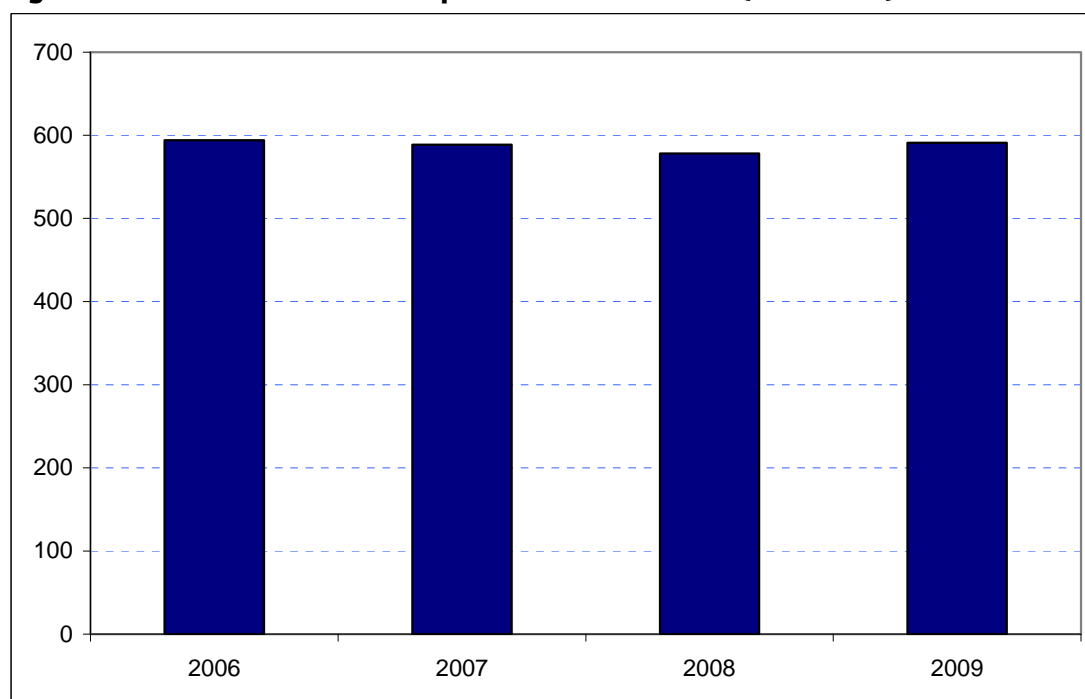


Camden

Borough Rank: 3

Estimates in Figure 5.6 show a slight net fall in Camden's overseas visitor spend since 2007. In 2008 spending fell from £589 to £578 million but the 2009 figures showed an increase to £591 million. However these fluctuations are relatively marginal with the difference between the four year high point of 2006 and the low point of 2008 amounting to only 2.7 per cent.

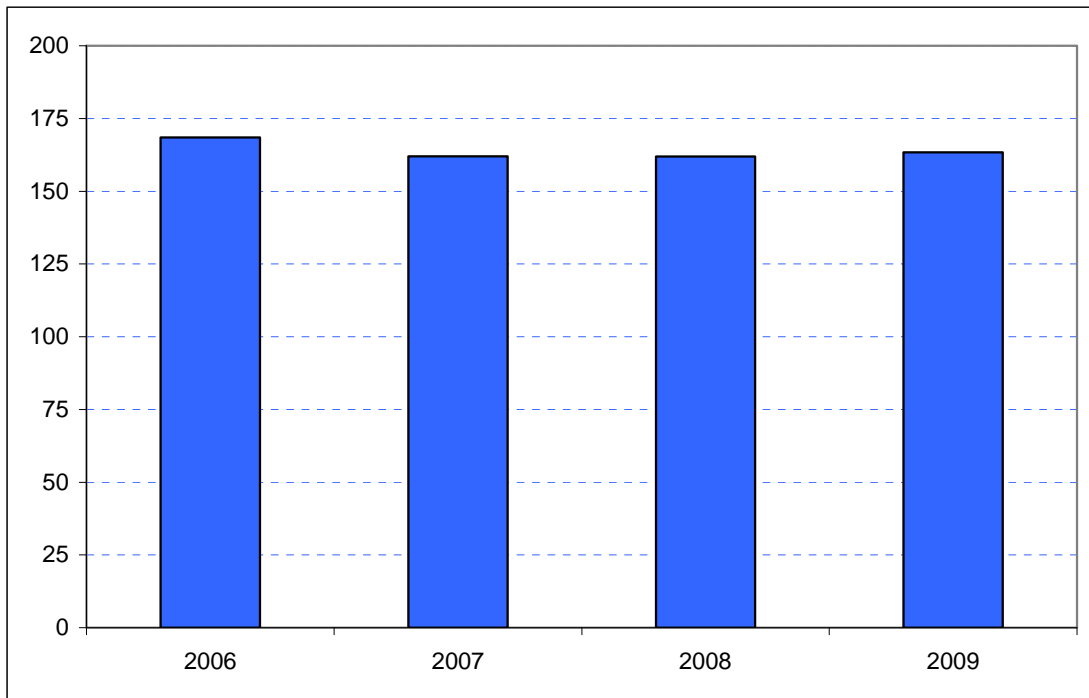
Figure 5.6: Overseas tourism expenditure in Camden (£ millions)



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

Figure 6.6 contains estimates by domestic overnight visitors in Camden. Again, these indicate some marginal variability and a small net loss comparing 2009 with 2006 although receipts are up very slightly when compared to 2007 when they amounted to £162 million. Comparable figures for 2008 and 2009 are £162 million and £163 million respectively – basically showing very little change and a broad picture of stability.

