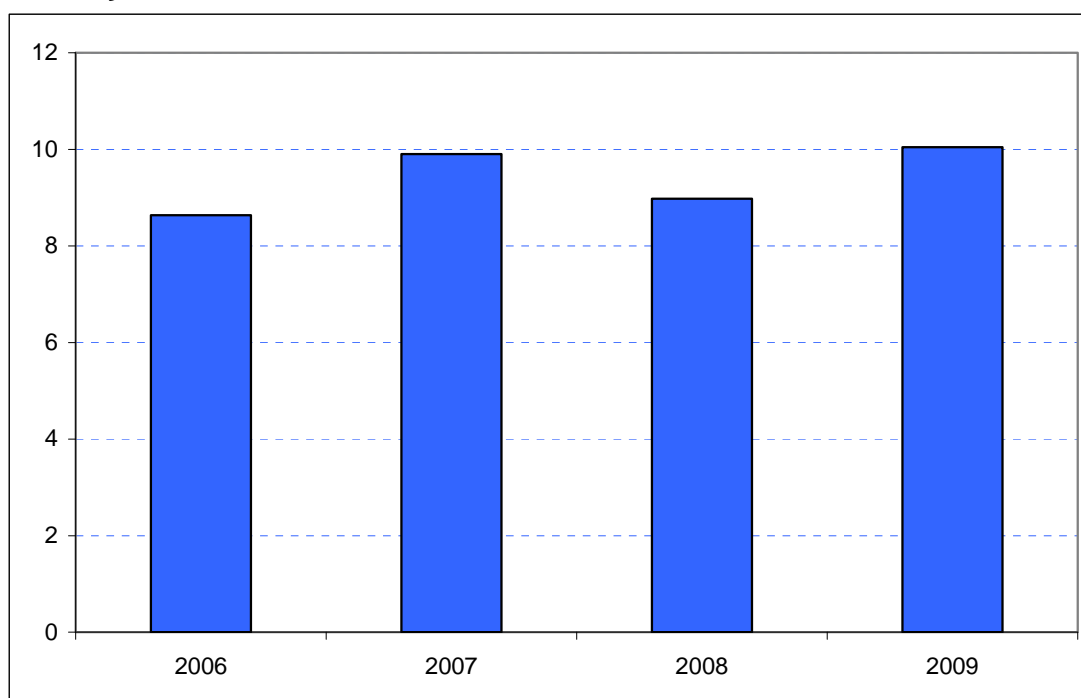
Figure 5.1: Overseas tourism expenditure in Barking & Dagenham (£ millions)



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

Figure 6.1 contains estimates by domestic overnight visitors in Barking & Dagenham. These indicate growth in receipts from £9 million in 2006 to £10 million in 2009.

Figure 6.1: Domestic staying tourism expenditure in Barking & Dagenham (£ millions)



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

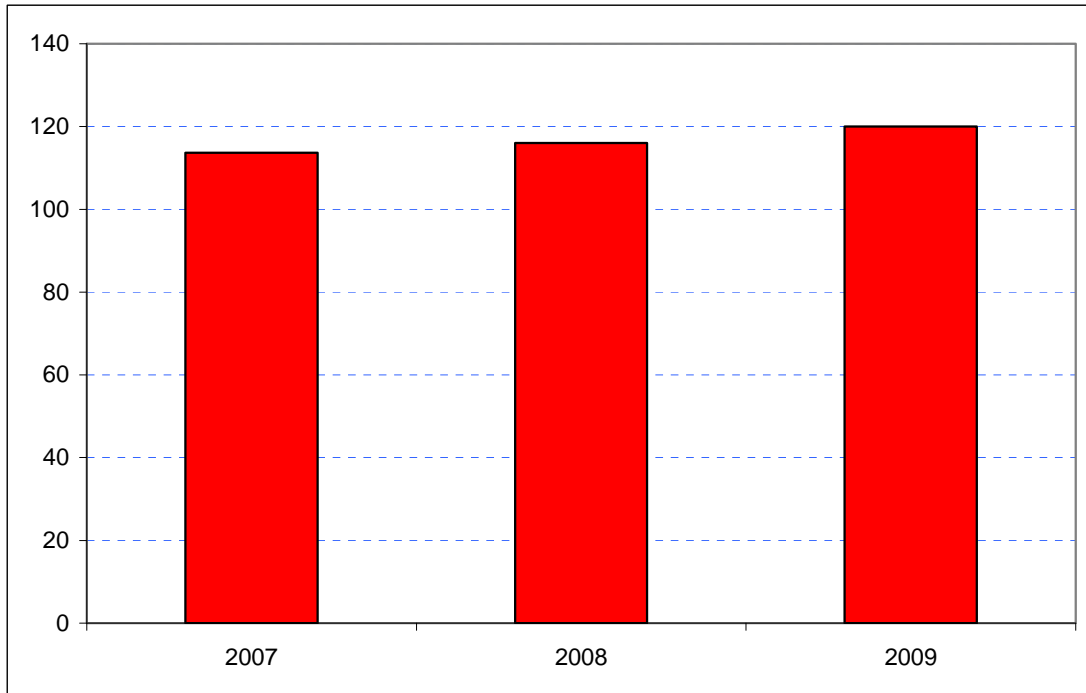
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29⁷. Details of the modelling 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 Barking & Dagenham has risen gradually since 2007 from £114 million to £116 million in 2008 and to £120 million in 2009 as shown in Figure 7.1. 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.

