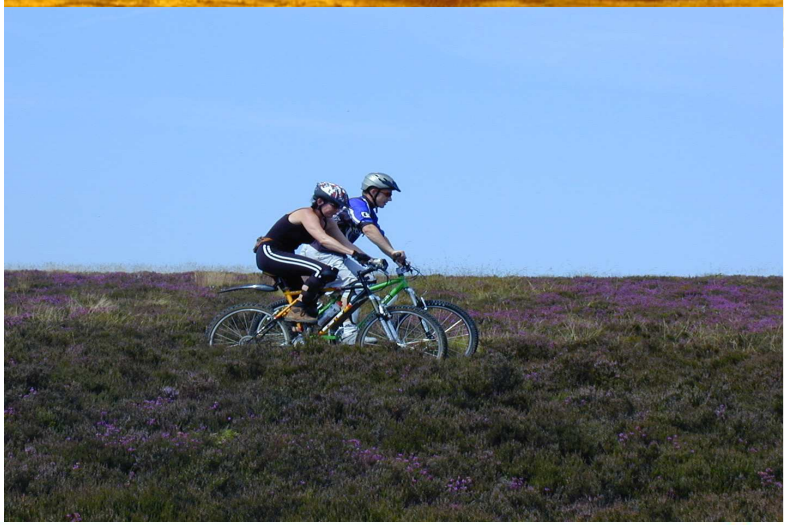
Value of Tourism 2008

THE SOUTH WEST REGION

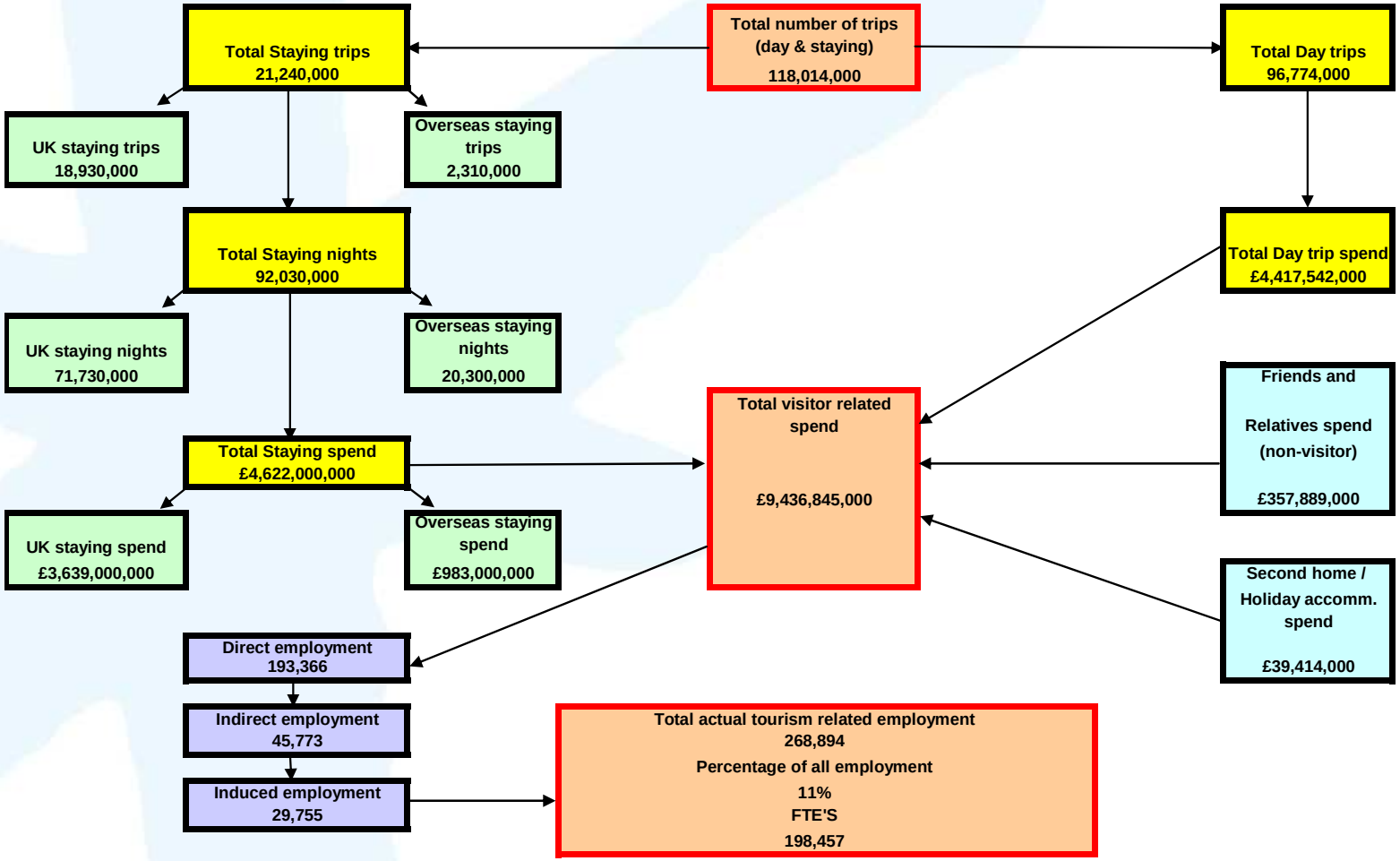


South West England

southwesttourism
The Regional Tourist Board for the South West of England

THE VALUE OF TOURISM 2008

South West – Facts at a glance



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VALUE OF TOURISM 2008

South West data in perspective

