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delivering results : measuring what matters

Economic Impact of Tourism

2019 Results

Economic Impact of Tourism

Great Yarmouth - 2019

Contents **Page**

Summary Results	**3**
Contextual analysis	**5**
Volume of Tourism	**8**
Staying Visitors - Accommodation Type	**9**
Trips by Accommodation	9
Nights by Accommodation	9
Spend by Accommodation Type	9
Staying Visitors - Purpose of Trip	**10**
Trips by Purpose	10
Nights by Purpose	10
Spend by Purpose	10
Day Visitors	**10**
Trips and Spend by Urban, Rural and Coastal Area	10
Value of Tourism	**11**
Expenditure Associated With Trips	**12**
Direct Expenditure Associated with Trips	12
Other expenditure associated with tourism activity	12
Direct Turnover Derived From Trip Expenditure	13
Supplier and Income Induced Turnover	13
Total Local Business Turnover Supported by Tourism Activity	13
Employment	**13**
Direct	**14**
Full time equivalent	14
Estimated actual jobs	14
Indirect & Induced Employment	**14**
Full time equivalent	14
Estimated actual jobs	14
Total Jobs	**15**
Full time equivalent	15
Estimated actual jobs	15
Tourism Jobs as a Percentage of Total Employment	**15**
Appendix I - Cambridge Model - Methodology	**17**

Economic Impact of Tourism – Headline Figures   Great Yarmouth - 2019

Total number of trips (day & staying)
7,856,900

Total staying trips
1,034,900

Total day trips
6,822,000

Total staying nights
4,223,000

Includes maintenance spending on second homes, boats, static vans and household spending linked to VFR.

Total staying spend
£258,971,000

Associated spend
£31,765,728

Total day trip spend
£221,828,000

Total visitor spend
£480,401,728

Adjustments made to avoid double-counting (e.g spending on retail and catering at attractions or accommodation, or travel spend taking at the origin of the trip.

Indirect / induced spend
£168,216,000

Total Tourism Value
£648,617,728

Full time equivalent jobs
9,639

Total actual tourism related employment
12,990

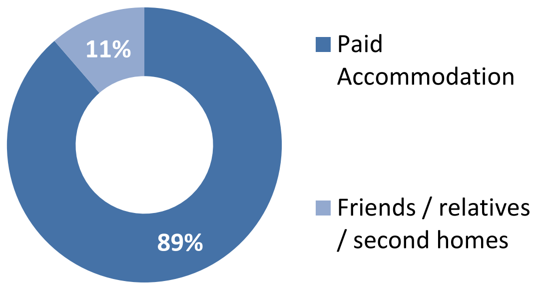
Percentage of all employment
37.1%

Economic Impact of Tourism – Year on year comparisons

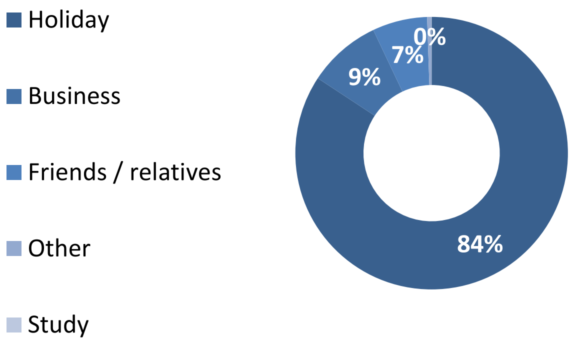
Day Trips	2018	2019	Annual variation
Day trips Volume	6,600,000	6,822,000	3%
Day trips Value	£215,716,000	£221,828,000	3%
Overnight trips			
Number of trip	1,031,000	1,034,900	0%
Number of nights	4,221,000	4,223,000	0%
Trip value	£256,755,000	£258,971,000	1%
Total Value	**£635,673,728**	**£648,617,728**	**2%**
Actual Jobs	**12,622**	**12,990**	**3%**

