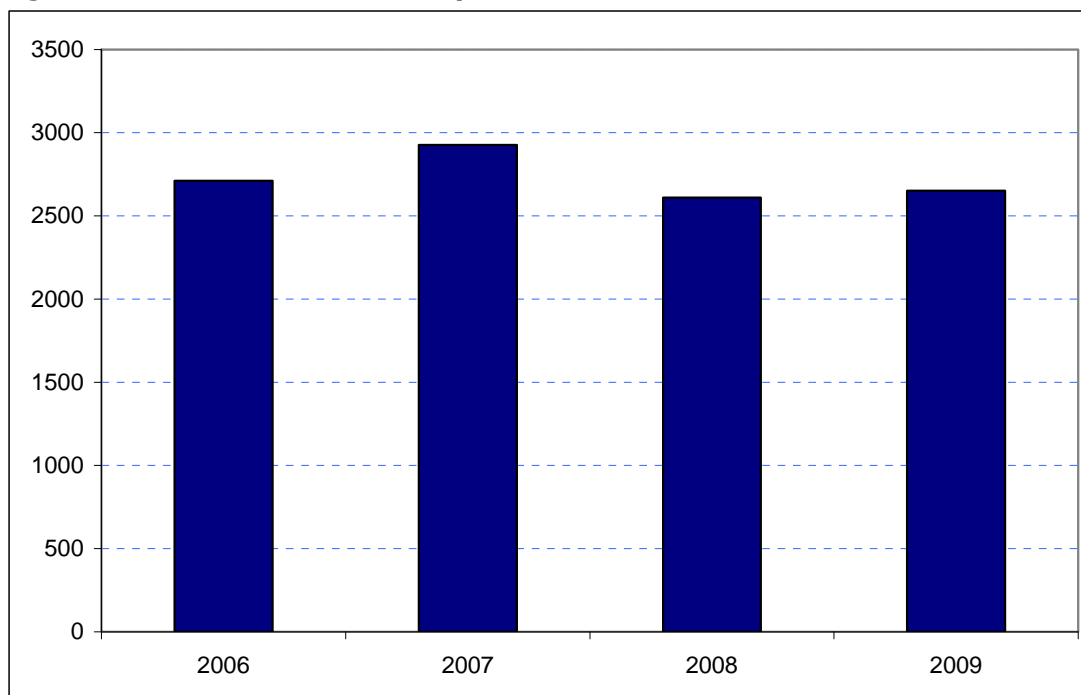


Westminster Borough Rank: 1

Accounting for somewhere between a quarter and a third of all London's tourism spend, Westminster is by far the most important of all the Boroughs for London's tourism economy. Figure 5.33 shows overseas tourism spend in the Borough. This was estimated at £2,711 million in 2006. The 2007 estimate suggested an increase to £2,927. Subsequently, the two latest years show a fall to £2,610 million in 2008 and a small increase to £2,676 million in 2009.

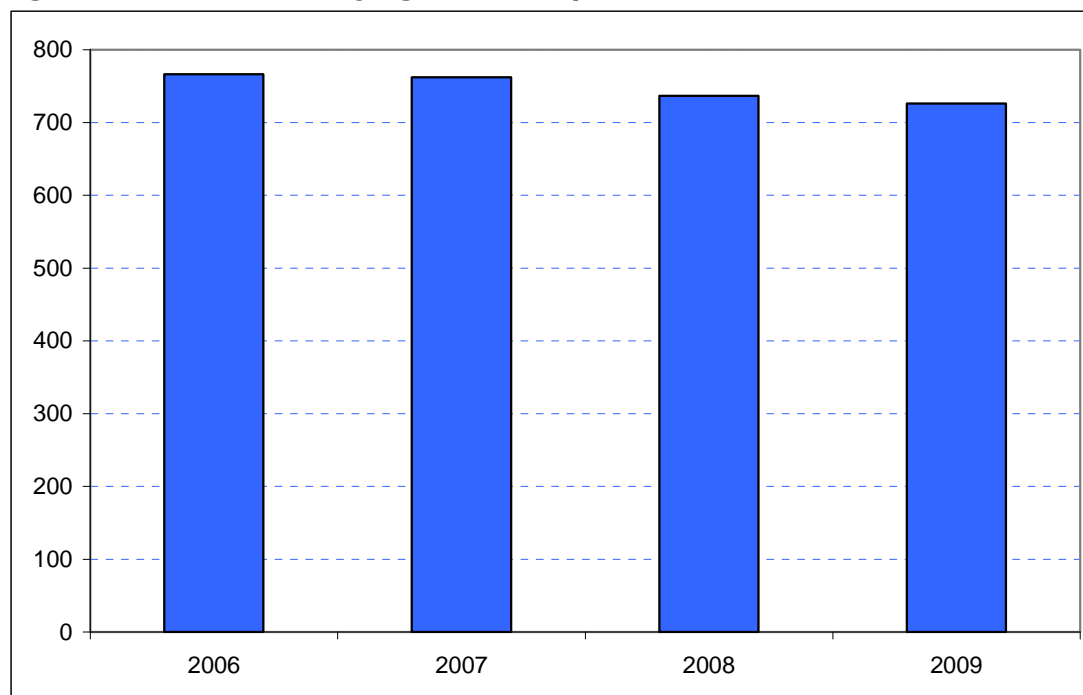
Figure 5.33: Overseas tourism expenditure in Westminster (£ millions)



