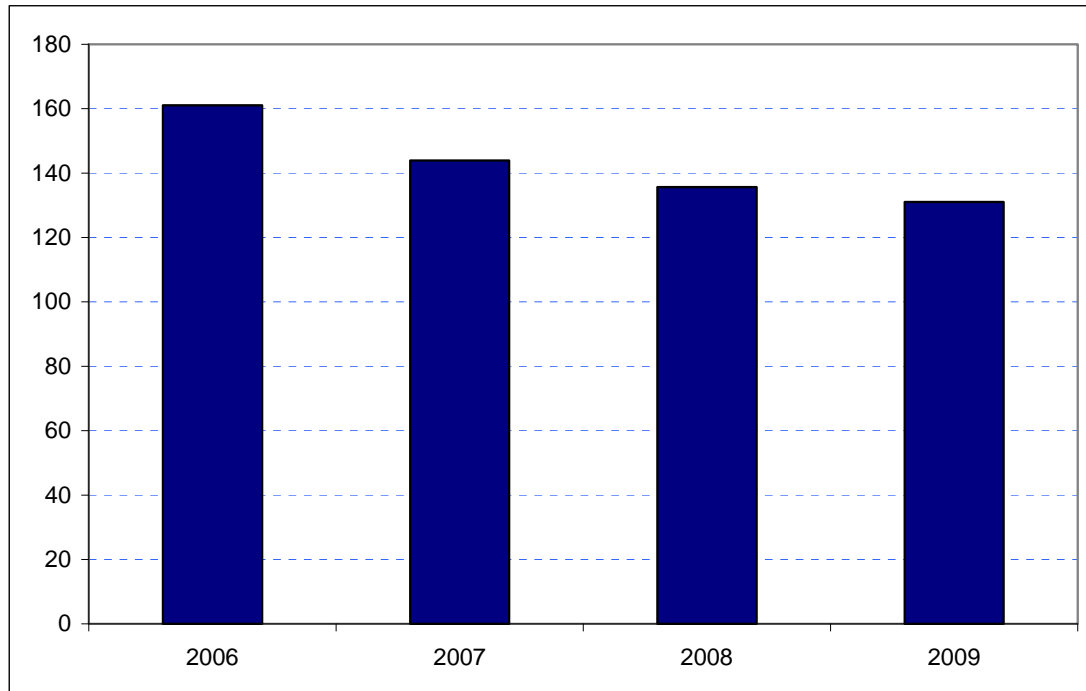


Islington
Borough Rank: 15

Estimates in Figure 5.19 show a consistent fall in Islington's overseas visitor spend since 2006. Spend fell from £161 million in 2006 to £144 million in 2007, £136 million in 2008 and down to £131 million in 2009.

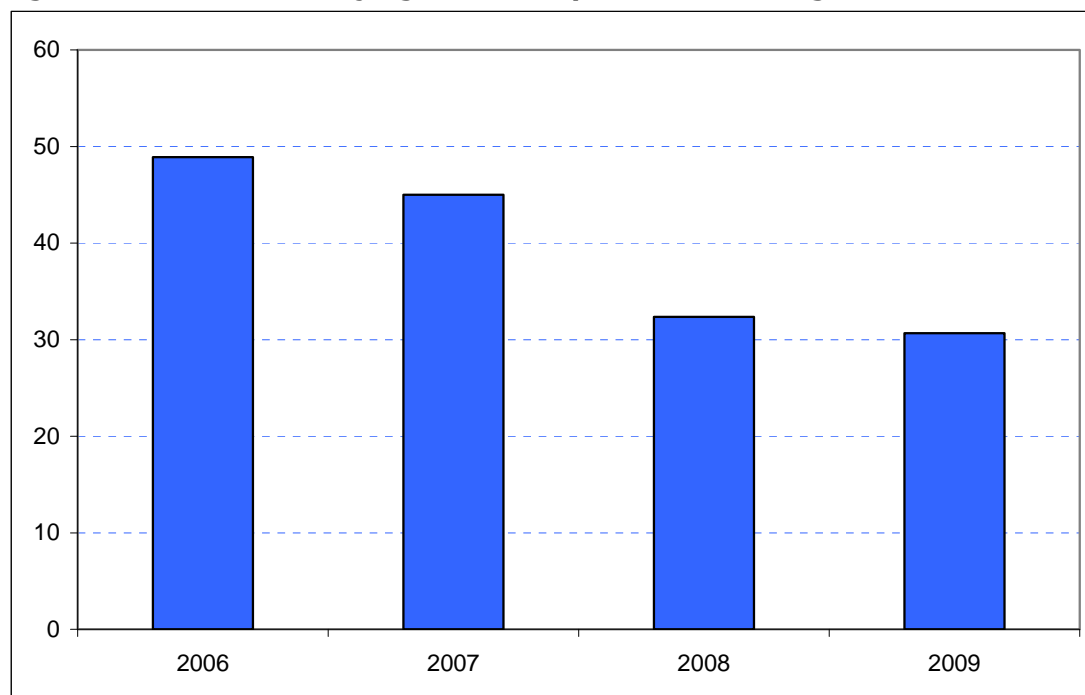
Figure 5.19: Overseas tourism expenditure in Islington (£ millions)



