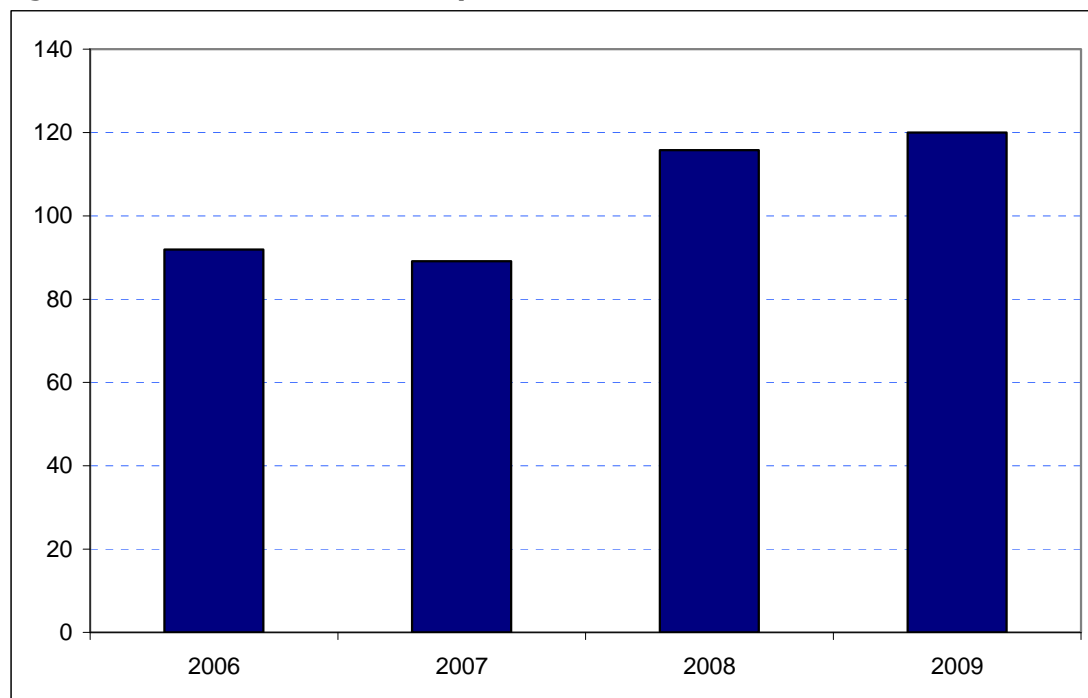


Richmond-upon-Thames Borough Rank: 13

Richmond presents one of the most unexpected Borough pictures from the LATI model with a dramatic step change in spend between 2007 and 2008 reflected driven mainly by changes in day visitor spend (which is likely to be influenced largely by the experimental nature of these statistics). Estimates in Figure 5.27 show an increase in the level of Richmond's overseas visitor spend since 2007. Between 2006 and 2007 there was a small decline in spend from £92 million to £89 million. Spend then jumped to nearly £116 million. The figure for 2009 is a slight increase on that again at £120 million.