	2018	2019	Variation
Average length stay (nights x trip)	4.09	4.08	-0.3%
Spend x overnight trip	£ 249.03	£ 250.21	0.5%
Spend x night	£ 60.83	£ 61.32	0.8%
Spend x day trip	£ 32.68	£ 32.52	-0.5%

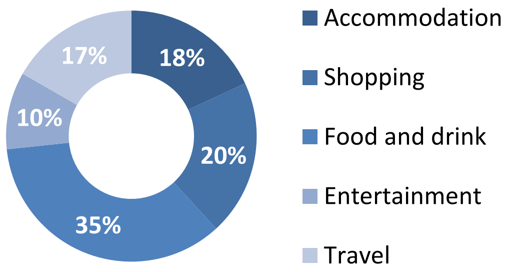
Type of Accommodation



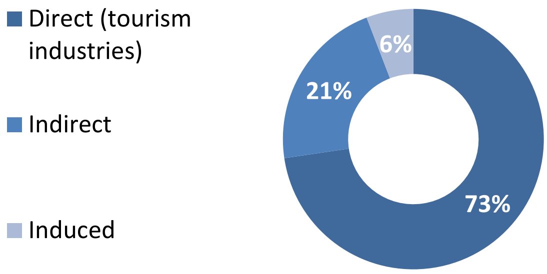
Trips by Purpose



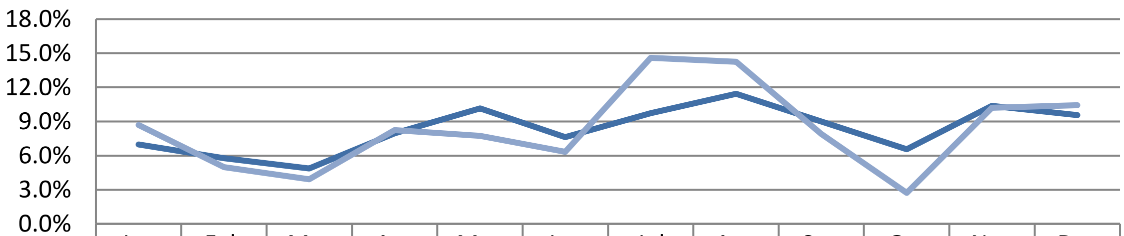
Breakdown of expenditure



Type of employment

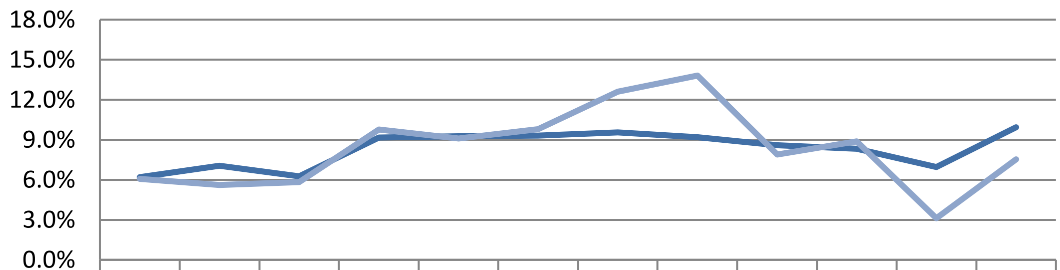


Seasonality - Day visitors (East of England)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Day trips	7.0%	5.8%	4.9%	7.9%	10.1%	7.6%	9.7%	11.4%	9.0%	6.6%	10.4%	9.6%
Day spend	8.7%	5.0%	3.9%	8.2%	7.7%	6.3%	14.6%	14.2%	7.9%	2.7%	10.2%	10.4%

Seasonality - Overnight visitors (East of England)



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overnight trips	6.2%	7.1%	6.2%	9.2%	9.3%	9.3%	9.6%	9.2%	8.6%	8.3%	7.0%	9.9%
Overnight spend	6.1%	5.6%	5.8%	9.8%	9.1%	9.8%	12.6%	13.8%	7.9%	8.9%	3.1%	7.5%

Contextual analysis

INTRODUCTION

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2019 and provides comparative data against previously published data. The results are derived using the Cambridge Economic Impact Model under licence by Destination Research Ltd based on the latest data from national tourism surveys and regionally/locally based data.

