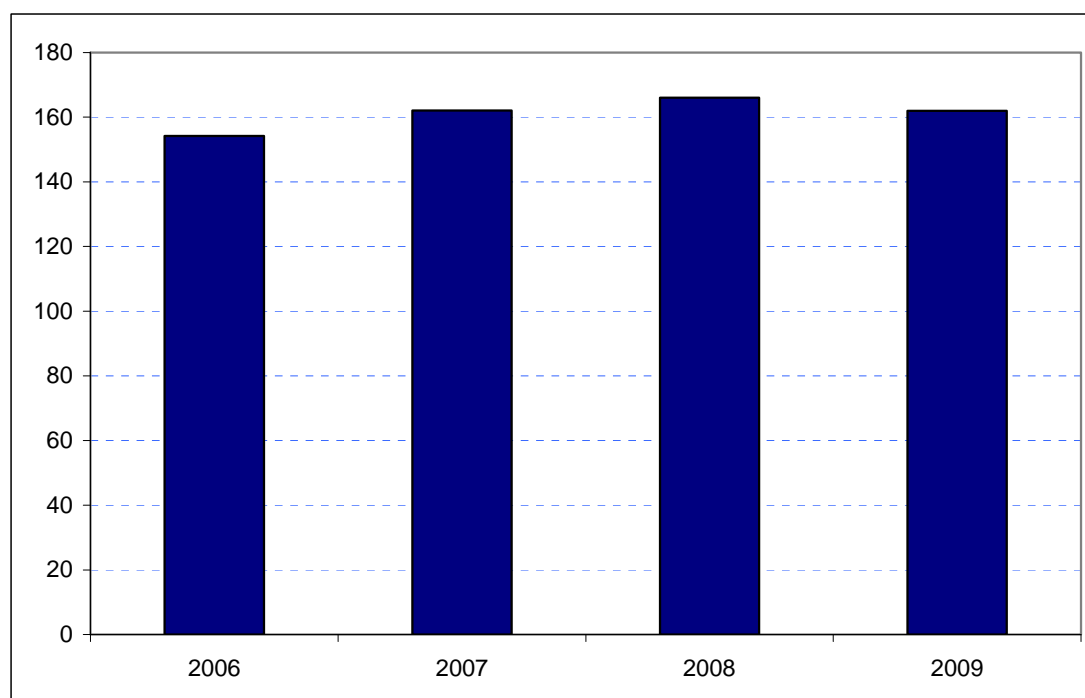


Croydon
Borough Rank: 12

Estimates in Figure 5.8 show no change in Croydon's overseas visitor spend since 2007. In 2008 spending rose from £162 to £166 million but the 2009 figures show a decrease back down to £162 million. However these fluctuations are relatively marginal and Croydon is amongst the most stable of Boroughs in terms of tourism expenditure – at least between 2007 and 2009.

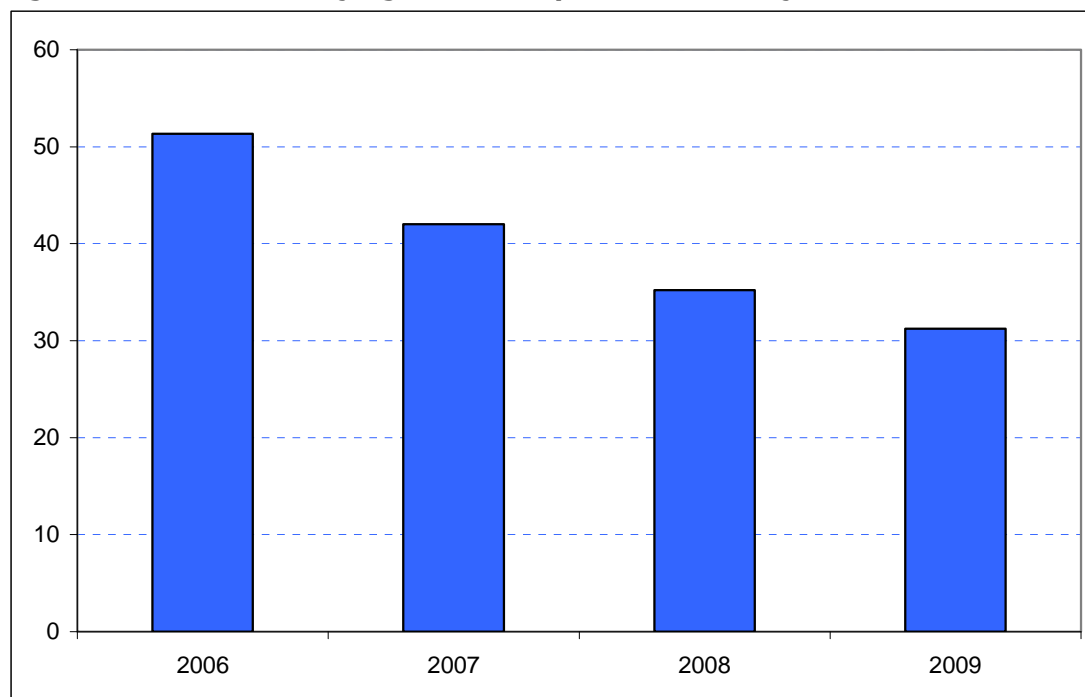
Figure 5.8: Overseas tourism expenditure in Croydon (£ millions)



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

Figure 6.8 contains estimates by domestic overnight visitors in Croydon. These demonstrate the continuation of a trend in falling domestic overnight spend in the Borough which has dropped from £51 million in 2006 to £31 million in 2009, although the falls have become progressively smaller.

