ACADEMIC
WEEKLY DIGEST

School of Hospitality & Tourism Management
surrey.ac.uk/SHTM | @SHTMatSurrey | #SHTMatSurrey

WHICH ATTRACTIONS DO YOU VISIT TO AND FROM?

SHTM's Drs **Yoo Ri Kim** and **Anyu Liu** and co-authors investigated the factors of attraction demand and the spillover effects of visitor flow between and across attractions in London using big data and spatial econometric modelling. Findings show high visitor demand in one attraction due to the potential visitor flow from neighbouring attractions.

shtm
SCHOOL OF HOSPITALITY
& TOURISM MANAGEMENT

VISITOR FLOW SPILLOVER EFFECTS ON ATTRACTION DEMAND: A SPATIAL ECONOMETRIC MODEL WITH MULTISOURCE DATA

DR YOO RI KIM & **DR ANYU LIU**

Attractions, such as museums, galleries, and heritage sites, are essential parts of a visitor's journey when travelling in London. People usually visit from one attraction to another, which creates various patterns of movement. However, how these patterns differ by attraction and location, and where people visit from and to certain attractions is unknown. Using big data and spatial econometric modelling, this study aims to examine the determinants of attraction demand and the spatial spillover effects of visitor flow between attractions from the perspectives of tourism demand theory.

The study found that most visitors visit multiple attractions in London, especially between popular attractions in central London. The flow of visitors to and from attractions were found different. For example, visitors tend to outflow from Kew Gardens into attractions around central London such as the V&A South Kensington, National History Museum and British Museum. Strong spillover effects were also found in attractions that are located closer to each other such as the British Museum, St Paul's Cathedral, Tower of London and Tower Bridge Exhibition.

FURTHER READING:

Kim, Y. R., Liu, A., Stienmetz, J. and Chen, Y. (2022). Visitor flow spillover effects on attraction demand: A spatial econometric model with multisource data. Tourism Management
Link: **bit.ly/3whbDYh**

This shows that there are certain sequential patterns of visitors' footprints in London. Understanding these patterns of movement can help attractions better plan and manage their visitor flow systems. The adoption of novel spatial estimation methods generates a new dimension to investigate intra-destination demand across attractions. This can provide empirical evidence for decision-makers to adopt visitor flow metrics, optimise visitor flows and redesign public transportation routes to make mobility smarter and destinations more resource-efficient, contributing to the development of a more sustainable and resilient tourism industry in the long-run.