CONTEXTUAL ANALYSIS

The three key surveys used to measure volume and expenditure from tourism trips are the GB Tourism Survey (for domestic overnight trips), the International Passenger Survey (IPS) for visits from overseas, and the BG Day Visitor Survey (GBDVS), which measures tourism day visits.

Domestic tourism

National Performance

In 2019, British residents took 99.7 million overnight trips in England, totalling 290 million nights away from home and expenditure of £19.4 billion, with an average trip length of 2.9 nights. England saw an overall increase in trips compared to 2018 of +1.7%. Holiday Trips in England in 2019 increased by 2.6% compared to 2018, with 46.4 million trips recorded.

Regional performance

The East of England region experienced a 11% increase in overnight trips during 2019 (following a 12% drip the previous year). Bednights were also up, by 12% on 2018 (after an 8% drop the previous year) and expenditure was up by 6% (following an 8% drop in value the previous year).

The average expenditure per night in 2019 was £52.8 (from £55.9 in 2018) and the spend per trip was £170.9 (up from £179.5 in 2018). The region received more visitors in 2019 than in the previous year. Their length of stay of these trips was unchanged from 2018 but they spend less during their visit, compared average expenditure levels in 2018.

The GB Tourism Survey data is a key driver for the Cambridge model. However, it is not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we have applied a 3-year rolling average to this data to highlight longer-term trends, whilst helping smooth out short term market fluctuations and reducing the impact of any methodological changes affecting the survey. As such, county and district level results relating to 2019 are an average of 2017, 2018 and 2019 results.

Visits from overseas

National Performance

The number of visits in 2019 reached 40.9 million, up from 40.3 million in 2018. The value of spending increased by 14%, from £26.5 billion in 2018 to £28.4 billion in 2019. Average spend per visit was £696 in 2019, up from £658 the previous year. The number of visitor nights spent in the UK was almost on 2018 (290 million nights in 2019 and 291 million nights in 2018), with the average number of nights per visit declining slightly to 7.1 in 2019 (from 7.2 the previous year).

Regional performance

The number of overseas trips to the East of England in 2019 was unchanged year-on-year, at 2.27 million trips (down on 2.4 million overnight trips in 2017). The total number of nights was up by 12% to 16.4 million nights (following a 14% drop the previous year). Spend was up to 36% to £1.02 billiob, (following a 14% drop the previous year).

The International Passenger Survey (IPS) data is a key driver for the Cambridge model. However, as with the GBTS, it is not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we have applied a 3-year rolling average to this data to highlight longer-term trends, whilst helping smooth out short term market fluctuations and reducing the impact of any methodological changes affecting the survey. As such, county and district level results relating to 2019 are an average of 2017, 2018 and 2019 results.

Tourism Day Visits

National Performance

During 2019, UK residents took a total of 1,653 million Tourism Day Visits (down from 1,703 in 2018). Around £67 billion was spent during these trips, about 4.8% up on 2018.

The largest proportion of visits were taken to destinations in England (1,390 million visits or 84% of the total). The distribution of expenditure during visits reflects this pattern, with a total value of day trips to England totalling £56.5 billion (84% of the total for GB).

Regional performance

During 2019, the volume tourism day visits in the East of England decreased by 10.5% to 123 million (following a 3% increase the previous year). Spend was also down by 7% to £4.7 billion (after a 31% increase the previous year).

The Day Visitor Survey (GBDVS) data is a key driver for the Cambridge model. However, as with the GBTS and IPS, it is not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we have applied a 3-year rolling average to this data to highlight longer-term trends, whilst helping smooth out short term market fluctuations and reducing the impact of any methodological changes affecting the survey. As such, county and district level results relating to 2019 are an average of 2017, 2018 and 2019 results.