Figure 6.6: Domestic staying tourism expenditure in Camden (£ millions)



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

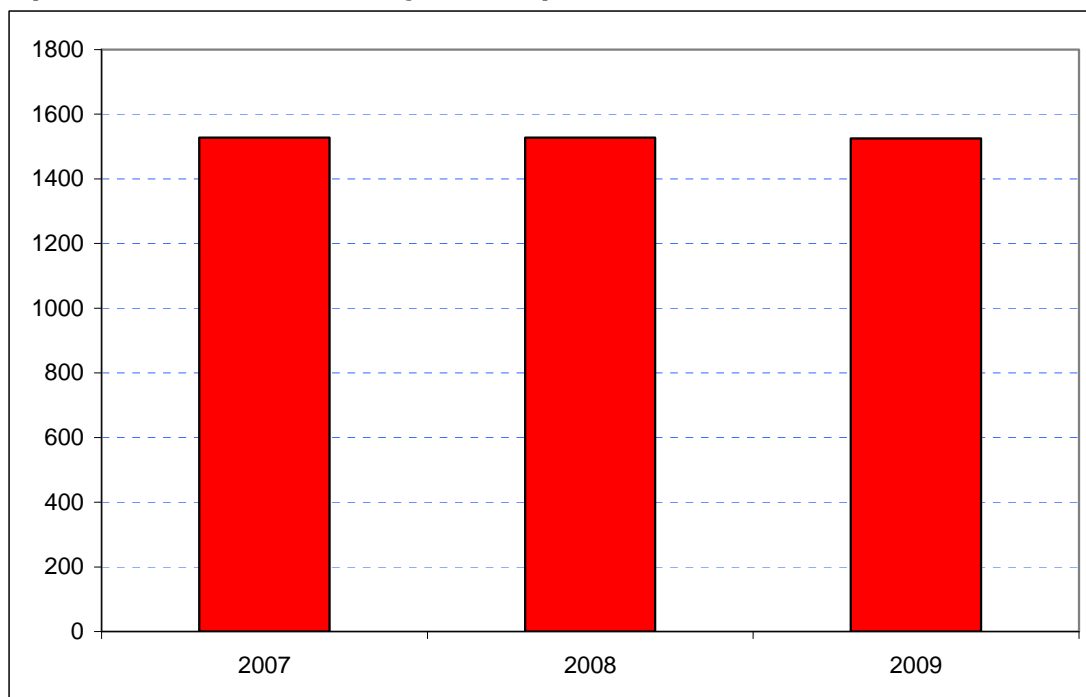
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29¹². Details of the modelling 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 was constant between 2007 and 2008 at £1,528 million. In 2009 there was a slight fall to £1,525 million as shown in Figure 7.6. 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.

¹² <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)

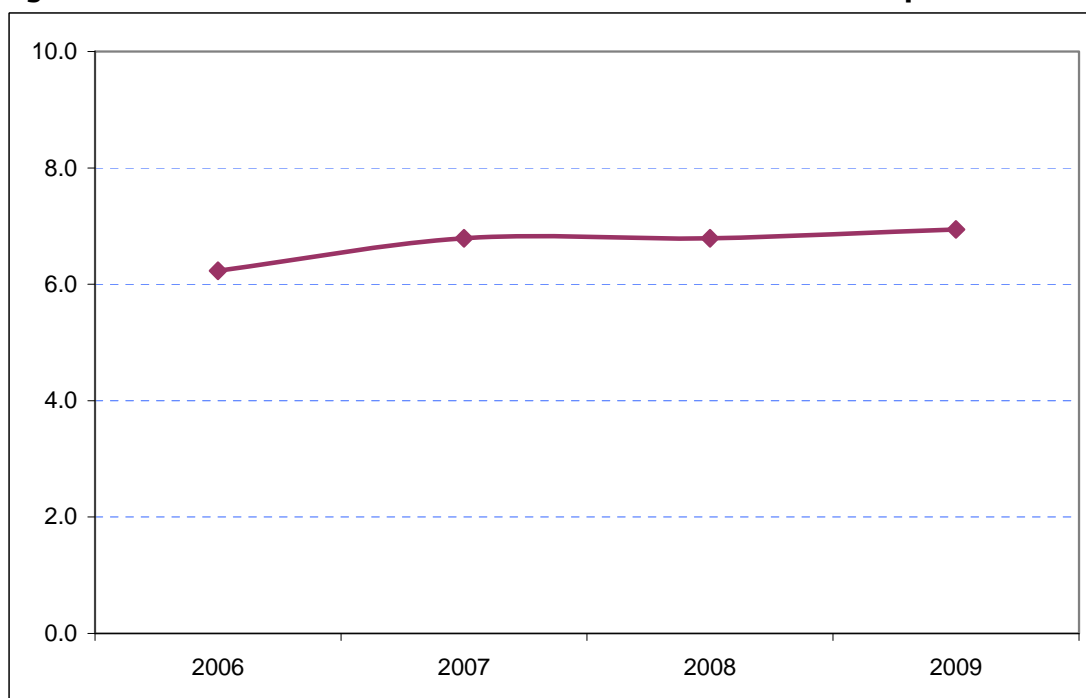
Figure 7.6: Estimates of total tourism expenditure in Camden including experimental estimates of day visitor spend (£ millions)



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

Figure 8.6 shows that Camden’s share of total London tourism expenditure has risen from 6.2 per cent in 2006 to 7.0 per cent in 2009.

Figure 8.6: Camden’s estimated share of total London tourism expenditure (%)



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