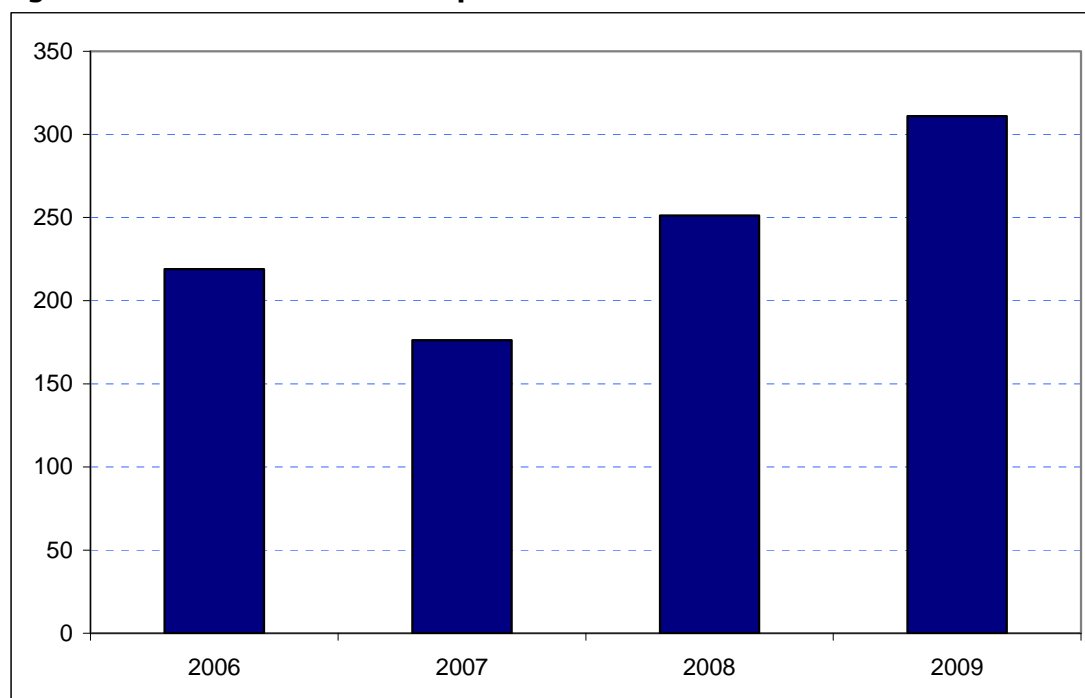


**Tower Hamlets**  
**Borough Rank: 5**

The estimates in Figure 5.30 show a strong recent trend in Tower Hamlets' overseas visitor spend. The period from 2006 to 2007 actually saw a decline from £219 million to £176 million. In 2008 this recovered to £251 million and has since risen to £311 million.

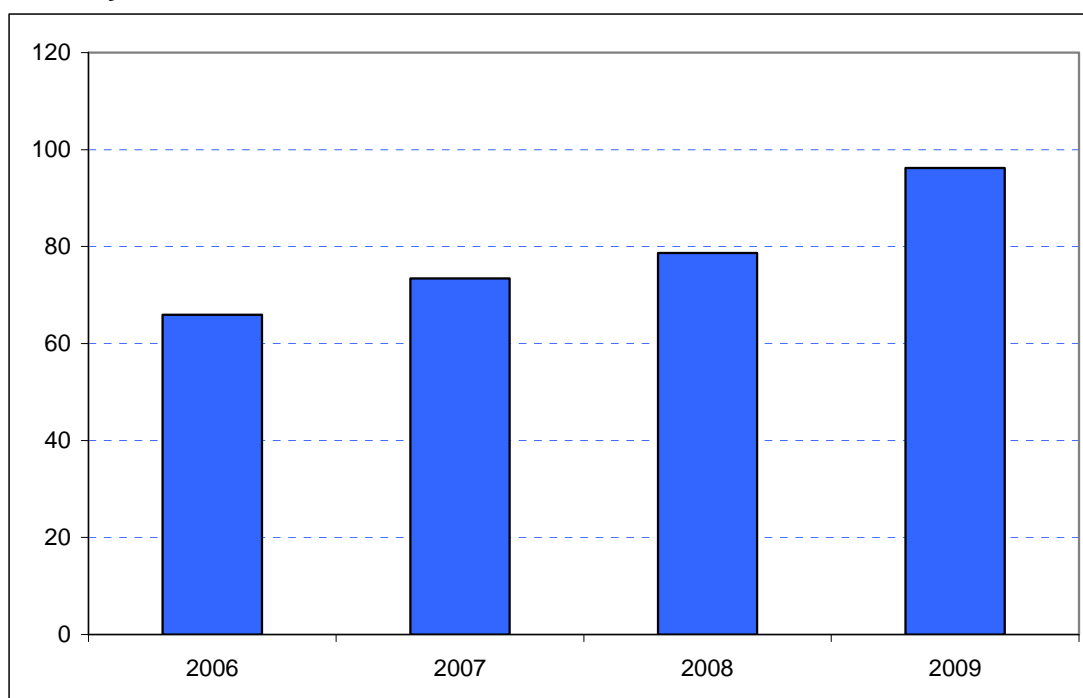
**Figure 5.30: Overseas tourism expenditure in Tower Hamlets (£ millions)**



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

Domestic overnight visitor spend shows an even clearer trend of growth as demonstrated in Figure 6.30. In 2006 domestic overnight visitor spend was estimated to have been £66 million. That increased to £76 million in 2007 and £79 million in 2008 followed by a steeper increase to £96 million in 2009.