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

A fall has also been registered in domestic overnight visitor spend in the Borough as shown in Figure 6.19. Spend fell from £49 million in 2006 to £45 million in 2007 and again in 2008 to £32 million. 2009 saw a stabilisation at £31 million.

Figure 6.19: Domestic staying tourism expenditure in Islington (£ millions)



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

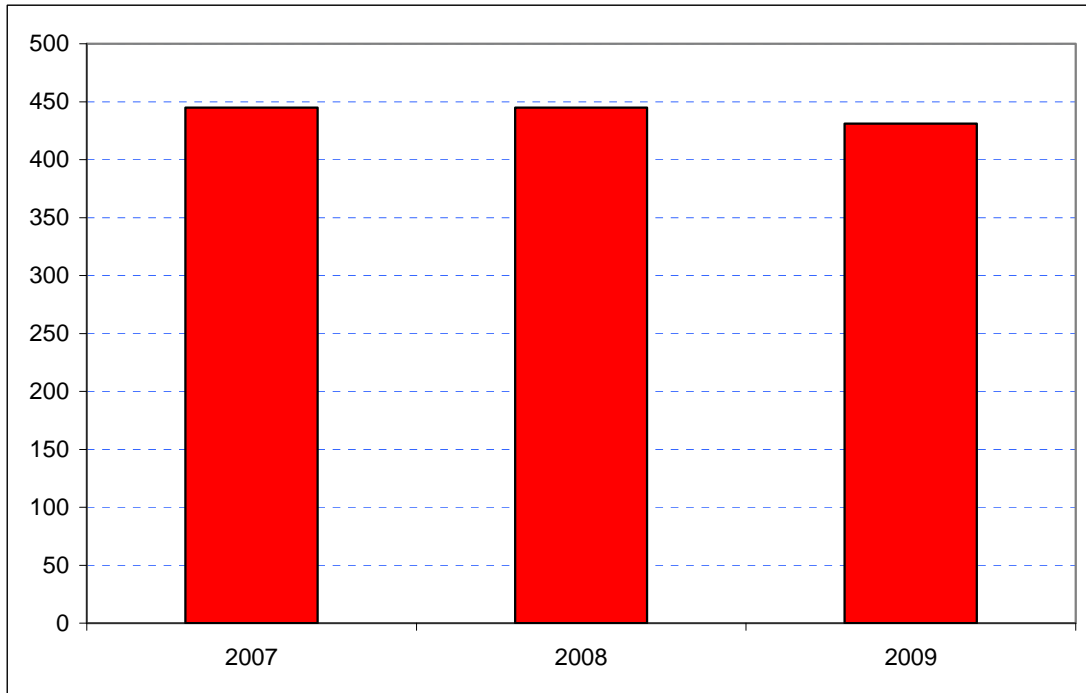
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29²⁵. Details of the modelling 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 was a little more stable but, nevertheless, still down between 2007 and 2009 as shown in Figure 7.19. Receipts in 2007 had been £445 million, which remained stable in 2008 before slipping back to £431 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.

²⁵ <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 7.19: Estimates of total tourism expenditure in Islington including experimental estimates of day visitor spend (£ millions)



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

Figure 8.19 shows that Islington's share of total London tourism expenditure has fallen slightly from over 2.1 per cent in 2006 to being consistently just under 2.0 per cent in the three subsequent years.

Figure 8.19: Islington's estimated share of total London tourism expenditure (%)



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