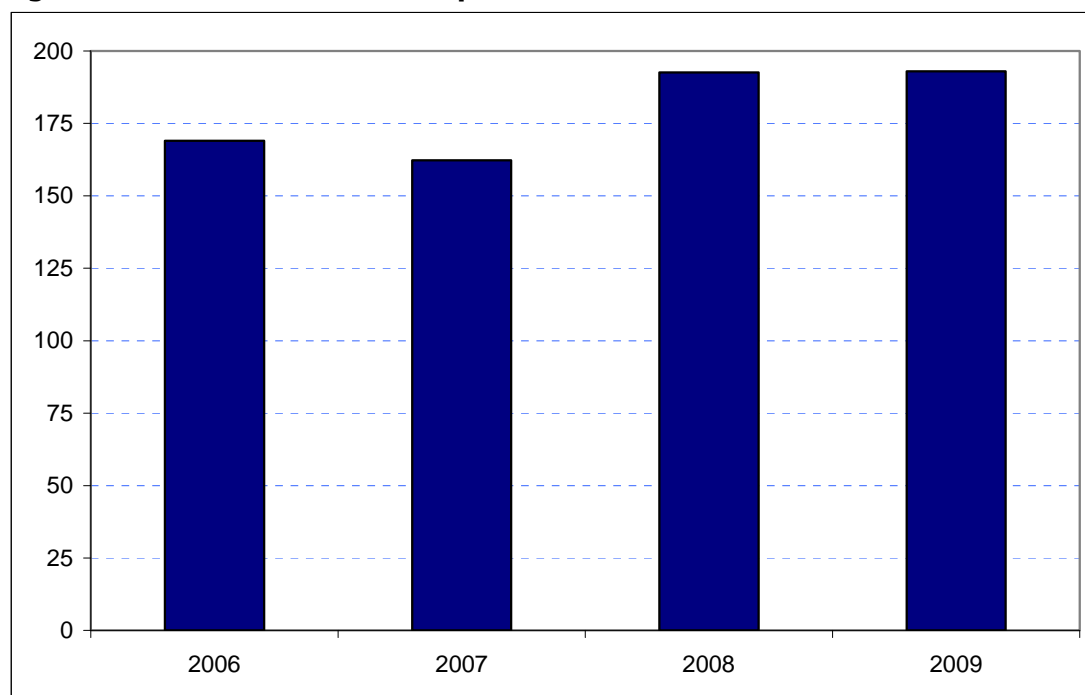


Southwark
Borough Rank: 4

Estimates included in Figure 5.28 show an increase in Southwark's overseas visitor spend since 2007. Between 2006 and 2007 there was a small decline in spend from £169 million to £162 million. Spend that jumped to £193 million in 2008 and was stable in 2009.

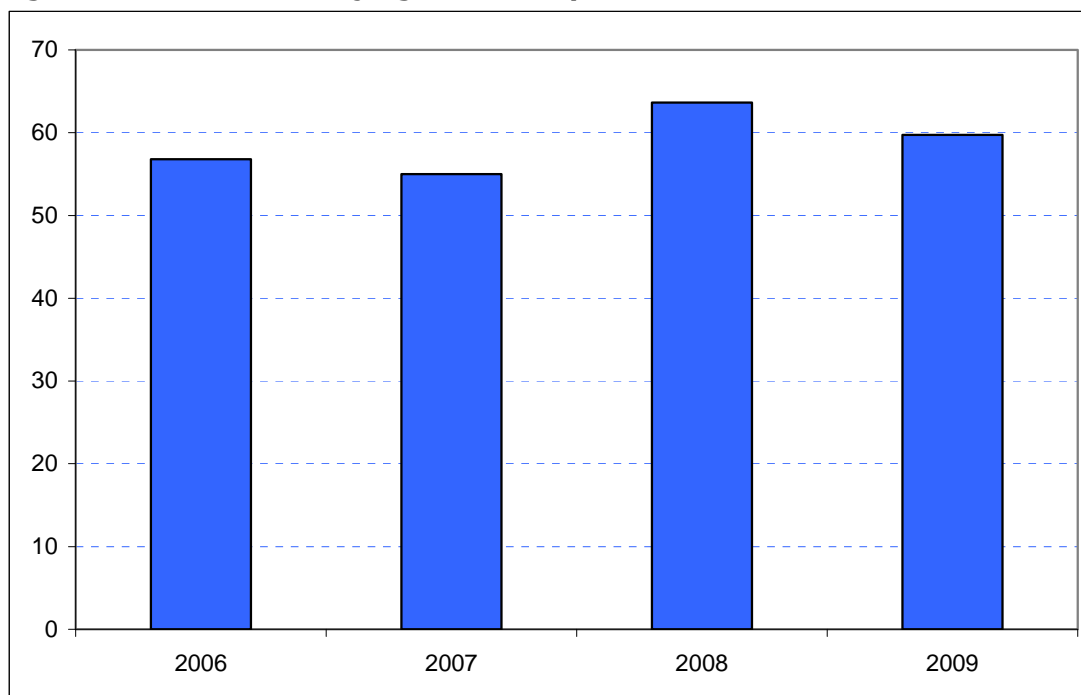
Figure 5.28: Overseas tourism expenditure in Southwark (£ millions)



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

Figure 6.28 shows that domestic overnight visitor spend also exhibited a decline between 2006 and 2007 from £57 million to £55 million. In 2008 this increased to £64 million before falling to £60 million in 2009.

Figure 6.28: Domestic staying tourism expenditure in Southwark (£ 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 29³⁵. Details of the modelling and changes to it from previous LATI estimates can be found in the methodology section.

