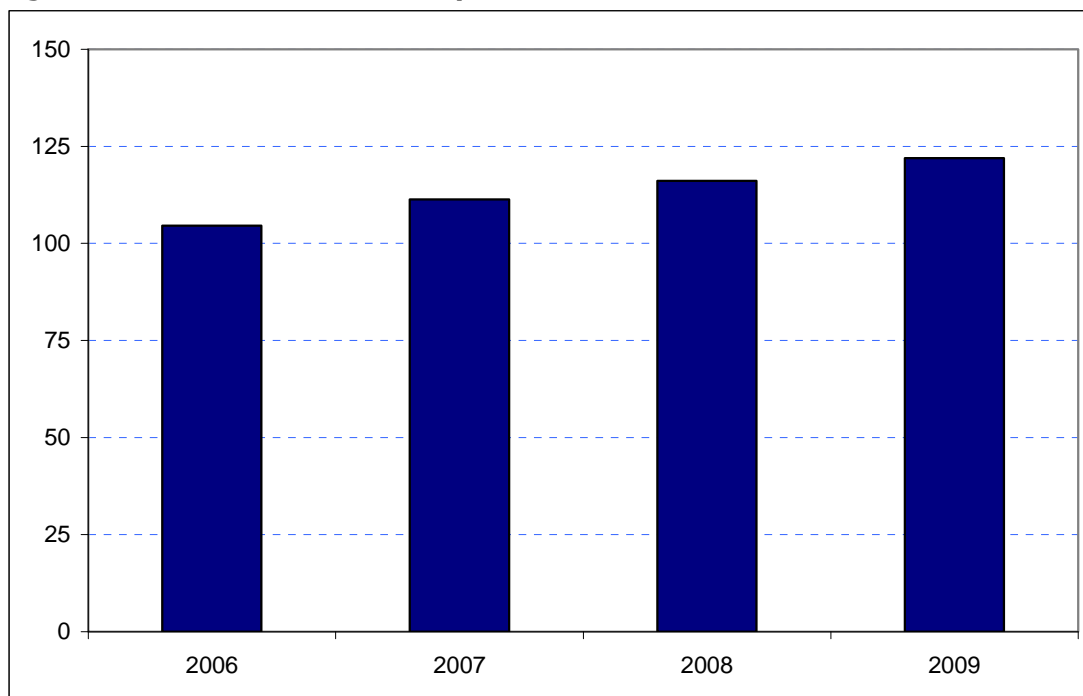


Hounslow
Borough Rank: 19

Estimates in Figure 5.18 show a net (and consistent) gain in Hounslow's overseas visitor spend since 2006. Spend rose from £105 million in 2006 to £112 million in 2007, £116 million in 2008 and £122 million in 2009.

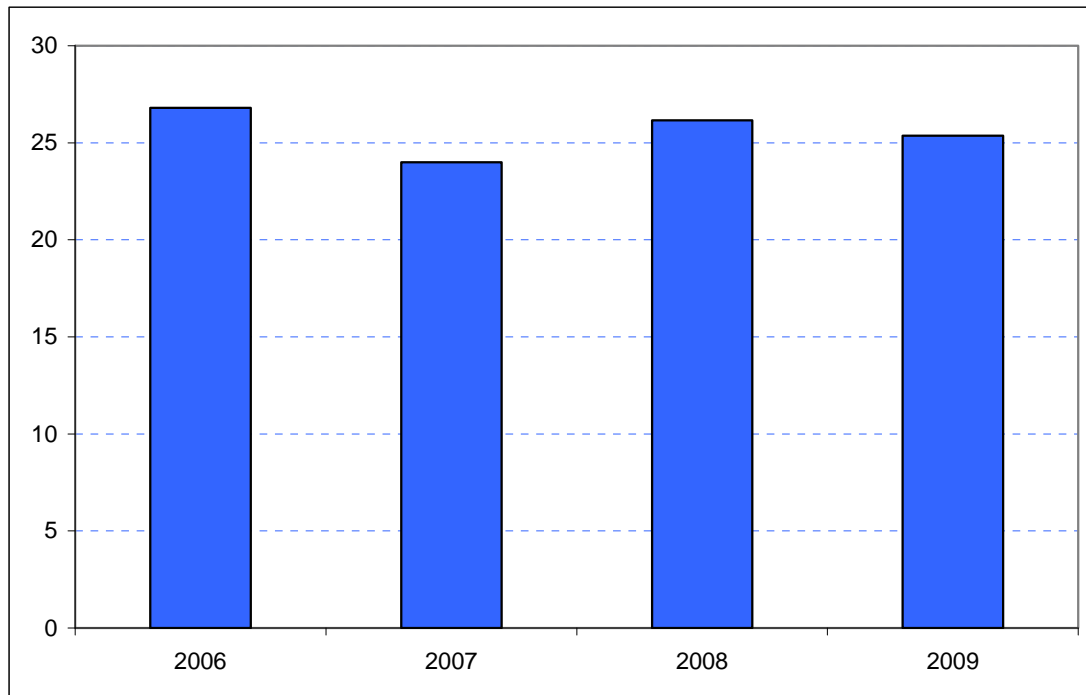
Figure 5.18: Overseas tourism expenditure in Hounslow (£ millions)



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

In contrast the picture from domestic overnight visitor spend in Hounslow shown in Figure 6.18 is rather more erratic. Spend fell from £27 million in 2006 to £24 million in 2007 before recovering in 2008 to £26 million. 2009 saw a slight fall back to £25 million.

