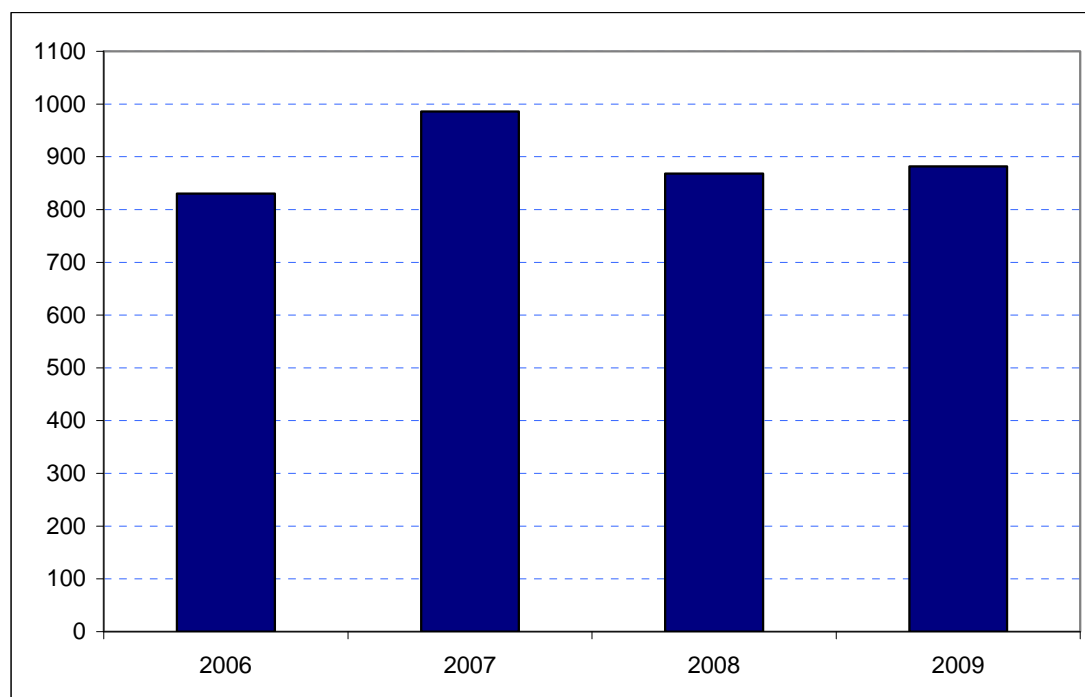


## Kensington and Chelsea Borough Rank: 2

Estimates in Figure 5.20 show a decrease in overseas visitor spend in Kensington & Chelsea from its 2007 level and a stabilisation thereafter. Spending fell from £986 million in 2007 to £868 million in 2008 but rose to £882 million in 2009.

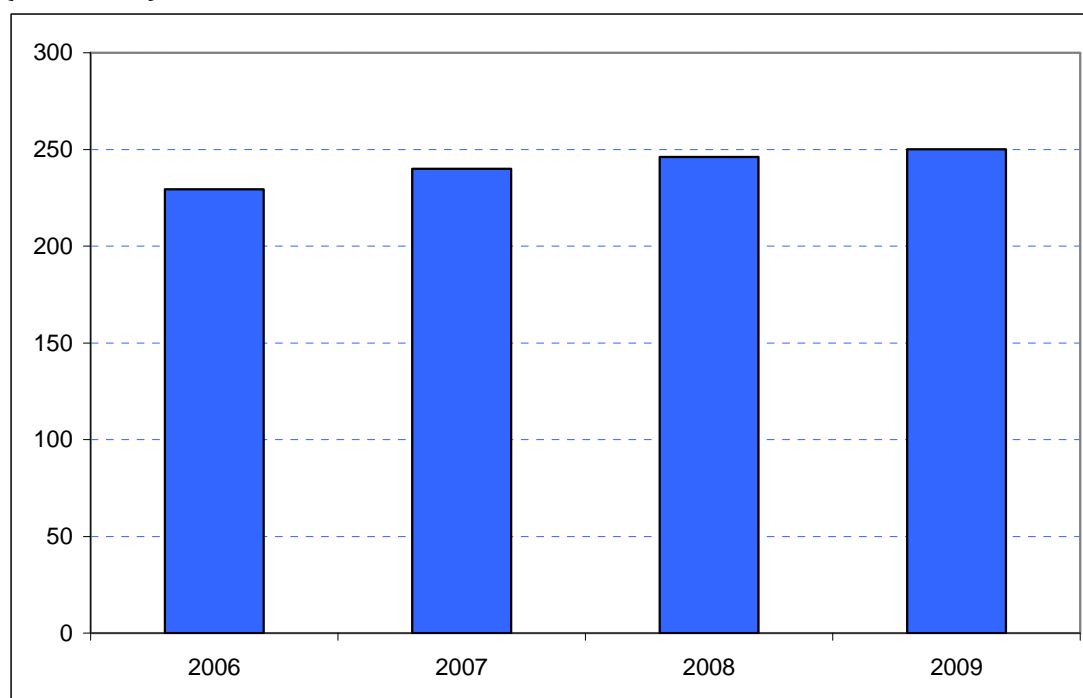
**Figure 5.20: Overseas tourism expenditure in Kensington & Chelsea (£ millions)**



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

Figure 6.20 contains estimates by domestic overnight visitors in Kensington & Chelsea. These indicate steady growth in receipts from £229 million in 2006 to £246 million in 2008 and to £250 million in 2009.