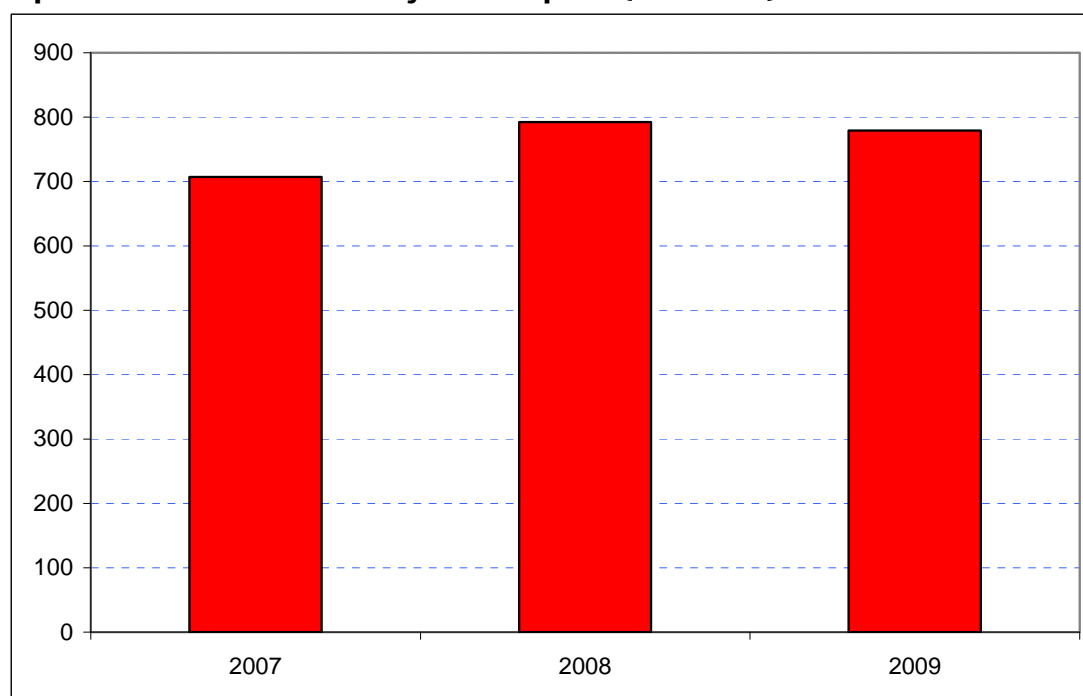
When the experimental day visitor estimates are included, there is a sizeable increase in spend between 2007 and 2008 as shown in Figure 7.28. It does need to be kept in mind that 2007 seems to have been the Borough's weakest year and that data for 2006 were excluded from the graphic as they would have introduced the additional problem of a change of survey basis for the day visitor estimates prior to 2007.

Between 2007 and 2008, total tourist expenditure is estimated to have increased from £707 million to £793 million. In 2009, spend fell back to £779 million.

³⁵ <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)

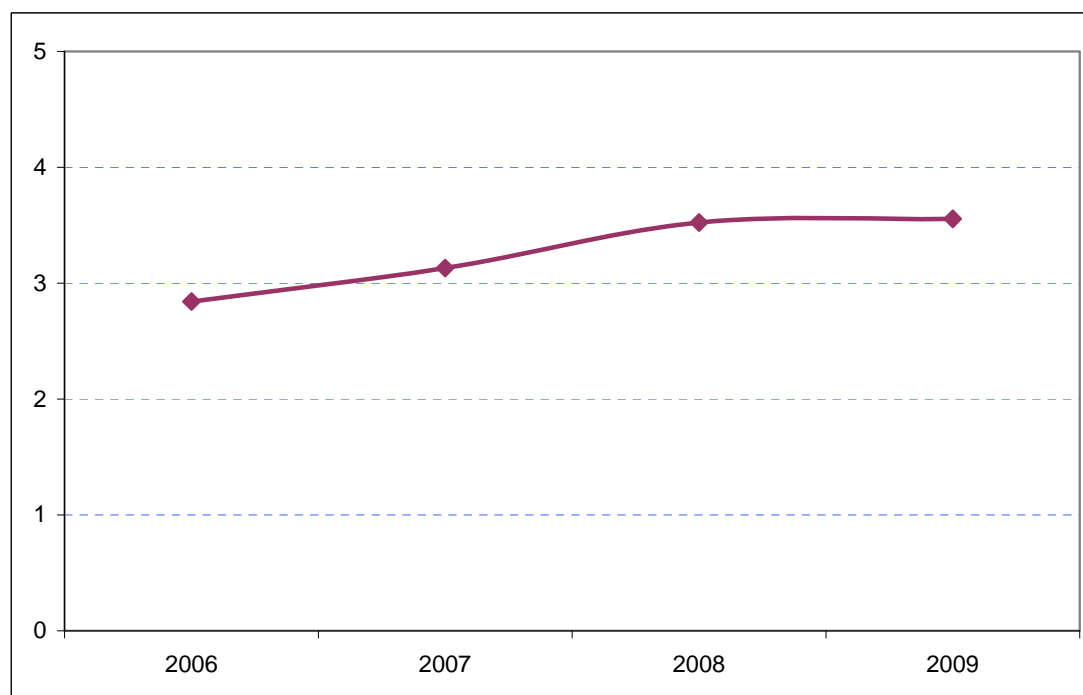
Figure 7.28: Estimates of total tourism expenditure in Southwark including experimental estimates of day visitor spend (£ millions)



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

Figure 8.28 demonstrates that Southwark has increased its share of the capital's total tourism expenditure from 2.8 per cent in 2006 to nearly 3.6 per cent in 2009.

Figure 8.28: Southwark's estimated share of total London tourism expenditure (%)



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