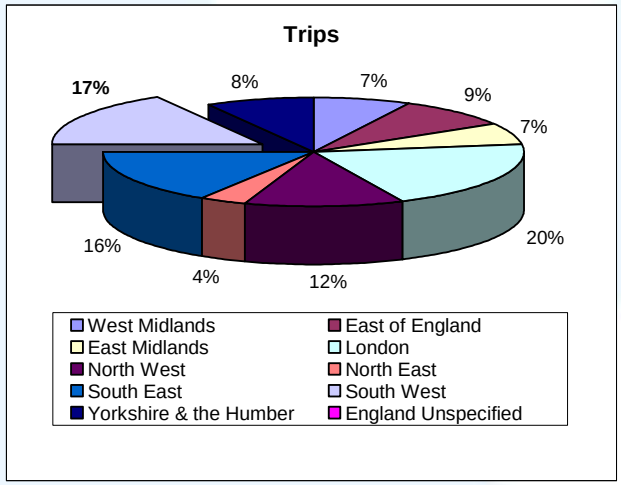
Overall visitor activity in 2008 in the South West decreased compared to 2007 levels.

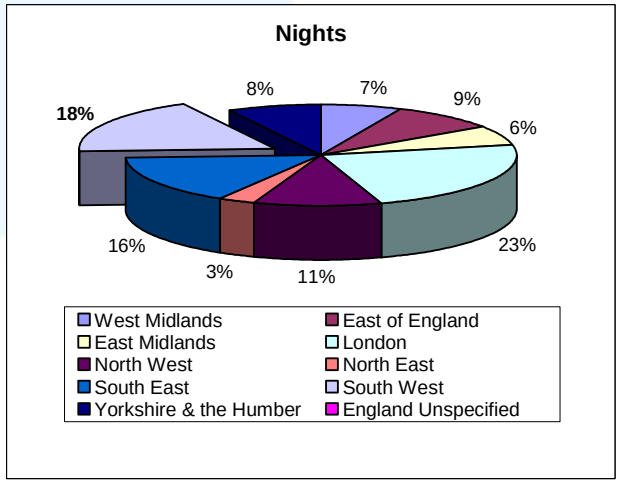
There were decreases in UK staying trips (-7%), nights (-10%) and spend (-4%). The average nights per UK trip decreased from 3.88 nights in 2007 to 3.79 nights per trip in 2008 and the average spend per UK night increased from £47.93 in 2007 to £50.73 in 2008.