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

		UK		Overseas		Total	
Serviced		275,000	28%	28,700	55%	303,700	29%
Self catering		88,000	9%	3,100	6%	91,100	9%
Camping		114,000	12%	2,200	4%	116,200	11%
Static caravans		371,000	38%	2,200	4%	373,200	36%
Group/campus		3,000	0%	300	1%	3,300	0%
Paying guest		0	0%	400	1%	400	0%
Second homes		9,000	1%	400	1%	9,400	1%
Boat moorings		8,000	1%	0	0%	8,000	1%
Other		19,000	2%	1,200	2%	20,200	2%
Friends & relatives		96,000	10%	13,300	26%	109,300	11%
Total	**2019**	**983,000**		**52,000**		**1,035,000**	
Comparison	**2018**	**980,000**		**51,000**		**1,031,000**	
Difference		**0%**		**2%**		**0%**	

Nights by Accommodation

		UK		Overseas		Total	
Serviced		768,000	20%	113,000	39%	881,000	21%
Self catering		281,000	7%	63,000	22%	344,000	8%
Camping		506,000	13%	9,000	3%	515,000	12%
Static caravans		1,851,000	47%	6,000	2%	1,857,000	44%
Group/campus		8,000	0%	6,000	2%	14,000	0%
Paying guest		0	0%	4,000	1%	4,000	0%
Second homes		37,000	1%	2,000	1%	39,000	1%
Boat moorings		31,000	1%	0	0%	31,000	1%
Other		117,000	3%	3,000	1%	120,000	3%
Friends & relatives		332,000	8%	88,000	30%	420,000	10%
Total	**2019**	**3,930,000**		**293,000**		**4,223,000**	
Comparison	**2018**	**3,925,000**		**296,000**		**4,221,000**	
Difference		**0%**		**-1%**		**0%**	

Spend by Accommodation Type

		UK		Overseas		Total	
Serviced		£76,621,000	32%	£10,436,000	51%	£87,057,000	34%
Self catering		£19,921,000	8%	£3,989,000	19%	£23,910,000	9%
Camping		£38,177,000	16%	£461,000	2%	£38,638,000	15%
Static caravans		£85,165,000	36%	£631,000	3%	£85,796,000	33%
Group/campus		£556,000	0%	£331,000	2%	£887,000	0%
Paying guest		£0	0%	£249,000	1%	£249,000	0%
Second homes		£870,000	0%	£215,000	1%	£1,085,000	0%
Boat moorings		£1,762,000	1%	£0	0%	£1,762,000	1%
Other		£6,545,000	3%	£162,000	1%	£6,707,000	3%
Friends & relatives		£8,781,000	4%	£4,100,000	20%	£12,881,000	5%
Total	**2019**	**£238,397,000**		**£20,574,000**		**£258,971,000**	
Comparison	**2018**	**£236,181,000**		**£20,574,000**		**£256,755,000**	
Difference		**1%**		**0%**		**1%**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

	UK		Overseas		Total	
Holiday	853,000	87%	18,200	35%	871,200	84%
Business	69,000	7%	20,900	40%	89,900	9%
Friends & relatives	56,000	6%	11,300	22%	67,300	7%
Other	4,000	0%	1,200	2%	5,200	1%
Study	0	0%	300	1%	300	0%
Total 2019	**983,000**		**51,900**		**1,034,900**	
Comparison 2018	**980,000**		**51,000**		**1,031,000**	
Difference	**0%**		**2%**		**0%**	

Nights by Purpose

	UK		Overseas		Total	
Holiday	3,465,000	88%	95,000	32%	3,560,000	84%
Business	223,000	6%	98,000	33%	321,000	8%
Friends & relatives	228,000	6%	84,000	29%	312,000	7%
Other	13,000	0%	7,000	2%	20,000	0%
Study	0	0%	9,000	3%	9,000	0%
Total 2019	**3,930,000**		**293,000**		**4,223,000**	
Comparison 2018	**3,925,000**		**296,000**		**4,221,000**	
Difference	**0%**		**-1%**		**0%**	

