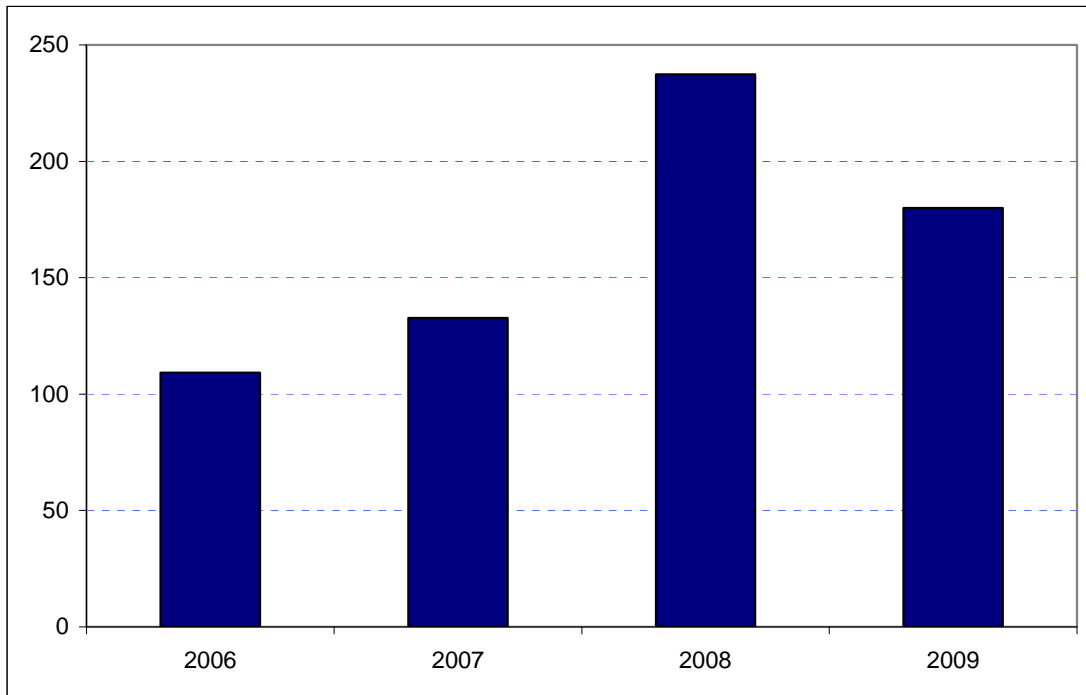


Newham
Borough Rank: 17

Estimates in Figure 5.25 show a very erratic pattern in Newham’s overseas visitor spend since 2006 but with an overall increase in spend. Between 2006 and 2007 the increase was already substantial: from £109 million to £133 million. In 2008 there was a very marked increase to £237 million before a fall-off in 2009 to £180 million. These results, and the changes for Newham outlined later, are in large part due to a large increase in accommodation employment in Newham between 2007 and 2008 (and a subsequent fall in 2009).

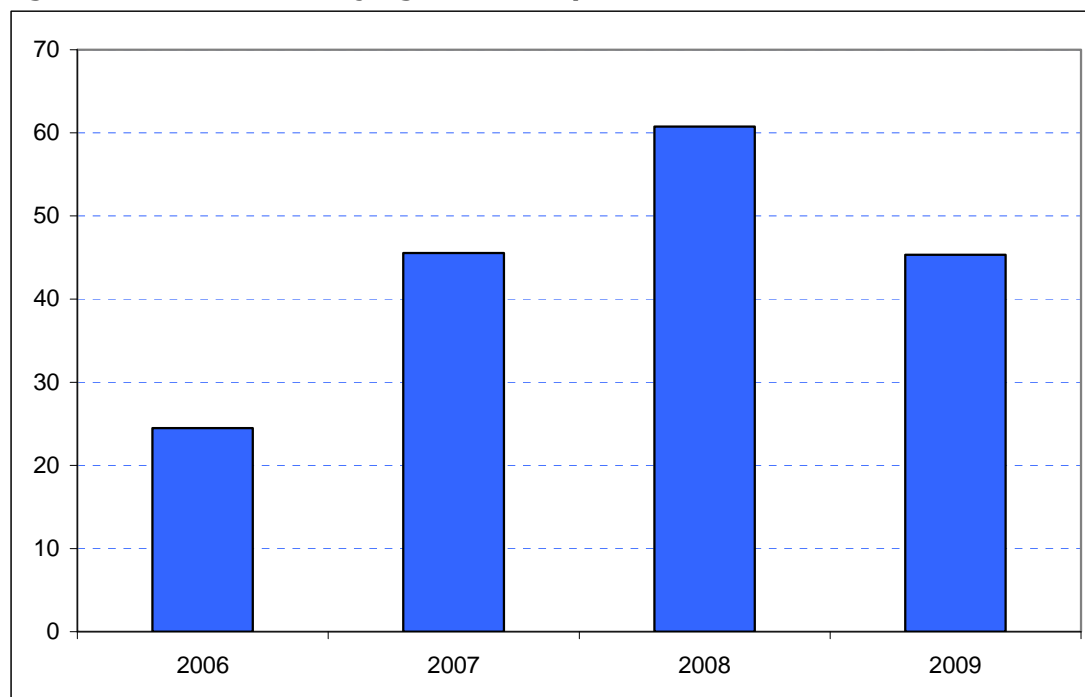
Figure 5.25: Overseas tourism expenditure in Newham (£ millions)



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

The same general year-to-year pattern is exhibited in domestic overnight visitor spend in the Borough since 2006 as shown in Figure 6.25. Between 2006 and 2007 spend increased from under £25 million to £46 million. The strength of this increase in spend continued into 2008 with a further increase to £61 million. The estimate for 2009 shows spend has fallen back to £45 million.

