

VISITOR ECONOMY IN KENSINGTON & CHELSEA

Location: London, United Kingdom

Client: Royal Borough of Kensington and Chelsea

Services: Market Research, Economic Impact



Size of the Visitor Economy in Kensington and Chelsea

Project Objectives:

- The Royal Borough of Kensington and Chelsea required robust data on its visitor economy in order to inform future policy decisions, particularly in the areas of spatial and economic development, culture and tourism.
- The large number of visitors to the Borough generate significant income and employment, however the conflicts that they create with local residents was a concern of the Council.
- Acorn was required to assess the value of the visitor economy, and to consider the viewpoints of local residents when making recommendations.

Our Recommendations:

- The visitor economy of Kensington and Chelsea was somewhat larger than previously estimated using economic models.
- Contrary to popular perception, the majority of residents were pro-visitor, and understood the benefits that they brought to the area.
- Recommendations were made that maximised the benefit of visitors to the Borough, assisted visitors to “navigate” the Borough through well-organised electronically disseminated information, and mitigated the effects of visitors on local residents.
- An action plan for the way forward was developed that set out clear actions for Destination Marketing, Product Development, Industry Support, and Communications and Public Relations.