**London's Tourism Direct GVA 2019**

London's Tourism Direct GVA in 2019 is estimated at £17,957bn.

**Short description of how the 2019 Tourism Direct GVA is estimated**

London's Tourism Direct GVA (TDGVA) in 2019 is estimated by taking London's share of the latest ONS regional TDGVA publication (2013) and multiplying it with the latest TDGVA estimate (2017) for the UK. The resulting figure is then multiplied with a ratio of London spend data from VisitBritain's International Passenger Surveys from 2019 and 2017. This approach assumes 1) that London's share of UK TDGVA has remained constant from 2013 to 2017 and 2) a constant relation between spend and GVA from 2017 to 2019.

While this approach provides 2019 figures for GVA, it also calibrates the previous figures in accordance with the recent IPS data update.

**Detailed explanation**

On a more detailed level, we used the latest TDGVA by region estimate from ONS, 2013[1], as the baseline, see table 1.

| NUTS1 region | TDGVA, 2013, £m | Share of total, % |
|---|---|---|
| London | £ 15,391 | 26 |
| South East | £ 8,240 | 14 |
| North West | £ 5,800 | 10 |
| South West | £ 5,518 | 9 |
| Scotland | £ 5,236 | 9 |
| East of England | £ 4,304 | 7 |
| West Midlands | £ 3,758 | 6 |
| Yorkshire and The Humber | £ 3,245 | 5 |
| Wales | £ 2,759 | 5 |
| East Midlands | £ 2,574 | 4 |
| North East | £ 1,578 | 3 |
| Northern Ireland | £ 595 | 1 |
| Total UK | £ 58,997 | 100 |

Table 1. Tourism Direct GVA by UK region, 2013.

In 2017, TDGVA for all of the UK was £59.7bn, according to ONS[2]. This report did not publish regional TDGVA. To estimate regional TDGVA, the shares from 2013 for each region were multiplied with the total UK TDGVA of £59.7bn. For example, London's TDGVA in 2017 was £59.7bn*26% = £15.575bn. The results for all regions are shown in table 2.

[1] https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/articles/theregionalvalueoftourismintheuk/2013

[2] https://www.ons.gov.uk/economy/nationalaccounts/satelliteaccounts/bulletins/uktourismsatelliteaccountuktsa/2017#tourism-direct-gross-value-added-in-the-uk-in-2017-and-2018

| NUTS1 region | TDGVA, 2017, £m |
|---|---|
| London | £ 15,575 |
| South East | £ 8,338 |
| North West | £ 5,869 |
| South West | £ 5,583 |
| Scotland | £ 5,298 |
| East of England | £ 4,355 |
| West Midlands | £ 3,802 |
| Yorkshire and The Humber | £ 3,283 |
| Wales | £ 2,792 |
| East Midlands | £ 2,604 |
| North East | £ 1,597 |
| Northern Ireland | £ 602 |
| Total UK | £ 58,997 |

Table 2. Tourism Direct GVA by UK region, 2017.

The ratios between spend figures by region from 2019 and 2017 were used to estimate 2019 TDGVA for regions in England. Tables 3 and 4 show spend in the two years.

| NUTS1 region | Domestic overnight, £m[3] | Domestic day visits, £m[4] | International visits, £m[5] | Total |
|---|---|---|---|---|
| London | £ 2,688 | £ 12,626 | £ 13,500 | £ 28,814 |
| South East | £ 2,707 | £ 7,068 | £ 2,100 | £ 11,875 |
| North West | £ 2,733 | £ 7,628 | £ 1,600 | £ 11,961 |
| South West | £ 4,454 | £ 4,146 | £ 1,200 | £ 9,800 |
| East of England | £ 1,711 | £ 2,451 | £ 815 | £ 4,977 |
| West Midlands | £ 1,225 | £ 4,305 | £ 807 | £ 6,337 |
| Yorkshire and The Humber | £ 1,745 | £ 5,023 | £ 567 | £ 7,335 |
| East Midlands | £ 1,049 | £ 3,800 | £ 444 | £ 5,293 |
| North East | £ 680 | £ 2,451 | £ 241 | £ 3,372 |
| Total England | £ 18,992 | £ 49,498 | £ 21,274 | £ 89,764 |