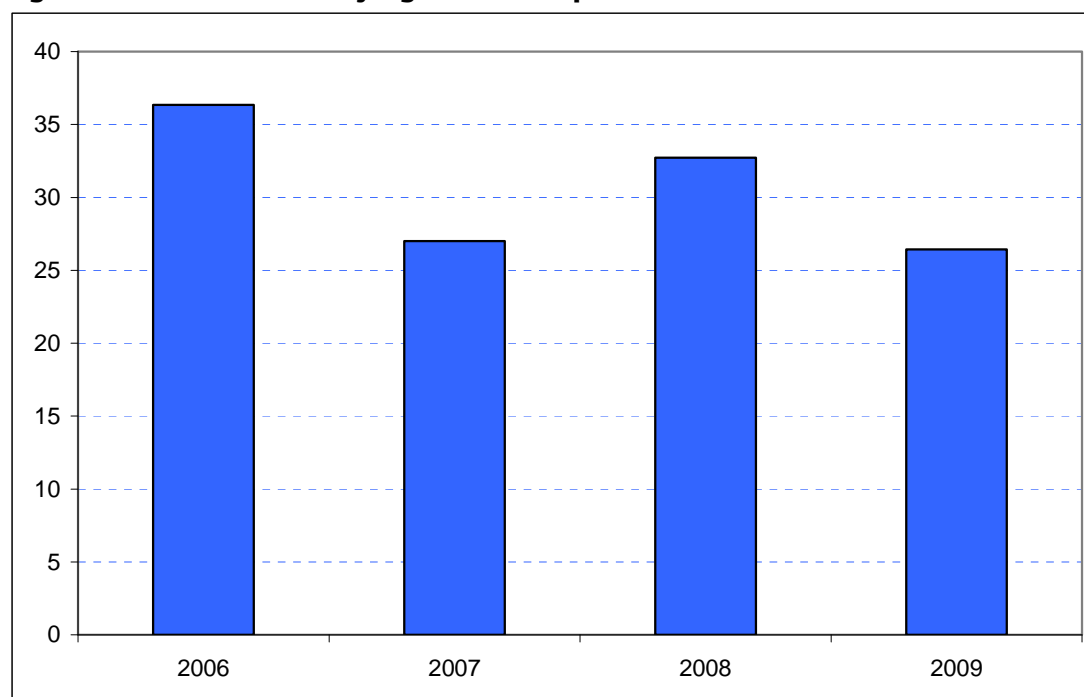
Figure 5.27: Overseas tourism expenditure in Richmond (£ millions)



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

Figure 6.27 shows that domestic overnight visitor spend does not reflect the trend seen in the other visitor types. Instead it shows a rather volatile series commencing at £36 million spend in 2006. This fell to £27 million in 2007, increased back to £33 million in 2008 before falling back to £26 million again in 2009.

Figure 6.27: Domestic staying tourism expenditure in Richmond (£ 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 29³³. 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, a large increase in day visitor spend between 2007 and 2008 (likely to be driven largely by the lack of robustness in some of the underlying data – principally in this instance the 'London Visitor Survey'³⁴) drives a similarly large increase in total tourist expenditure from £292 million in 2007 to £470 million in 2008 as shown in Figure 7.27.

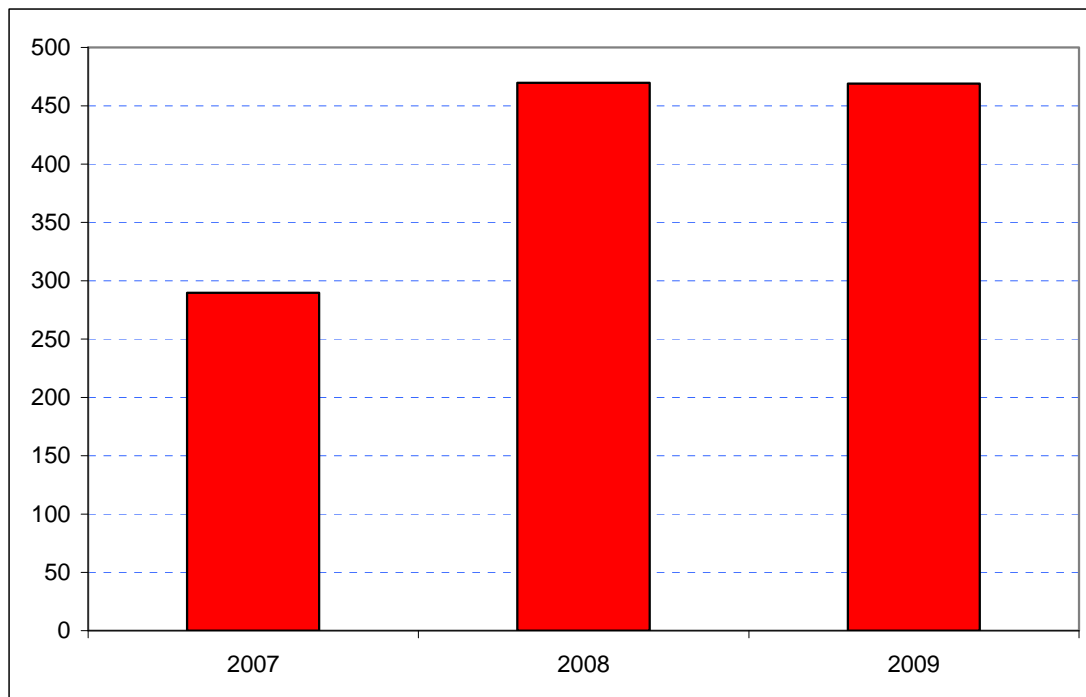
There is little change beyond this for the 2009 estimate (£469 million). Data for 2006 were excluded from the graphic as they would have introduced the additional problem of a change of survey basis for the day visitor estimates prior to 2007.

