

VISITOR ECONOMY IN CAMDEN

Location: London, United Kingdom

Client: London Borough of Camden

Services: Market Research, Economic Impact



Study of the Visitor Economy in Camden

Project Objectives:

- The London Borough of Camden has been supporting a number of initiatives to assist the hospitality sector and other businesses serving visitors.
- However, to develop a forward-thinking strategy that would allow them to prioritise future projects, it was decided that more information was required regarding the value of visitor expenditure, the number of people staying in accommodation, and the levels of employment created by the sector.
- The aim of this study was to undertake visitor, accommodation and business surveys in order to assess the economic impact of tourism in the Borough, and to compile a costed action plan for the Borough to implement to maximise benefits from the sector.

Our Recommendations:

- Our face-to-face visitor survey collected data on visitor expenditure, trip characteristics such as purpose of visit, mode of transport, accommodation utilised, and activities undertaken whilst in Borough.
- We also surveyed accommodation establishments to ascertain levels of occupancy and expenditure, as well as employment of persons living within and outside of the Borough. Businesses were also surveyed to determine current issues in the area and the level of trade with visitors.
- The findings of the research enabled a detailed action plan to be compiled, which included product development, industry development, communication and public relations, and visitor service activities.