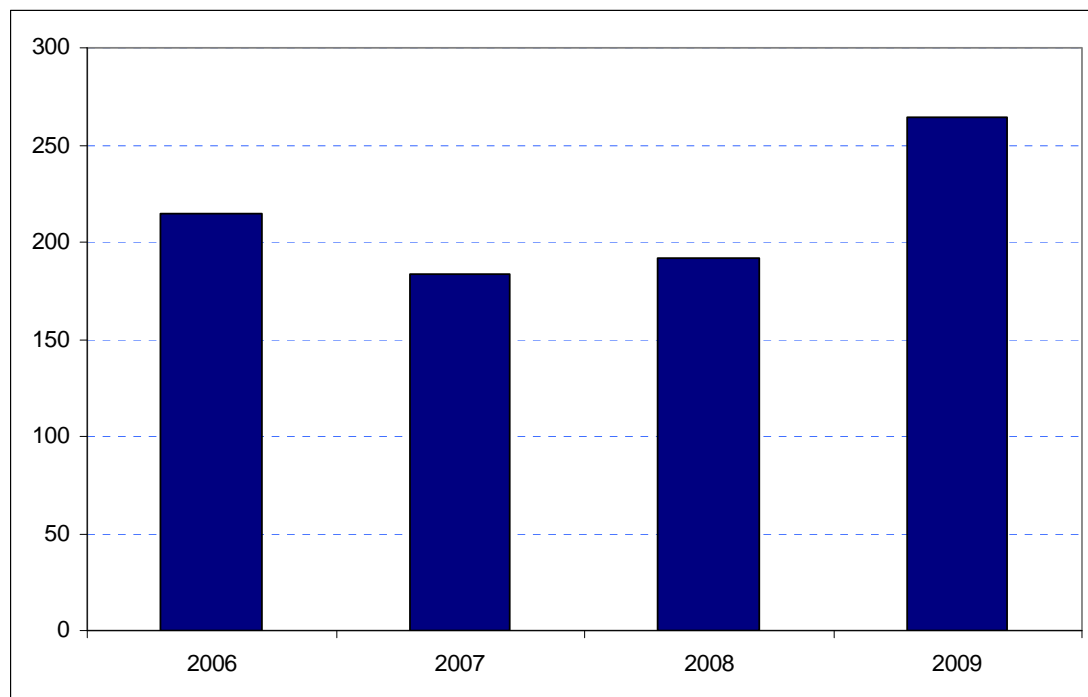


Hammersmith and Fulham Borough Rank: 8

Estimates in Figure 5.13 show a marked increase in Hammersmith & Fulham's overseas visitor spend between 2007 and 2009. In 2007, expenditure was estimated at £183 million. For the two subsequent years it is estimated at £192 million and £264 million respectively. That implies a nearly 45% per cent increase in spend since 2007. As with the other increases in the Borough's results, it is believed that much of this may have been driven by the opening of the Westfield Centre at Shepherd's Bush.