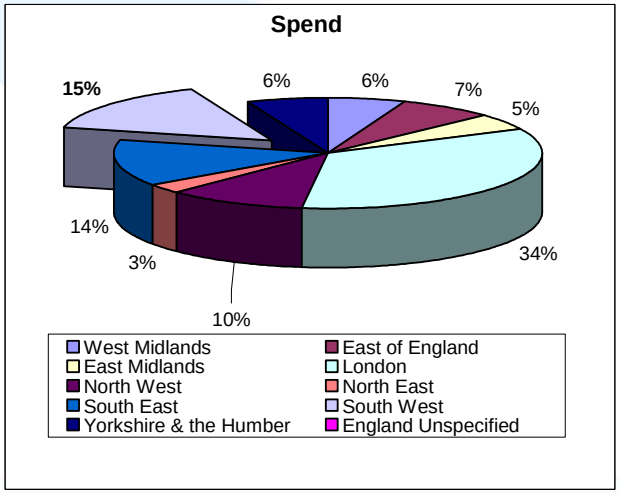
In contrast, there were increases in overseas trips (+3%) and spend (+5%), and nights (+17%). The average nights per overseas trip subsequently increased from 8.62 nights in 2007 to 8.79 nights per trip in 2008 and the average spend per overseas night increased from £43.30 in 2007 to £48.42 in 2008.

Day visits saw an estimated 1% increase in the number of trips and an estimated 6% increase in spend, although it should be noted that this is modelled data based on 2005 day visit figures.

VALUE OF TOURISM 2008
South West – Staying visitors in context







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VALUE OF TOURISM 2008
South West – Staying visitors in context

Trips, nights and spend by Government Region

	Trips	Nights	Spend
West Midlands	9,524,000	34,137,000	£1,763,000,000
East of England	11,393,000	45,817,000	£2,224,000,000
East Midlands	8,456,000	30,989,000	£1,446,000,000
London	26,065,000	118,231,000	£10,482,000,000
North West	15,432,000	53,859,000	£3,188,000,000
North East	4,572,000	15,422,000	£893,000,000
South East	20,855,000	80,022,000	£4,149,000,000
South West	**21,241,000**	**92,035,000**	**£4,622,000,000**
Yorkshire & the Humber	10,807,000	39,230,000	£1,847,000,000
England Unspecified	20,000	100,000	£6,000,000
England (NOT ACTUAL)	128,365,000	509,842,000	£30,620,000,000

VALUE OF TOURISM 2008
South West – Staying visitors in detail

Trips, nights and spend by purpose (Domestic Tourists)

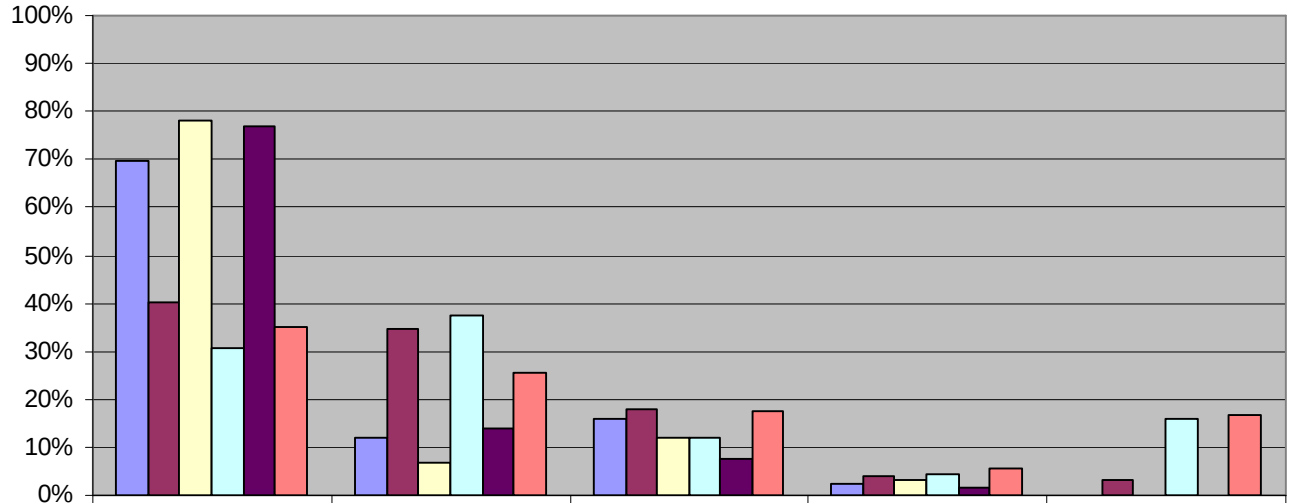
	Trips	Nights	Spend
Holiday	13,173,000	55,931,000	£2,801,427,000
Business	2,267,000	4,831,000	£502,273,000
VFR	3,047,000	8,698,000	£273,929,000
Other	444,000	2,273,000	£61,369,000
Study	0	0	£0
Total	**18,930,000**	**71,730,000**	**£3,639,000,000**