Spend by Purpose

	UK		Overseas		Total	
Holiday	£208,751,000	88%	£9,441,000	46%	£218,192,000	84%
Business	£20,076,000	8%	£6,416,000	31%	£26,492,000	10%
Friends & relatives	£8,244,000	3%	£3,997,000	19%	£12,241,000	5%
Other	£1,326,000	1%	£415,000	2%	£1,741,000	1%
Study	£0	0%	£304,000	1%	£304,000	0%
Total 2019	**£238,397,000**		**£20,574,000**		**£258,971,000**	
Comparison 2018	**£236,181,000**		**£20,574,000**		**£256,755,000**	
Difference	**1%**		**0%**		**1%**	

Day Visitors

Trips and Spend by Urban, Rural and Coastal Area

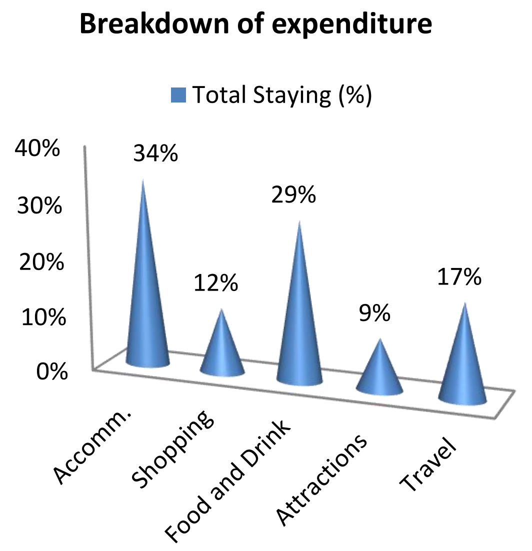
	Trips	Spend
Urban visits	3,889,000	£140,520,000
Countryside visits	710,000	£20,445,000
Coastal visits	2,223,000	£60,863,000
Total 2019	**6,822,000**	**£221,828,000**
Comparison 2018	**6,600,000**	**£215,716,000**
Difference	**3%**	**3%**

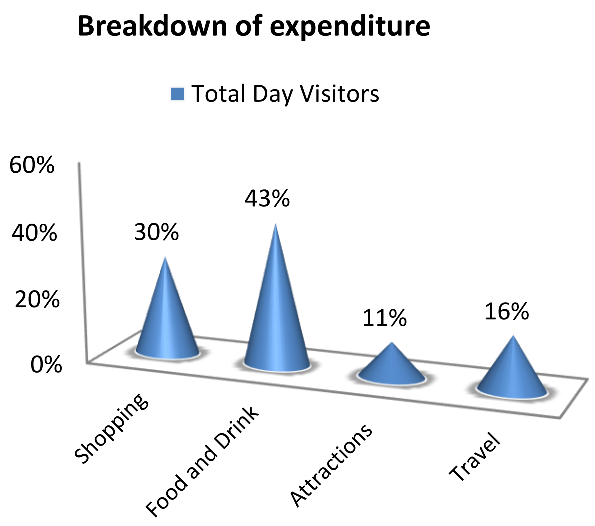
Value of Tourism

Expenditure Associated with Trips:

Direct Expenditure Associated with Trips

	Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists	£80,562,000	£24,664,000	£69,379,000	£21,832,000	£41,960,000	£238,397,000
Overseas tourists	£6,426,000	£5,531,000	£4,443,000	£2,129,000	£2,046,000	£20,575,000
Total Staying	£86,988,000	£30,195,000	£73,822,000	£23,961,000	£44,006,000	£258,972,000
Total Staying (%)	34%	12%	29%	9%	17%	100%
Total Day Visitors	£0	£66,383,000	£95,124,000	£23,921,000	£36,400,000	£221,828,000
Total Day Visitors	0%	30%	43%	11%	16%	100%
Total 2019	**£86,988,000**	**£96,578,000**	**£168,946,000**	**£47,882,000**	**£80,406,000**	**£480,800,000**
%	**18%**	**20%**	**35%**	**10%**	**17%**	**100%**
Comparison 2018	**£81,377,000**	**£109,038,000**	**£154,752,000**	**£52,428,000**	**£74,877,000**	**£472,472,000**
Difference	**7%**	**-11%**	**9%**	**-9%**	**7%**	**2%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£2,698,000	£362,100	£14,207,628	£14,498,000	£31,765,728