Figure 6.8: Domestic staying tourism expenditure in Croydon (£ millions)



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

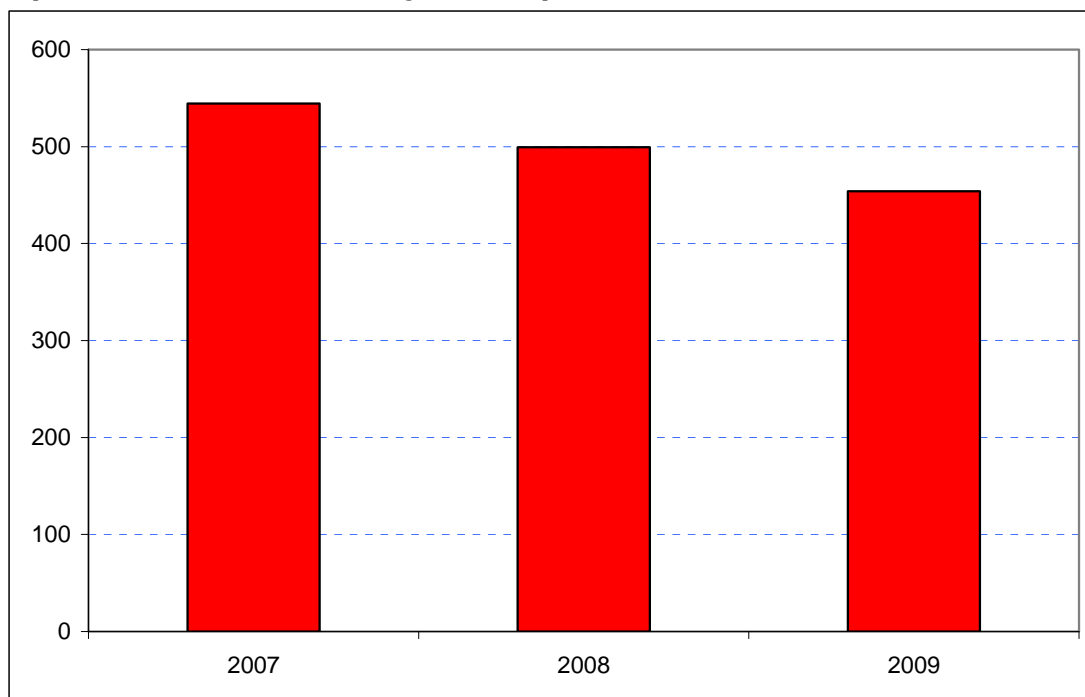
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29¹⁴. Details of the modelling 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 fell between 2007 and 2009 as shown in Figure 7.8. Receipts in 2007 had been £547 million, falling to £499 million in 2008 and £454 million in 2009. 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.

¹⁴ <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)

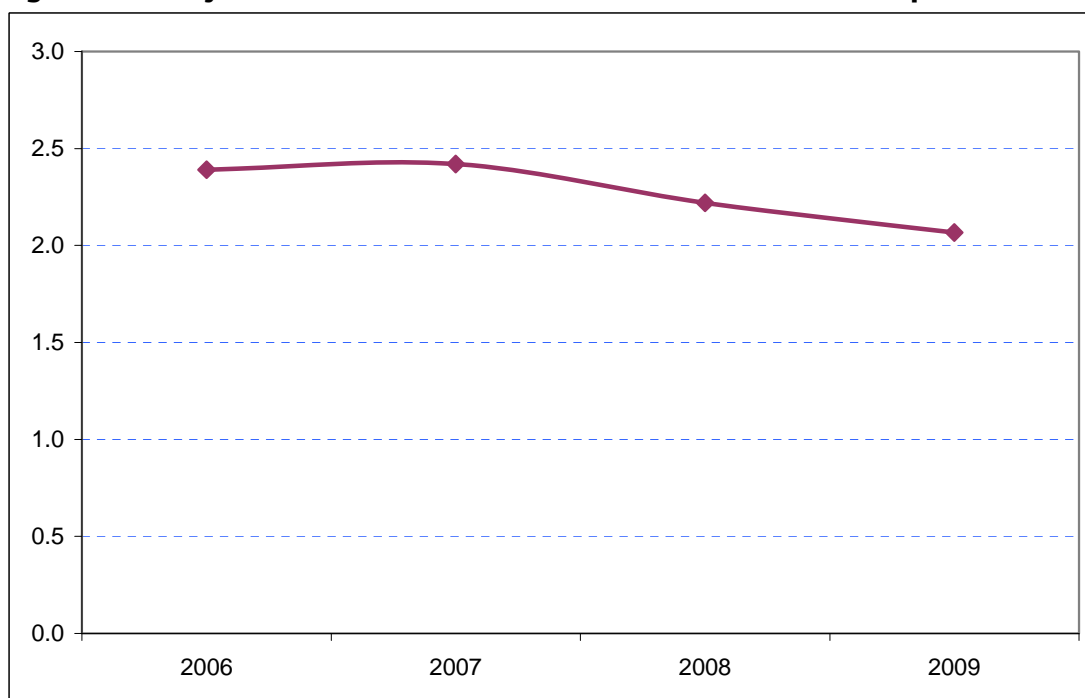
Figure 7.8: Estimates of total tourism expenditure in Croydon including experimental estimates of day visitor spend (£ millions)



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

Figure 8.8 shows that Croydon's share of total London tourism expenditure has fallen from 2.4 per cent in both 2006 and 2007 to under 2.1 per cent in 2009.

Figure 8.8: Croydon's estimated share of total London tourism expenditure (%)



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