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	926,000	6,202,000	£343,039,000
Business	803,000	7,601,000	£249,932,000
VFR	412,000	2,417,000	£172,080,000
Other	92,000	852,000	£53,872,000
Study	78,000	3,226,000	£164,076,000
Total	**2,310,000**	**20,300,000**	**£983,000,000**

VALUE OF TOURISM 2008
South West – Staying visitors in detail

Trips, nights & spend by purpose



	Holiday	Business	VFR	Other	Study
Trips UK	70%	12%	16%	2%	0%
Trips Overseas	40%	35%	18%	4%	3%
Nights UK	78%	7%	12%	3%	0%
Nights Overseas	31%	37%	12%	4%	16%
Spend UK	77%	14%	8%	2%	0%
Spend Overseas	35%	25%	18%	5%	17%

VALUE OF TOURISM 2008
South West – Staying visitors in detail

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	13,173,000	55,931,000	£2,801,427,000
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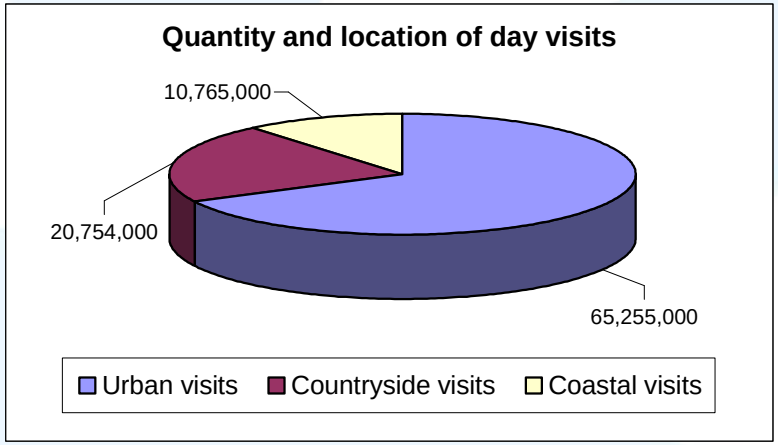
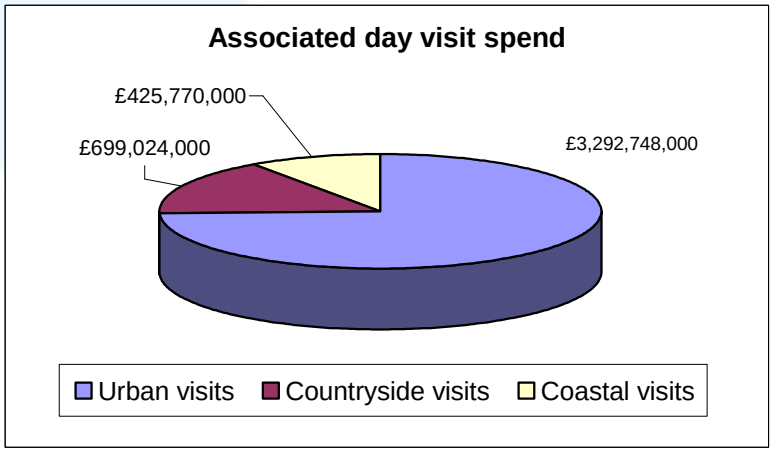
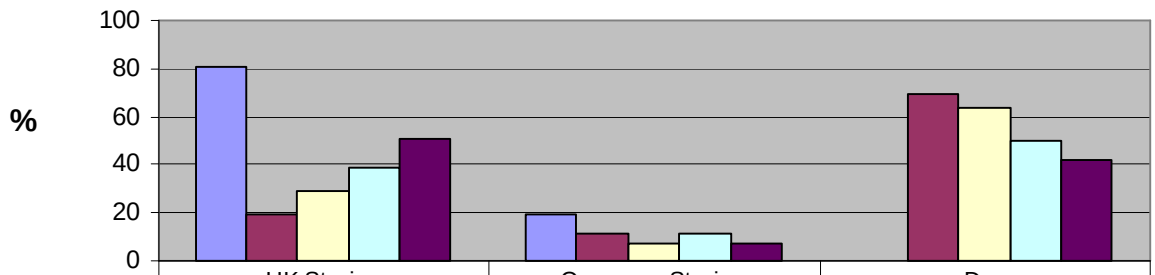
VALUE OF TOURISM 2008
South West – Day visitors in detail