Spend on second homes is assumed to be an average of £2,100 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,100 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,100. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £185 per visit has been assumed based on national research for social

Direct Turnover Derived From Trip Expenditure

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

	Staying Visitor	Day Visitors	Total
Accommodation	£88,464,000	£1,902,000	£90,366,000
Retail	£29,893,000	£65,719,000	£95,612,000
Catering	£71,607,000	£92,270,000	£163,877,000
Attractions	£25,002,000	£25,536,000	£50,538,000
Transport	£26,403,000	£21,840,000	£48,243,000
Non-trip spend	£31,765,728	£0	£31,765,728
Total Direct 2019	**£273,134,728**	**£207,267,000**	**£480,401,728**
Comparison 2018	**£270,915,728**	**£203,201,000**	**£474,116,728**
Difference	**1%**	**2%**	**1%**

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and Income Induced Turnover

	Staying Visitor	Day Visitors	Total
Indirect spend	£79,194,000	£46,748,000	£125,942,000
Non trip spending	£6,353,000	£0	£6,353,000
Income induced	£30,204,000	£5,717,000	£35,921,000
Total 2019	**£115,751,000**	**£52,465,000**	**£168,216,000**
Comparison 2018	**£110,982,000**	**£50,575,000**	**£161,557,000**
Difference	**4%**	**4%**	**4%**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

	Staying Visitor	Day Visitors	Total
Direct	£273,134,728	£207,267,000	£480,401,728
Indirect	£115,751,000	£52,465,000	£168,216,000
Total Value 2019	**£388,885,728**	**£259,732,000**	**£648,617,728**
Comparison 2018	**£381,897,728**	**£253,776,000**	**£635,673,728**
Difference	**2%**	**2%**	**2%**

Employment

Employment

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving

Direct employment

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Accommodation		1,524	38%	33	1%	1,557	24%
Retailing		249	6%	548	22%	797	12%
Catering		1,060	26%	1,366	54%	2,427	37%
Entertainment		422	11%	431	17%	852	13%
Transport		165	4%	137	5%	302	5%
Non-trip spend		588	15%	0	0%	588	9%
Total FTE	**2019**	**4,009**		**2,514**		**6,523**	
Comparison	**2018**	**3,927**		**2,446**		**6,373**	
Difference		**2%**		**3%**		**2%**	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Accommodation		2,256	39%	49	1%	2,305	24%
Retailing		374	7%	822	22%	1,195	13%
Catering		1,590	28%	2,049	55%	3,640	39%
Entertainment		595	10%	607	16%	1,202	13%
Transport		233	4%	193	5%	426	5%
Non-trip spend		671	12%	0	0%	671	7%
Total Actual	**2019**	**5,719**		**3,720**		**9,438**	
Comparison	**2018**	**5,590**		**3,621**		**9,211**	
Difference		**2%**		**3%**		**2%**	

Indirect & Induced Employment

Full time equivalent (FTE)				
		Staying Visitor	Day Visitors	Total
Indirect jobs		1,584	866	2,450
Induced jobs		559	106	665
Total FTE	**2019**	**2,144**	**972**	**3,115**
Comparison	**2018**	**2,055**	**937**	**2,992**
Difference		**4%**	**4%**	**4%**