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

The declines in Figure 6.33 may appear small but are actually significant in terms of their impact upon the domestic tourism sector in London as a whole. Domestic overnight expenditure is estimated to have been £766 million in 2006, falling to £762 million in 2007. Estimates suggest that this decline has continued: to £736 million in 2008 and £726 million in 2009.

Figure 6.33: Domestic staying tourism expenditure in Westminster (£ millions)



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

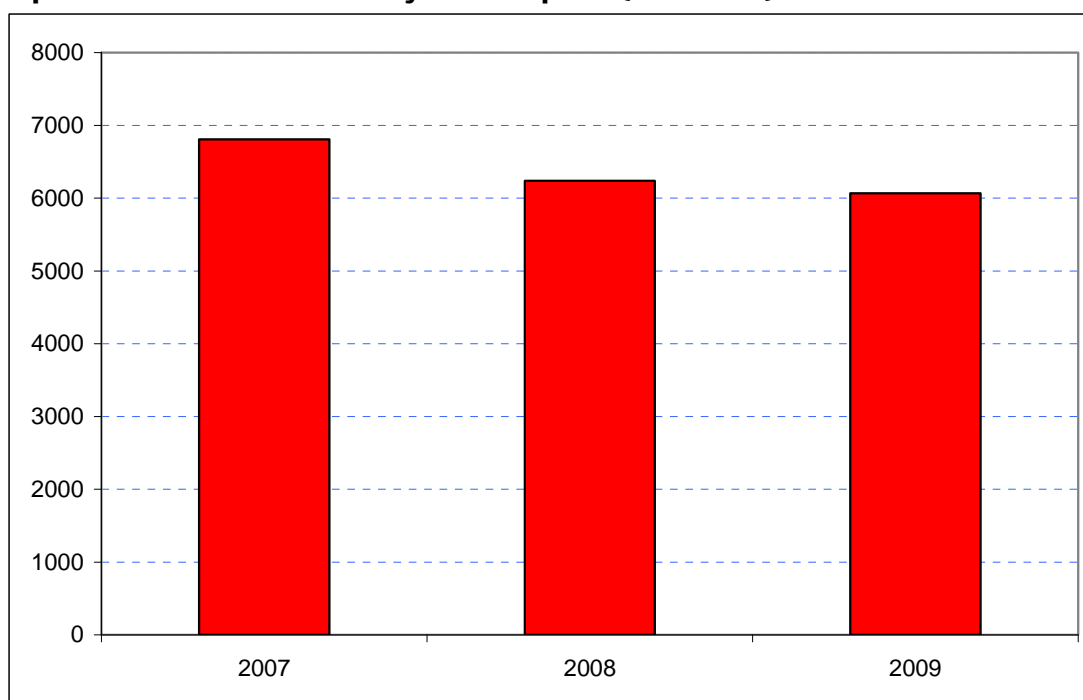
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29⁴⁰. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

The modelled estimates suggest that it is changes to day visitor expenditure that have had the greatest impact on Westminster in recent years. Once these are included, total tourism expenditure in Westminster is estimated to have fallen to £6,820 million in 2007, £6,238 million in 2008 and to £6,068 million in 2009 as shown in Figure 7.33. Interested parties should consult the methodological section for a discussion on what would have happened to total expenditure in the Borough if alternative data sources had been used.

⁴⁰ <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 7.33: Estimates of total tourism expenditure in Westminster including experimental estimates of day visitor spend (£ millions)



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

Figure 8.33 shows that Westminster's share of total London tourism expenditure has been declining in recent years. In 2006 it was estimated to have been 30.7 per cent of total tourism expenditure in the capital. By 2009 this had fallen to 27.6 per cent. (Intermediate years were as follows: 30.3 per cent in 2007 and 27.7 per cent in 2008).

Figure 8.33: Westminster's estimated share of total London tourism expenditure (%)



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