**Figure 6.30: Domestic staying tourism expenditure in Tower Hamlets (£ millions)**



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

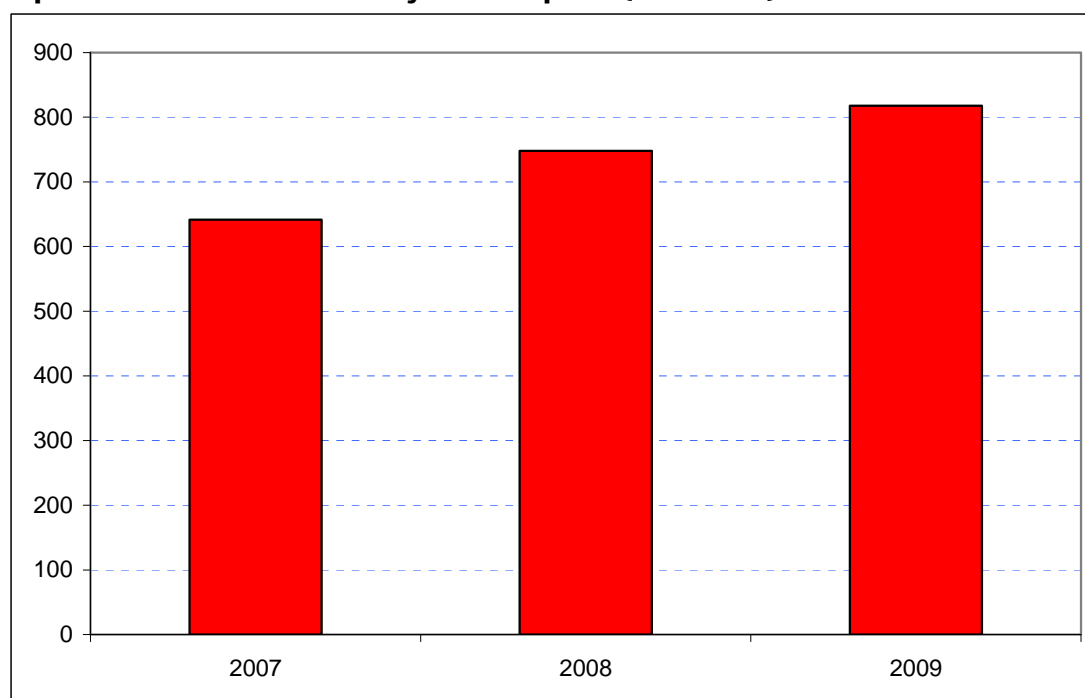
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>37</sup>. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

Day visitor spend estimates added to the uplift in 2008 but actually showed a slight decline in 2009. Overall total estimated tourism expenditure rose from £644 million in 2007 to £748 million in 2008 and to £818 million in 2009 as shown in Figure 7.30.

<sup>37</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)

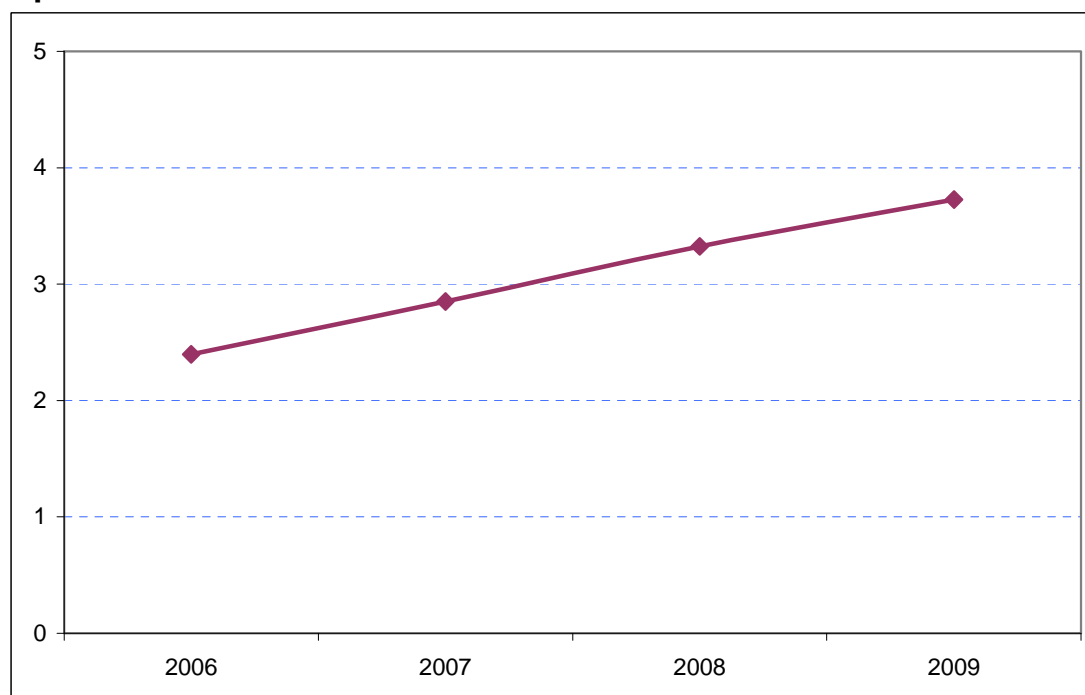
**Figure 7.30: Estimates of total tourism expenditure in Tower Hamlets including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.30 shows that Tower Hamlets' share of total London tourism expenditure has also increased steadily from 2.4 per cent back in 2006 to 3.7 per cent in 2009.

**Figure 8.30: Tower Hamlets' estimated share of total London tourism expenditure (%)**



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