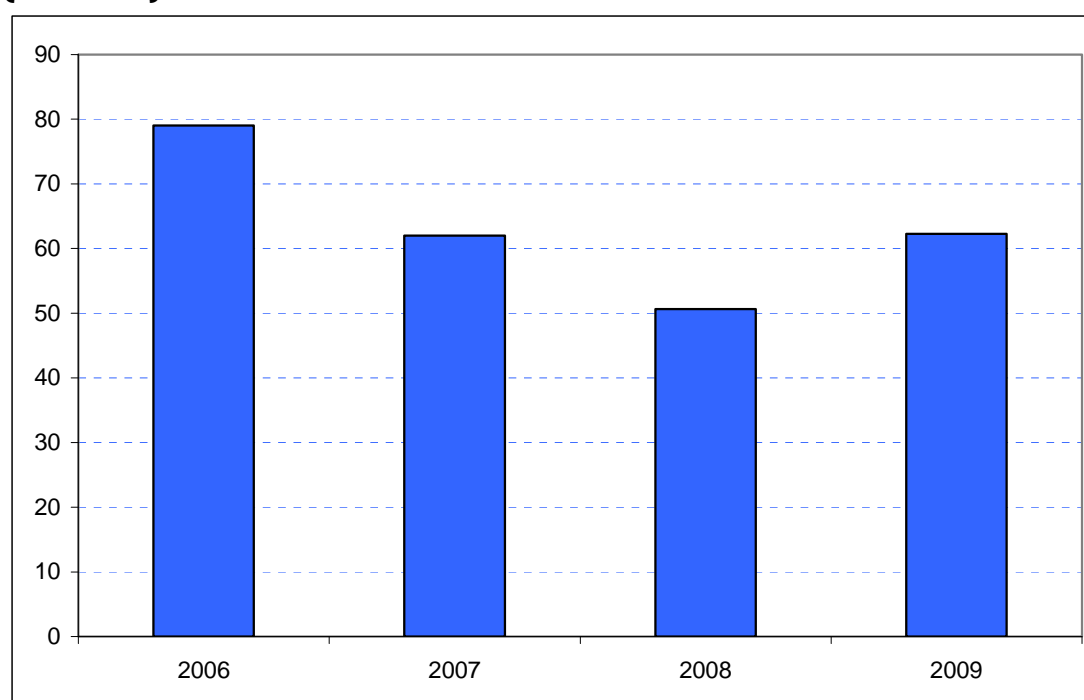
Figure 5.13: Overseas tourism expenditure in Hammersmith & Fulham (£ millions)



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

Figure 6.13 presents estimates by domestic overnight visitors in Hammersmith & Fulham. These show spending in decline up until 2008. In 2006 spend was estimated to have been £79 million and by 2008 this had fallen to £51 million. However, for 2009 the estimate is back up to £62 million – essentially the same level as at the time of the last report. The increase in 2009 reverses a negative trend evident in recent years.

Figure 6.13: Domestic staying tourism expenditure in Hammersmith & Fulham (£ millions)



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

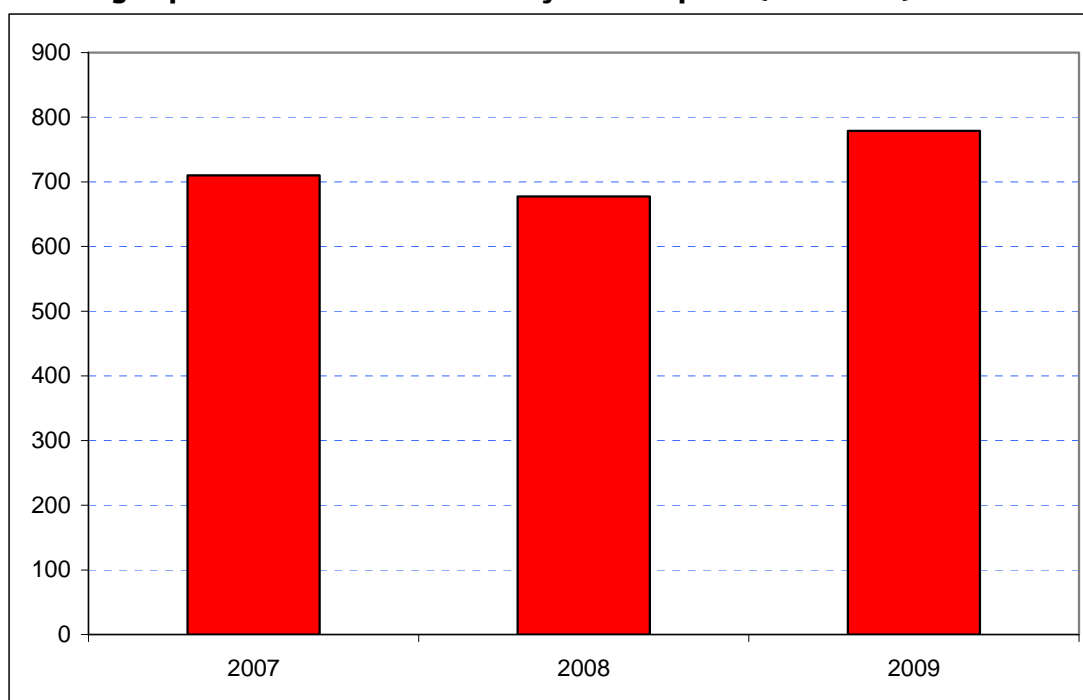
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29¹⁹. Details of the modelling 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 showed a strong net increase between 2007 and 2009 in spite of the decline between 2007 and 2008. Receipts in 2007 totalled £710 million but this fell in 2008 to £677 million before the marked increase in 2009 to £779 million as shown in Figure 7.13. 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.