**Figure 6.20: Domestic staying tourism expenditure in Kensington & Chelsea (£ millions)**



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

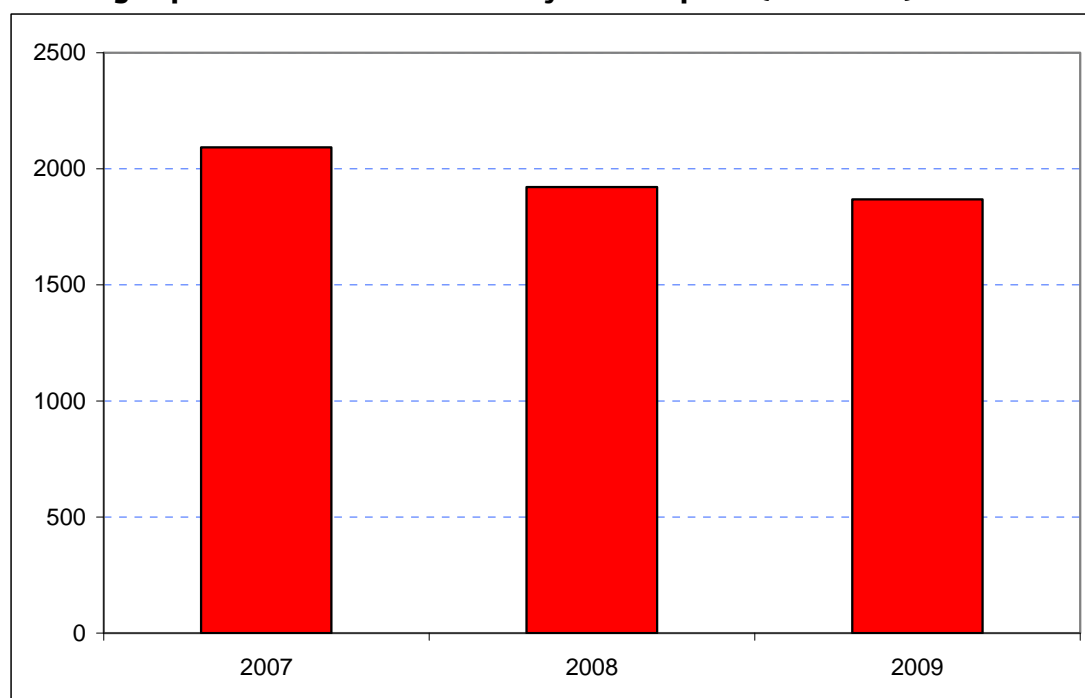
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29<sup>26</sup>. Details of 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 tourism expenditure in Kensington & Chelsea fell modestly in each of the two years from £2,092 million in 2007 to £1,921 million and £1,868 million respectively as shown in Figure 7.20. 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.

<sup>26</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)

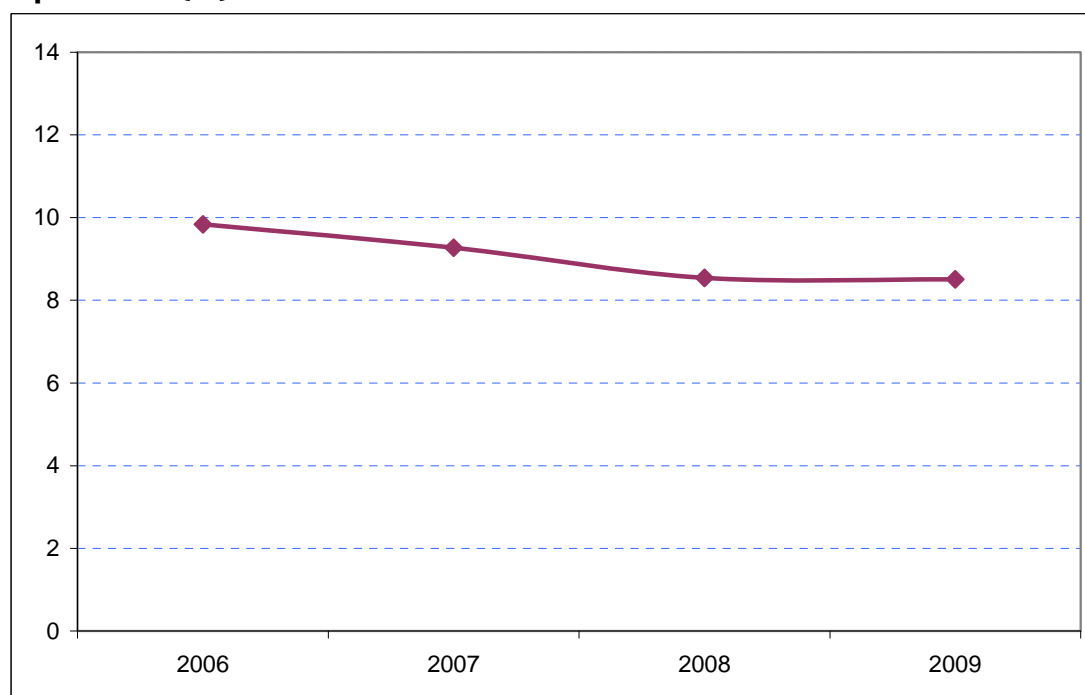
**Figure 7.20: Estimates of total tourism expenditure in Kensington & Chelsea including experimental estimates of day visitor spend (£ millions)**



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

Figure 8.20 shows a fall in Kensington & Chelsea's share of London's spend to 8.5% in both 2008 and 2009 from 9.9 per cent in 2006.

**Figure 8.20: Kensington & Chelsea's estimated share of total London tourism expenditure (%)**



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