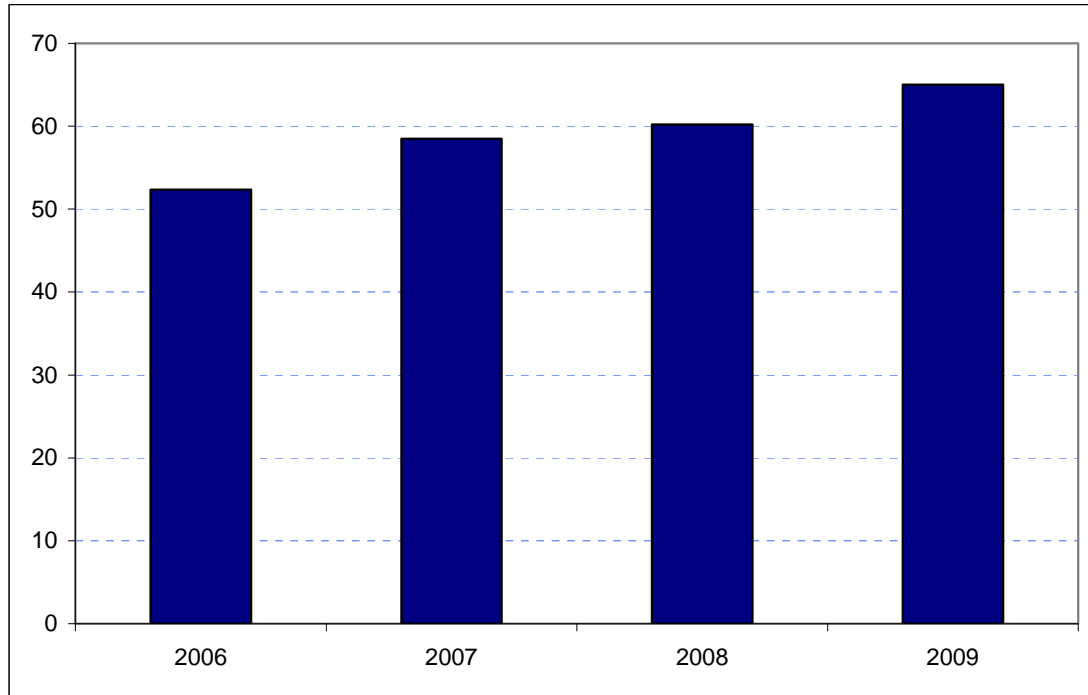


**Waltham Forest  
Borough Rank: 31**

The estimates in Figure 5.31 show an upward trend in Waltham Forest’s overseas visitor spend. Overseas tourist spend was estimated to be £52 million in 2006. It increased to £59 million in 2007 and increased again marginally in 2008 to £60 million. The estimate for 2009 is £65 million. This means that overseas tourist spend in the Borough is thought to be up 25 per cent since 2006.

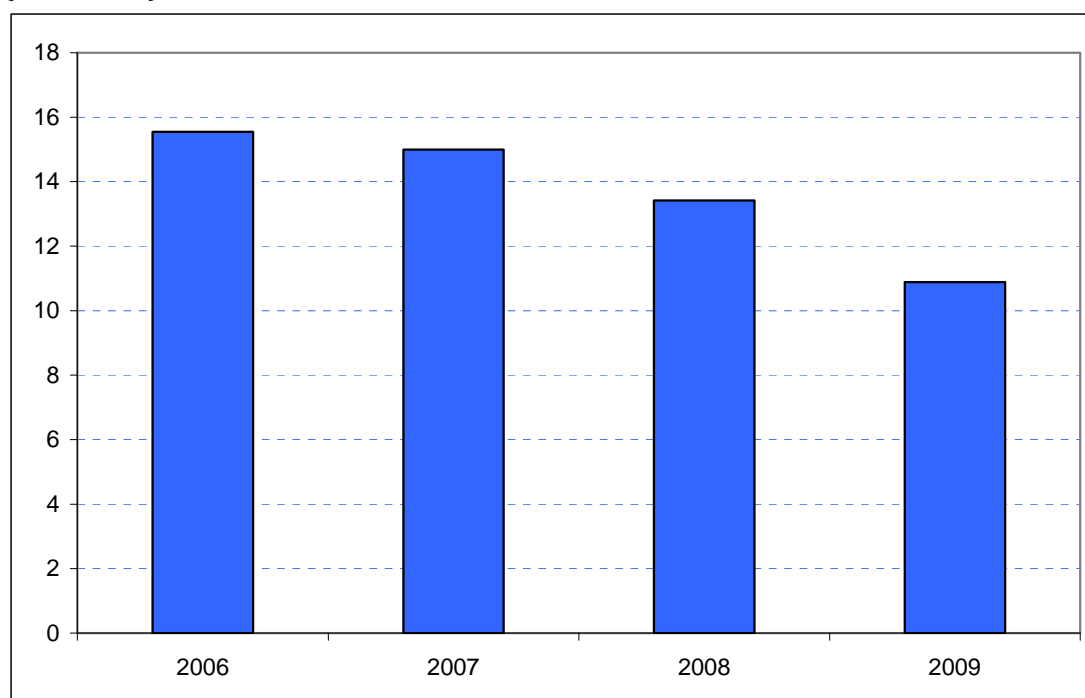
**Figure 5.31: Overseas tourism expenditure in Waltham Forest (£ millions)**



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

Figure 6.31 shows a partially counterbalancing trend in domestic overnight visitor spend in the Borough (although domestic visitor spend is a much smaller component than overseas tourist spend), falling each year since 2006. In 2006 domestic overnight visitor spend was estimated to be £16 million. This fell to £15 million in 2007 and although the 2008-2009 fall has been smaller, the trend has continued. In 2008 the figure fell to £13 million followed by another fall in 2009 to £11 million.