	Trips	Spend
Urban visits	65,255,000	£3,292,748,000
Countryside visits	20,754,000	£699,024,000
Coastal visits	10,765,000	£425,770,000
Total	96,774,000	£4,417,542,000

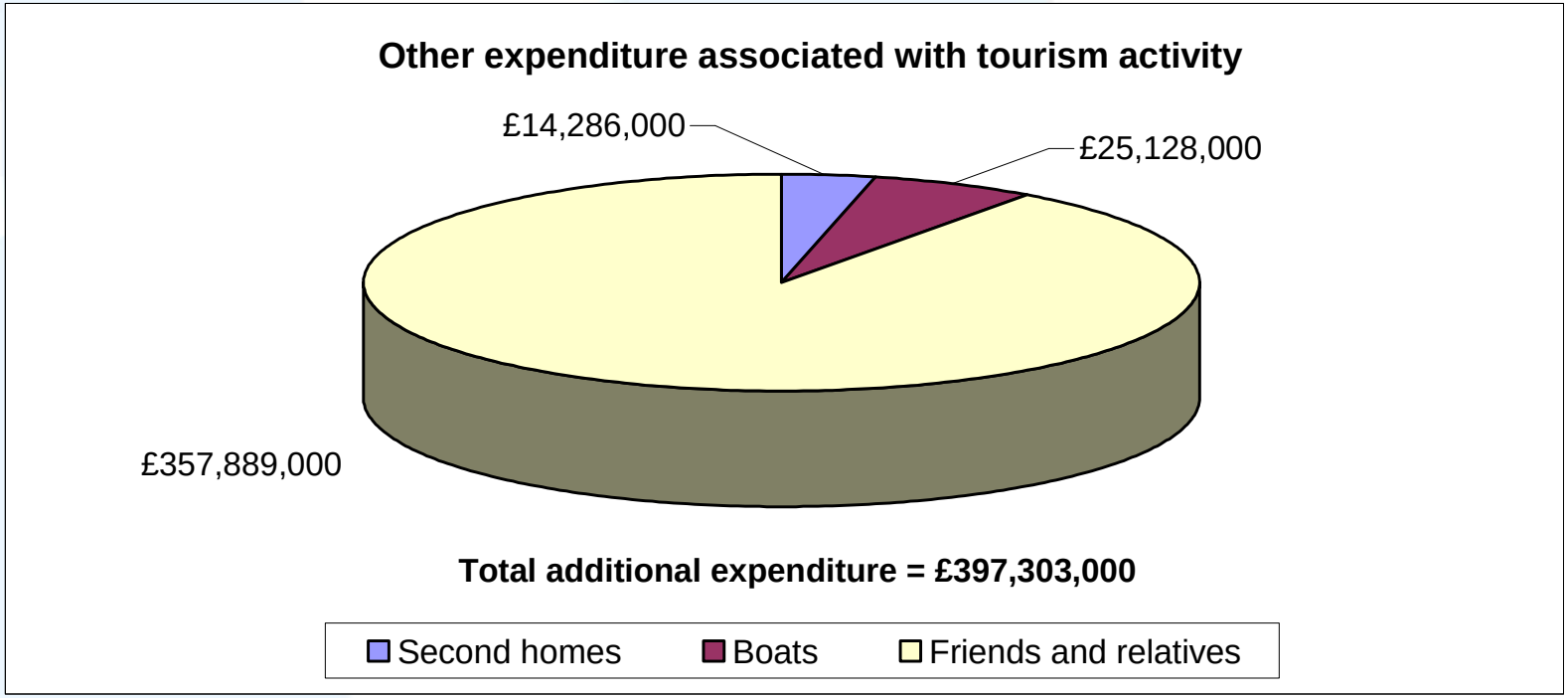
VALUE OF TOURISM 2008
South West – Expenditure in detail