Estimated actual jobs				
		Staying Visitor	Day Visitors	Total
Indirect jobs		1,806	987	2,793
Induced jobs		638	121	758
Total Actual	**2019**	**2,444**	**1,108**	**3,551**
Comparison	**2018**	**2,343**	**1,068**	**3,411**
Difference		**4%**	**4%**	**4%**

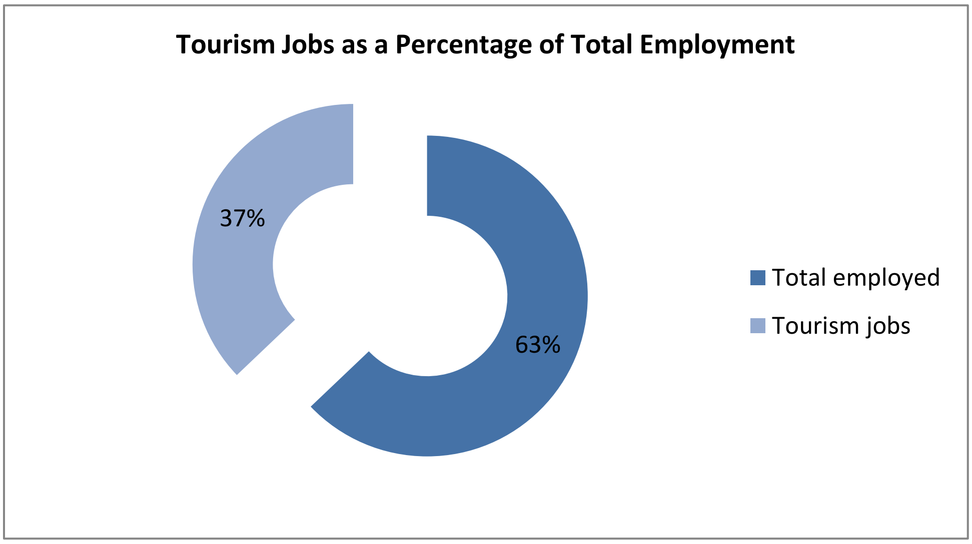
Total Jobs

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Direct		4,009	65%	2,514	72%	6,523	68%
Indirect		1,584	26%	866	25%	2,450	25%
Induced		559	9%	106	3%	665	7%
Total FTE	**2019**	**6,153**		**3,486**		**9,639**	
Comparison	**2018**	**5,982**		**3,383**		**9,365**	
Difference		**3%**		**3%**		**3%**	
Estimated actual jobs							
		Staying Visitor		**Day Visitor**		**Total**	
Direct		5,719	70%	3,720	77%	9,438	73%
Indirect		1,806	22%	987	20%	2,793	22%
Induced		638	8%	121	3%	758	6%
Total Actual	**2019**	**8,162**		**4,827**		**12,990**	
Comparison	**2018**	**7,933**		**4,689**		**12,622**	
Difference		**3%**		**3%**		**3%**	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	Day visitors	Total
Total employed		35,000	35,000	35,000
Tourism jobs		8,162	4,827	12,990
Proportion all jobs		**23%**	**14%**	**37%**
Comparison	**2018**	**7,933**	**4,689**	**12,622**
Difference		**3%**	**3%**	**3%**



Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

The model utilises information from national tourism surveys and regionally based data held by Destination Research. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Limitations of the Model

The methodology and accuracy of the above sources vary. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area changes year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons.

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding

All figures used in this report have been rounded. Therefore, in some tables there may be a slight discrepancy between totals and sub totals.

Data sources

The main national surveys used as data sources in stage one include:

- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day Visits in the annual Great Britain Day Visitor Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock held by Destination Research;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions ;
- Mid- 2018 estimates of resident population as based on the 2011 Census of Population;
- Selected data from the 2011 Census of Employment;
- Selected data on the countryside and coast including, national designations and length of the coastline.

Staying Visitors
The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors
Information on day trips at the regional level is available from the Day Visits in Great Britain survey. The survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure
This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents
Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs
The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attractions, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors.
The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self-employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

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