

# STUDY OF THE VISITOR MARKET IN RICHMOND

**Location:** London, United Kingdom

**Client:** London Borough of Richmond upon Thames

**Services:** Market Research, Economic Impact



## Study of the Visitor Market in Richmond

### Project Objectives:

- The London Borough of Richmond upon Thames required up-to-date information on the activities and profile of visitors, and their importance to the local economy.
- This information was required to provide the Borough with more information to develop strategies for increasing the benefits from the visitor economy, whilst ensuring that residents are not affected in a negative way.
- A face-to-face visitor survey at key locations around the Borough was needed to collect data on visitor and trip characteristics, including what visitors spend their money on, and where.

### Our Recommendations:

- The visitor survey provided detailed data on visitor behaviour in the Borough, including triggers that were responsible for their visit, such as advertising campaigns, recommendations from friends, etc.
- Visitors from London, the UK, and overseas all behaved differently, seeking different types of attraction, spending differently, and having different demographics. Overseas visitors spent around twice as much as those from London, and sought the historic attractions rather than the green/open space.
- Opportunities for developing the visitor economy in the Borough were identified, with suggested ways forward with regards to their implementation.