	UK Staying	Overseas Staying	Day
Accommodation	81	19	0
Shopping	19	11	70
Food and drink	29	7	63
Attractions/ entertainment	39	11	50
Travel	51	7	42

	UK staying	Overseas staying	Day visitors	TOTAL
Accommodation	£1,347,780,000	£317,439,000	£0	£1,665,219,000
Shopping	£448,639,000	£262,331,000	£1,623,985,000	£2,334,955,000
Food & drink	£820,017,000	£201,130,000	£1,768,307,000	£2,789,454,000
Attractions/entertainment	£380,056,000	£112,255,000	£487,846,000	£980,158,000
Travel	£642,506,000	£89,841,000	£537,404,000	£1,269,751,000
TOTAL	£3,639,000,000	£983,000,000	£4,417,544,000	£9,039,537,000

VALUE OF TOURISM 2008
South West – Expenditure in detail



Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

VALUE OF TOURISM 2008
South West – Employment in detail

Direct employment in businesses in receipt of visitor expenditure (FTE's)

	Staying visitors	Day visitors	TOTAL
Accommodation	28,555	582	29,138
Retailing	7,170	15,960	23,130
Catering	18,777	31,659	50,436
Attractions/entertainment	8,751	8,691	17,442
Transport	3,351	2,401	5,751
Arising from non trip spend	6,306	0	6,306
Total Direct	**72,911**	**59,293**	**132,204**

Direct employment in businesses in receipt of visitor expenditure (Actual jobs)

	Staying visitors	Day visitors	TOTAL
Accommodation	42,262	862	43,124
Retailing	10,755	23,939	34,695
Catering	28,166	47,489	75,655
Attractions/entertainment	12,340	12,254	24,594
Transport	4,724	3,385	8,109
Arising from non trip spend	7,189	0	7,189
Total Direct	**105,436**	**87,929**	**193,366**

VALUE OF TOURISM 2008
South West – Employment in detail

Total employment related to tourism spending (FTE's)

	Staying visitors	Day visitors	TOTAL
Direct	72,911	59,293	132,204
Indirect	24,188	15,964	40,152
Induced	19,420	6,681	26,101
TOTAL	**116,519**	**81,938**	**198,457**

Total employment related to tourism spending (Actual)

	Staying visitors	Day visitors	TOTAL
Direct	105,436	87,929	193,366
Indirect	27,574	18,199	45,773
Induced	22,139	7,617	29,755
TOTAL	**155,149**	**113,745**	**268,894**