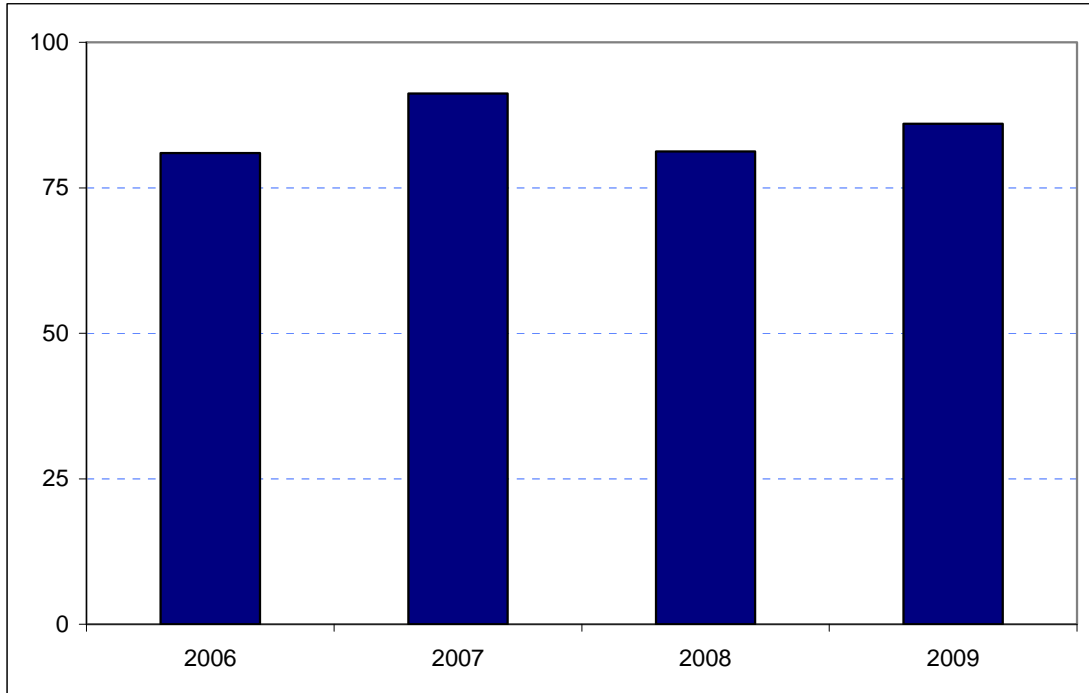


Harrow
Borough Rank: 28

Estimates in Figure 5.15 show a net gain in Harrow's overseas visitor spend since 2006 but a decline when compared with 2007. Spend fell back from £91 million to £81 million in 2008 but has since recovered to £86 million.

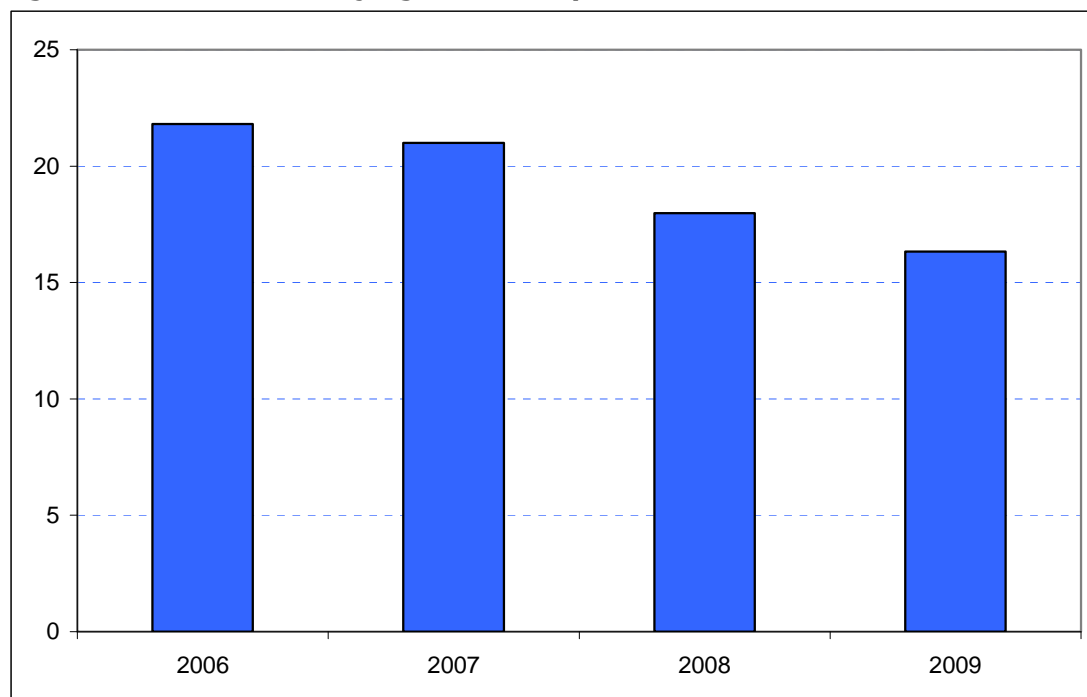
Figure 5.15: Overseas tourism expenditure in Harrow (£ millions)



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

Figure 6.15 presents estimates for domestic overnight visitors in Harrow. These show a consistent fall in spend in the Borough since 2006. In 2006 spend was estimated to be £22 million in 2006 and £21 million in 2007. This is estimated to have dropped to £18 million in 2008 and then to £16 million in 2009.