⁷ <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)

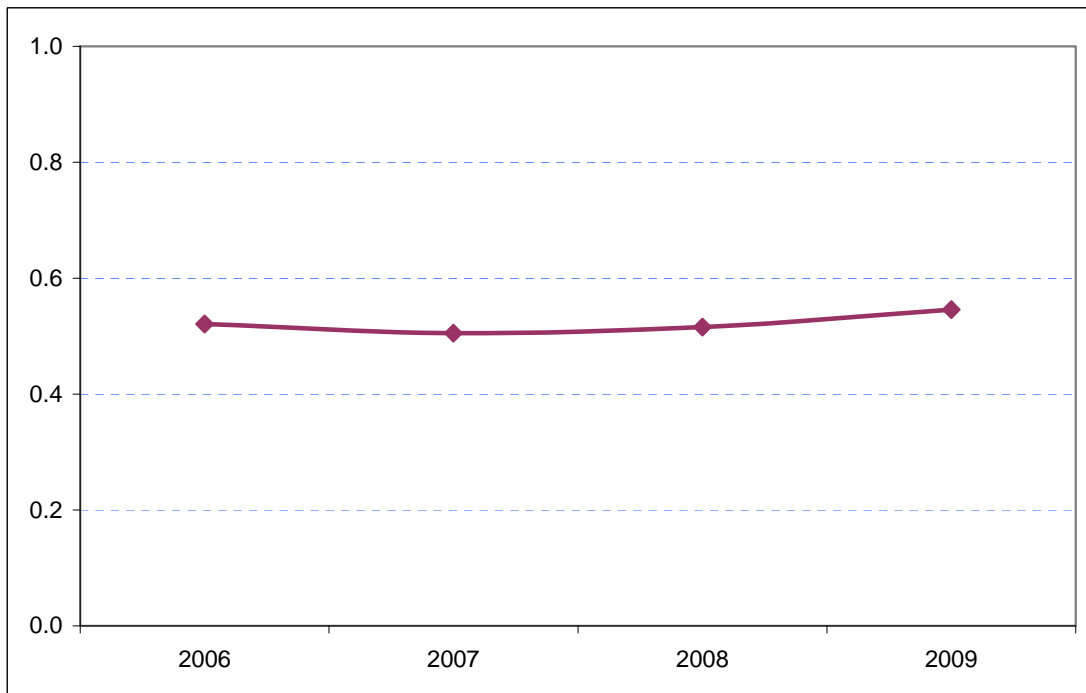
Figure 7.1: Estimates of total tourism expenditure in Barking & Dagenham including experimental estimates of day visitor spend (£ millions)



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

Figure 8.1 shows that Barking & Dagenham represents a very small share of London’s total tourism expenditure although this has increased slightly. In 2006 the Borough accounted for 0.5 per cent of the capital’s tourism expenditure. This fell back very slightly in 2007 but has subsequently risen to just under 0.6 per cent.

Figure 8.1: Barking & Dagenham’s estimated share of total London tourism expenditure (%)



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