Figure 6.18: Domestic staying tourism expenditure in Hounslow (£ millions)



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

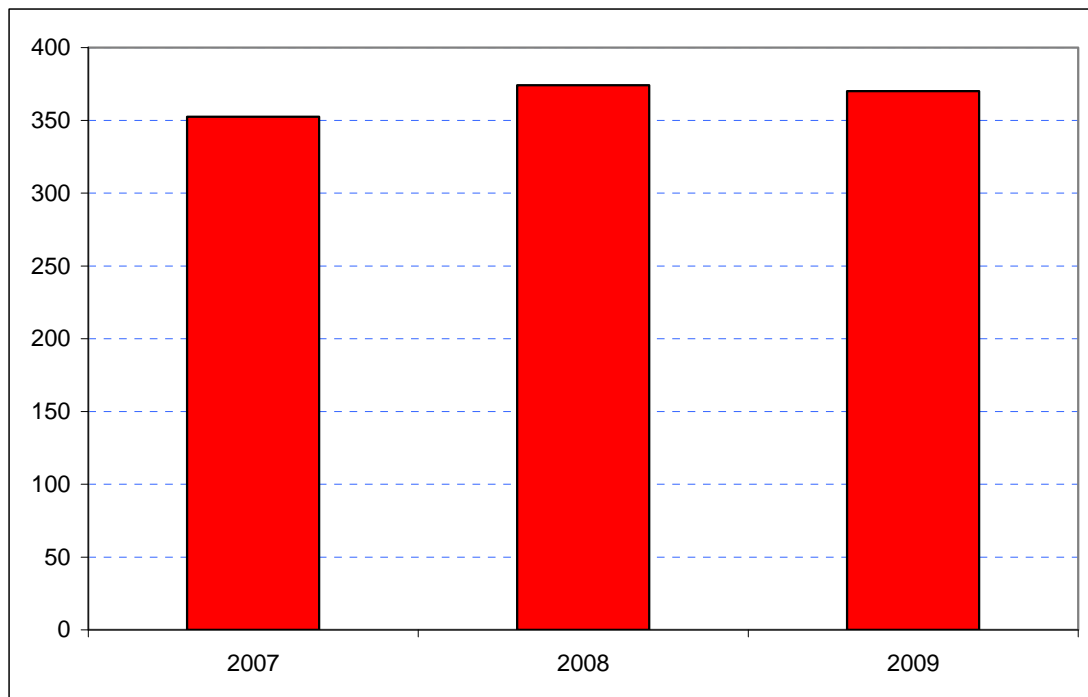
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29²⁴. Details of the modelling 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 exhibited a net rise between 2007 and 2009 as shown in Figure 7.18. Receipts in 2007 had been £354 million, increasing to £374 million in 2008 before slipping back marginally to £370 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.

²⁴ <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)

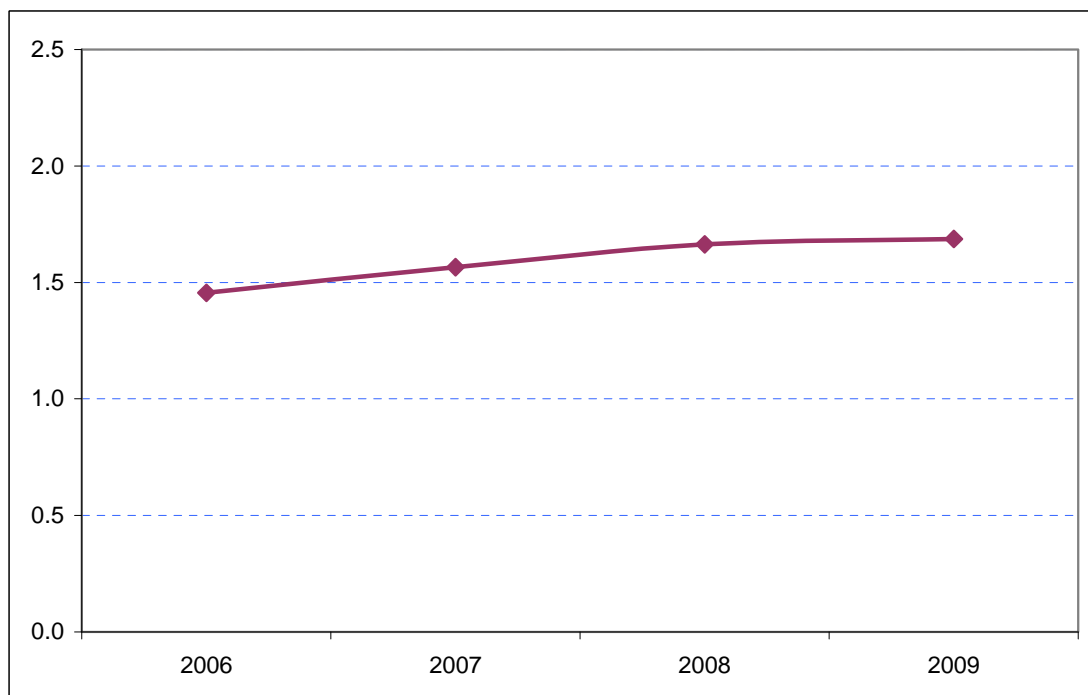
Figure 7.18: Estimates of total tourism expenditure in Hounslow including experimental estimates of day visitor spend (£ millions)



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

Figure 8.18 shows that Hounslow's share of total London tourism expenditure has increased from under 1.5 per cent in 2006 to 1.7 per cent in 2009.

Figure 8.18: Hounslow's estimated share of total London tourism expenditure (%)



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