**Figure 6.31: Domestic staying tourism expenditure in Waltham Forest (£ millions)**



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

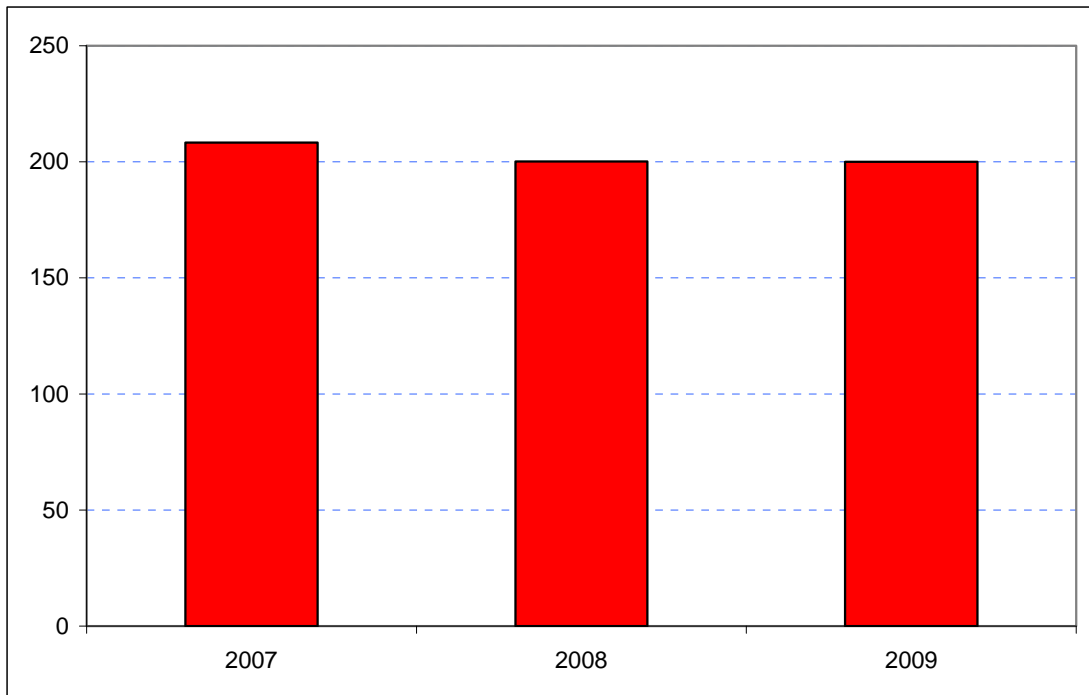
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>38</sup>. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

Modelled estimates of day visitor spend have also been in slight decline and when these are added-in, total tourism spend in Waltham Forest has declined from £209 million in 2007 to £200 million in 2008 and was stable in 2009 as shown in Figure 7.31.

<sup>38</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)

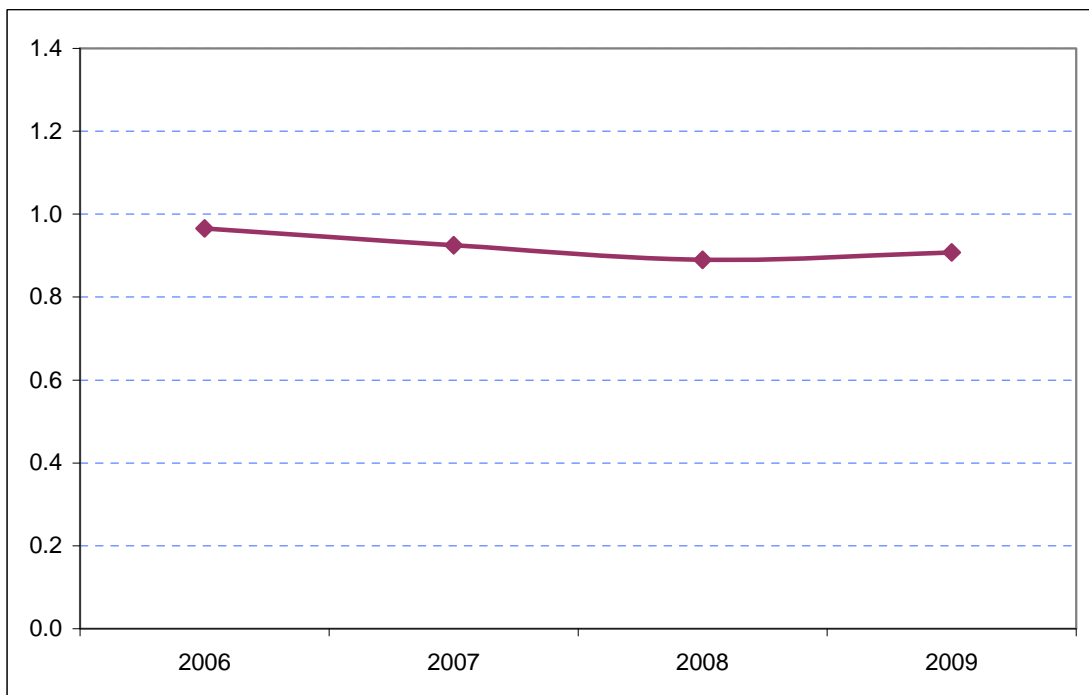
**Figure 7.31: Estimates of total tourism expenditure in Waltham Forest including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.31 shows that Waltham Forest’s share of total London tourism expenditure has declined slightly from just under 1.0 per cent to around 0.9 per cent.

**Figure 8.31: Waltham Forest’s estimated share of total London tourism expenditure (%)**



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