Figure 6.15: Domestic staying tourism expenditure in Harrow (£ millions)



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

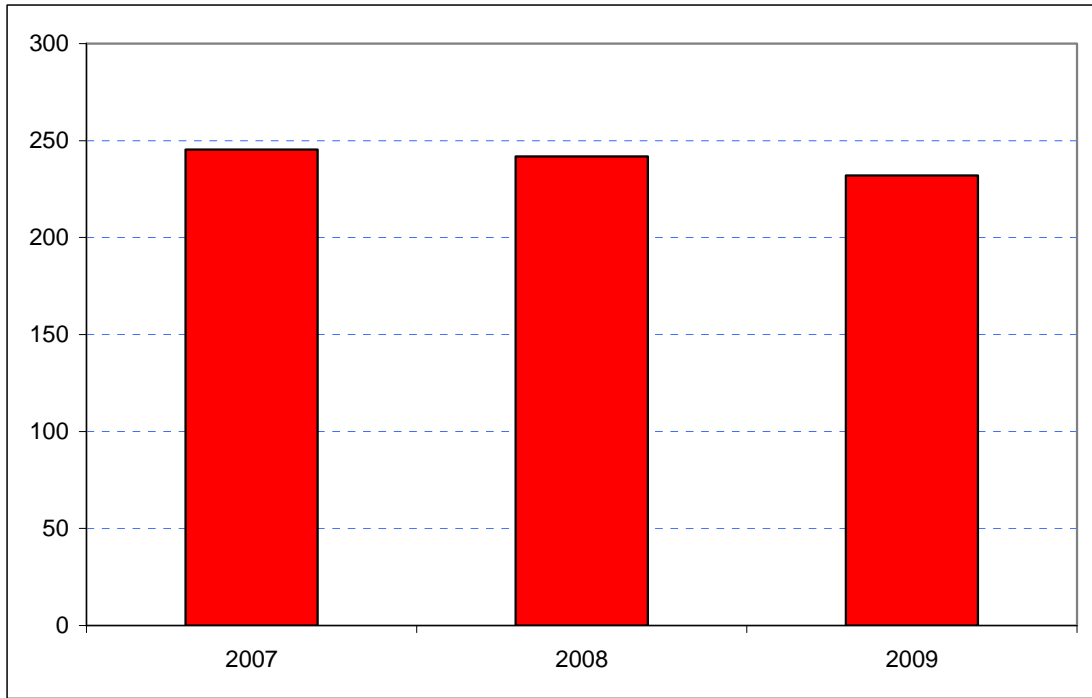
An experimental estimate of day visitor spend is provided in Tables 2a and 2b of Chapter 2. It should be emphasised that these are modelled estimates and further details of the data issues presented by day visitor tourism can be found in GLA Economics' Current Issues Note 29²¹. Details of the modelling 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 fall between 2007 and 2009 as shown in Figure 7.15. Receipts in 2007 had been £246 million, decreasing slightly to £242 million in 2008 before slipping back to £232 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.

²¹ <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)

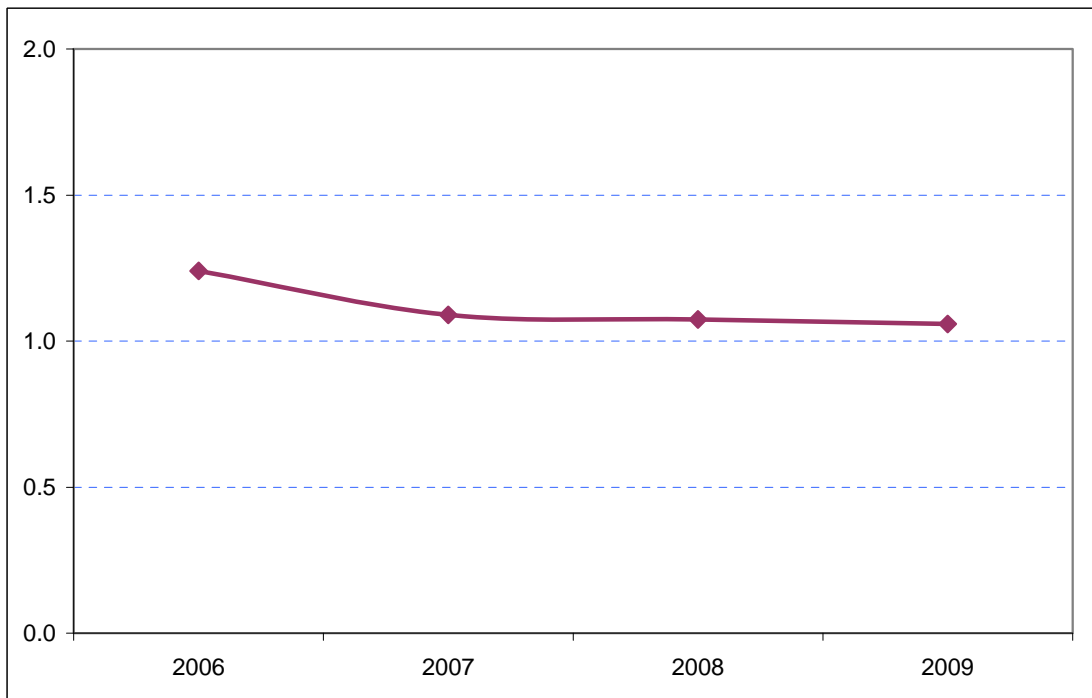
Figure 7.15: Estimates of total tourism expenditure in Harrow including experimental estimates of day visitor spend (£ millions)



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

Figure 8.15 shows that Harrow's share of total London tourism expenditure has fallen marginally since 2006 from 1.2 per cent to under 1.1 per cent of the London total.

Figure 8.15: Harrow's estimated share of total London tourism expenditure (%)



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