³³ <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)

³⁴ This big rise is the result of small changes in components sourced to the London Visitor Survey (LVS). Whilst GLA Economics believes that this is likely to be an overestimate, it may also be the case that day visitor expenditure in the Borough in previous LATI estimates has been underestimated.

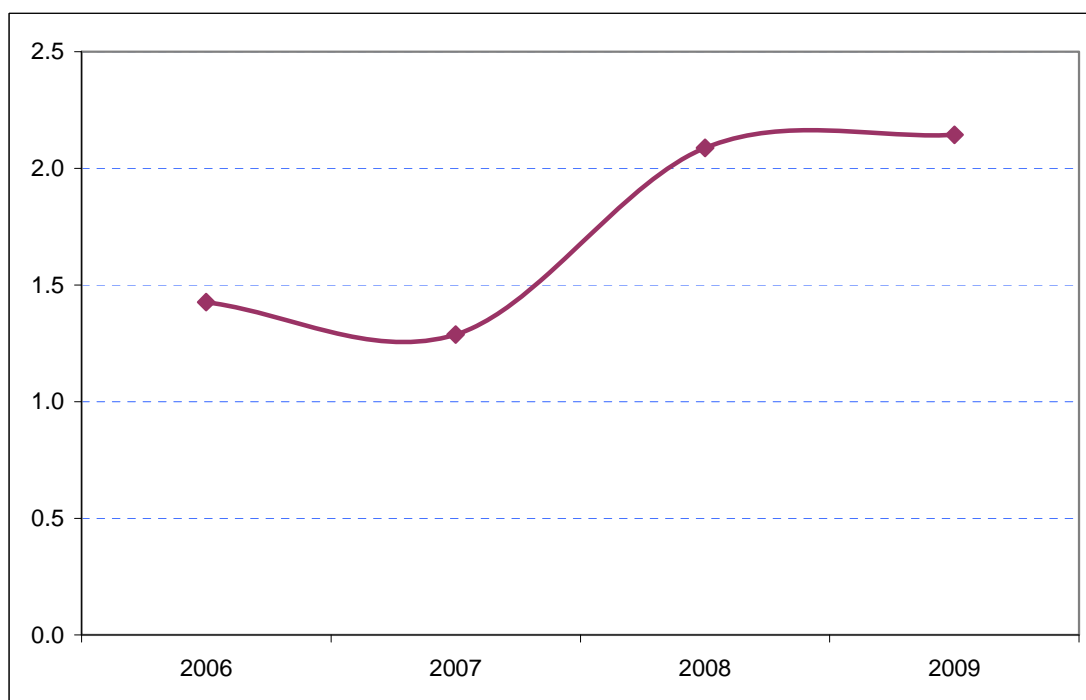
Figure 7.27: Estimates of total tourism expenditure in Richmond including experimental estimates of day visitor spend (£ millions)



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

With this size of step change in results, it is not surprising to see in Figure 8.27 that Richmond's share of total London tourism expenditure also jumps in 2008 from 1.3 per cent in 2007 to 2.1 per cent. For 2009 it is broadly steady.

Figure 8.27: Richmond's estimated share of total London tourism expenditure (%)



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