Figure 6.25: Domestic staying tourism expenditure in Newham (£ millions)



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

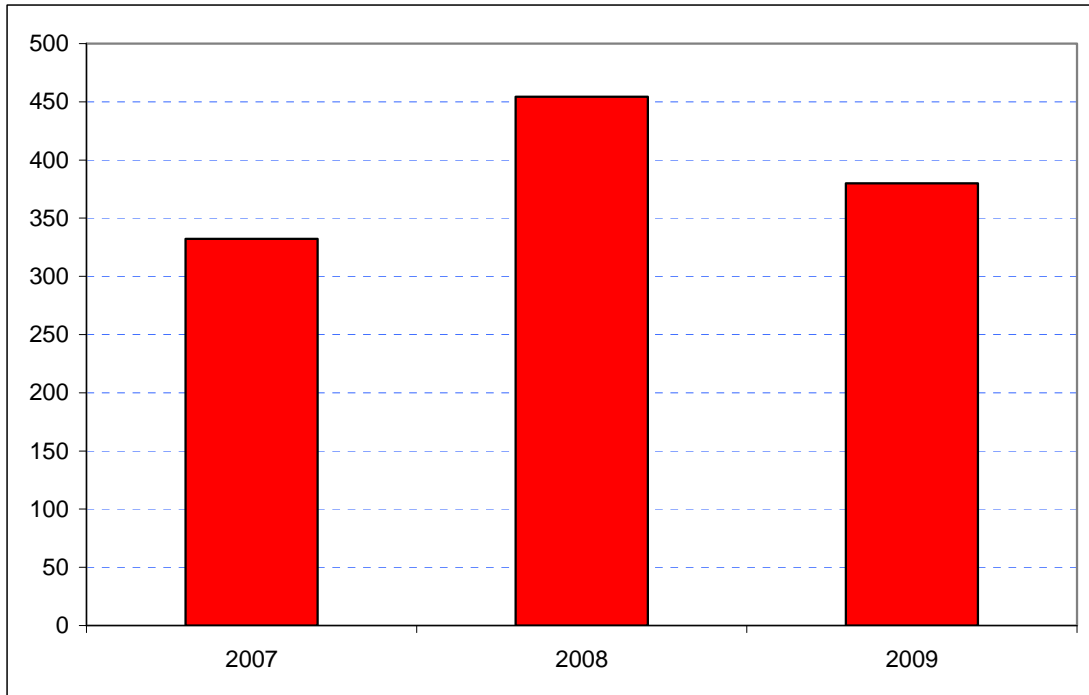
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29³¹. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

When the experimental day visitor estimates are included, the Borough shows an increase in visitor spend in 2008, rising from £333 million in 2007 to £454 million. In 2009 estimates suggest that total tourist spend fell back to £380 million as shown in Figure 7.25. 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.

³¹ <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)

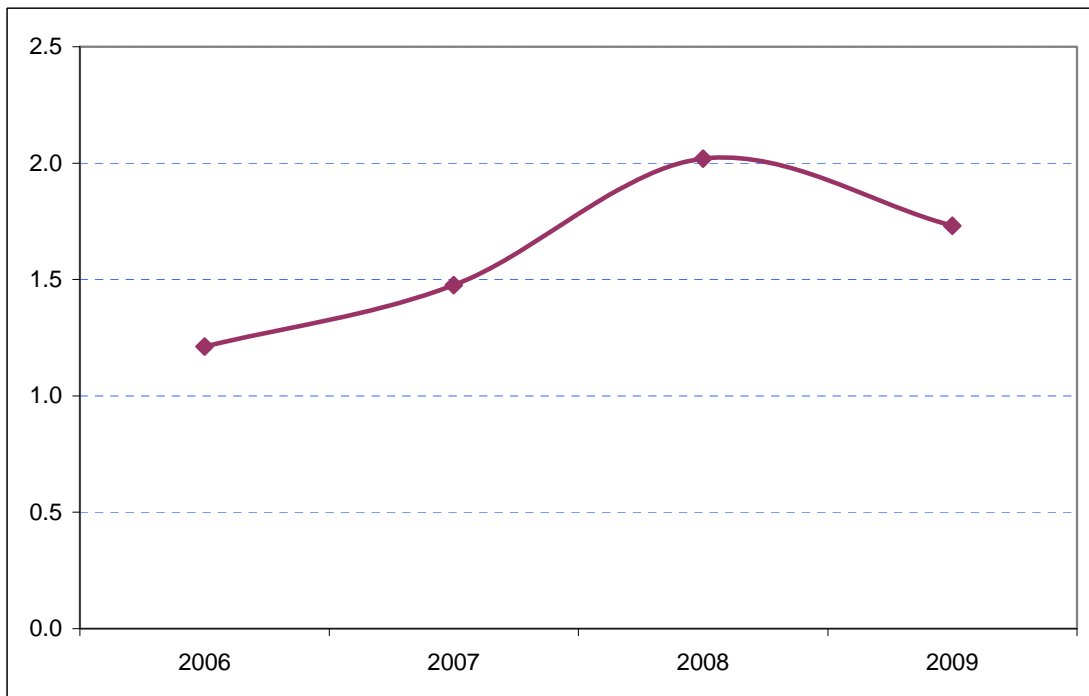
Figure 7.25: Estimates of total tourism expenditure in Newham including experimental estimates of day visitor spend (£ millions)



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

Figure 8.25 shows that Newham's share of total London tourism expenditure has increased since 2006 when it accounted for 1.2 per cent. In 2009 it is estimated to have accounted for 1.7 per cent although the share for 2008 actually exceeded 2.0 per cent.

Figure 8.25: Newham's estimated share of total London tourism expenditure (%)



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