Table 3. Tourism spend in England by region, 2017.

| NUTS1 region | Domestic overnight, £m[6] | Domestic day visits, £m[7] | International visits, £m[8] | Total |
|---|---|---|---|---|
| London | £ 3,035 | £14,461 | £ 15,725 | £ 33,221 |

[3] https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/England-documents/40413193-260c_gb_tourist_2017_annual_report_v18.pdf
[4] https://www.visitbritain.org/sites/default/files/vb-corporate/260139488_-_kantar_tns_-_gbdvs_2017_annual_report_v8.pdf
[5] https://www.visitbritain.org/sites/default/files/vb-corporate/Documents-Library/documents/regional_spread_of_inbound_tourism_2017_v2.pdf
[6] https://www.visitbritain.org/sites/default/files/vb-corporate/england_all_trip_purposes_2019.pdf
[7] https://www.visitbritain.org/sites/default/files/vb-corporate/england_all_trips_2019.pdf
[8] Estimate calculated as ONS' "Other England" 2019 spend statistic of £9,055m (*https://www.ons.gov.uk/peoplepopulationandcommunity/leisureandtourism/datasets/overseasresidentsvisitstotheuk*) times the 2018 regional spend share by region, which is based on VisitBritain's spend figures (*https://www.visitbritain.org/nation-region-county-data?area=1305_1310_1320_1330_1340)*

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|---|---|---|---|---|---|---|---|
| South East | £ | 2,555 | £7,973 | £ | 2,442 | £ | 12,970 |
| North West | £ | 2,940 | £7,405 | £ | 1,640 | £ | 11,985 |
| South West | £ | 4,133 | £4,967 | £ | 1,373 | £ | 10,473 |
| East of England | £ | 1,661 | £4,694 | £ | 856 | £ | 7,210 |
| West Midlands | £ | 1,451 | £3,689 | £ | 1,016 | £ | 6,156 |
| Yorkshire and The Humber | £ | 1,690 | £6,429 | £ | 734 | £ | 8,853 |
| East Midlands | £ | 1,153 | £3,559 | £ | 640 | £ | 5,351 |
| North East | £ | 800 | £3,323 | £ | 356 | £ | 4,479 |
| Total England | £ | 19,418 | £56,500 | £ | 24,780 | £ | 100,698 |

Table 4. Tourism spend in England by region, 2019.

The total figures from table 4 are divided by the relevant figures (the region figure) from table 3 to get the ratio used to understand the difference between tourism spend in 2017 and 2019, see table 5.

| NUTS1 region | Spend 2019, £m | | Spend 2017, £m | | Ratio |
|---|---|---|---|---|---|
| London | £ | 33,221 | £ | 28,814 | 1.15 |
| South East | £ | 12,970 | £ | 11,875 | 1.09 |
| North West | £ | 11,985 | £ | 11,961 | 1.00 |
| South West | £ | 10,473 | £ | 9,800 | 1.07 |
| East of England | £ | 7,210 | £ | 4,977 | 1.45 |
| West Midlands | £ | 6,156 | £ | 6,337 | 0.97 |
| Yorkshire and The Humber | £ | 8,853 | £ | 7,335 | 1.21 |
| East Midlands | £ | 5,351 | £ | 5,293 | 1.01 |
| North East | £ | 4,479 | £ | 3,372 | 1.33 |

Table 5. Calculation of adjustment ratios between 2017 and 2019.

For example, London's ratio is calculated as £33,221/£28,814 = 1.15.

These ratios are then multiplied with the TDGVA figures from table 2. The resulting GVA figures are shown in table 6.

| NUTS1 region | GVA 2019, £m | | Share of England, % |
|---|---|---|---|
| **London** | **£** | **17,957** | **31** |
| South East | £ | 9,107 | 16 |
| East of England | £ | 6,310 | 11 |
| South West | £ | 5,967 | 10 |
| North West | £ | 5,881 | 10 |
| Yorkshire and The Humber | £ | 3,963 | 7 |
| West Midlands | £ | 3,694 | 6 |
| East Midlands | £ | 2,633 | 5 |
| North East | £ | 2,121 | 4 |