¹⁹ <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)

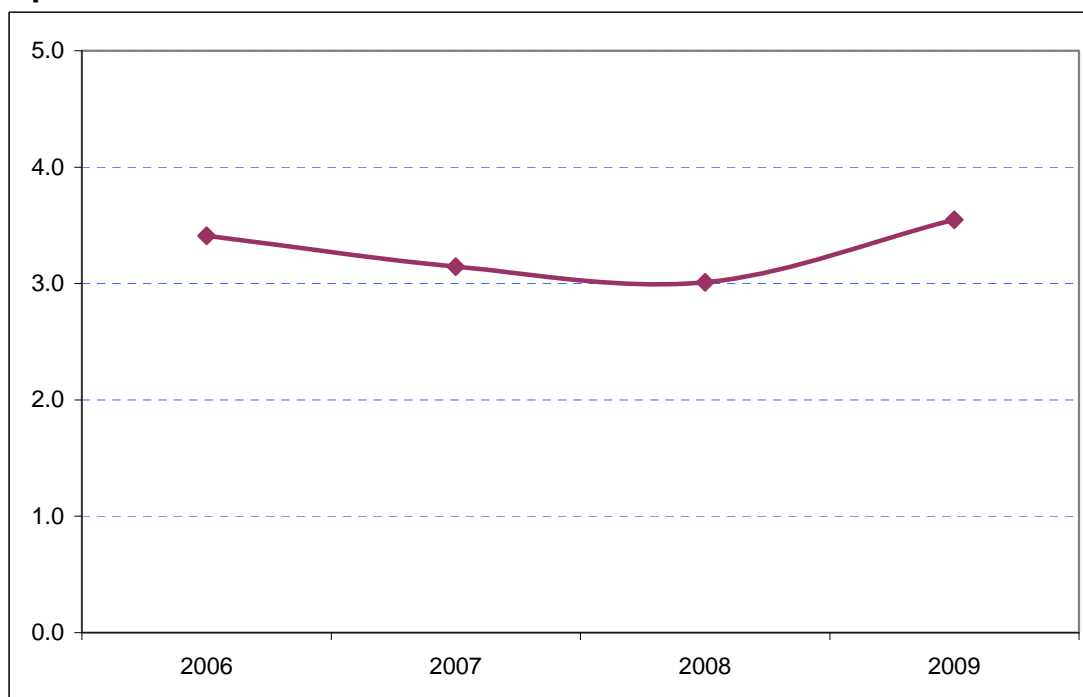
Figure 7.13: Estimates of total tourism expenditure in Hammersmith & Fulham including experimental estimates of day visitor spend (£ millions)



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

Figure 8.13 shows that Hammersmith & Fulham's share of total London tourism expenditure has increased from 3.1 per cent in 2007 to 3.5 per cent in 2009 although the share only just exceeds that of 2006.

Figure 8.13: Hammersmith & Fulham's estimated share of total London tourism expenditure (%)



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