

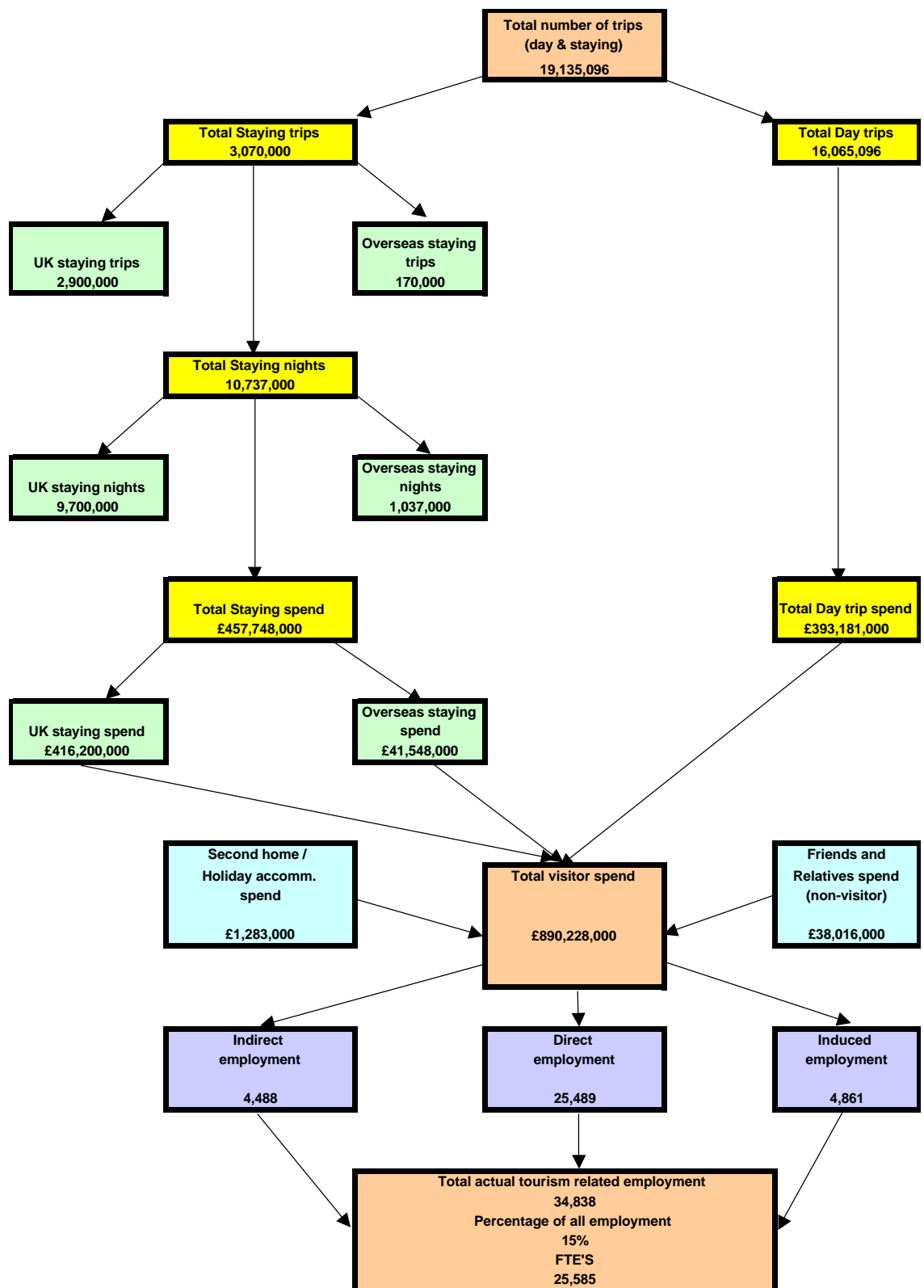
4.6 Somerset

Somerset, or the 'land of summer' according to the Celts and Anglo-Saxons, covers 1,333 square miles and offers fertile countryside, beaches, resorts, Exmoor National Park and beautiful market towns. Tourism is crucial to the Somerset economy, and its product is made up of 45 miles of coastline, 3 Areas of Outstanding Natural Beauty. Moreover, the availability of 247 visitor attractions and 1,818 accommodation providers (33,934 bed spaces and 6,625 touring pitches) ensures that the visitor is well catered for in an important sector of the local economy.

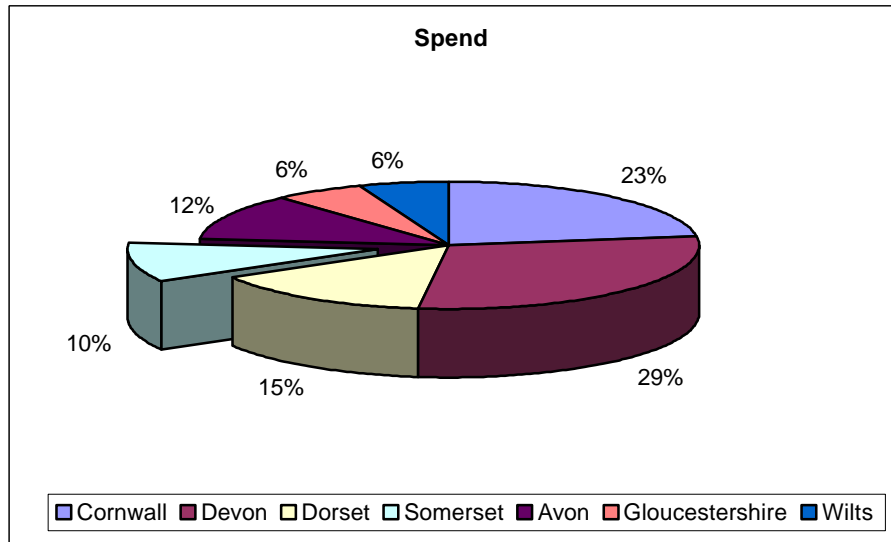
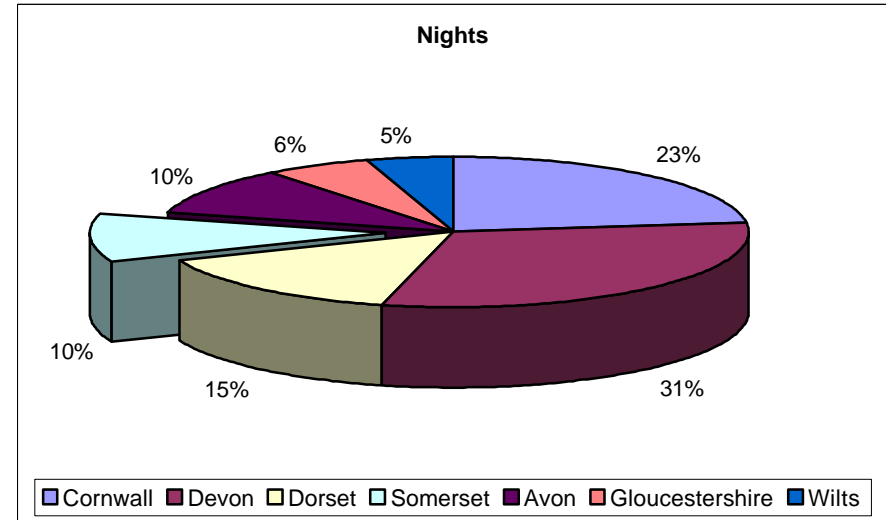
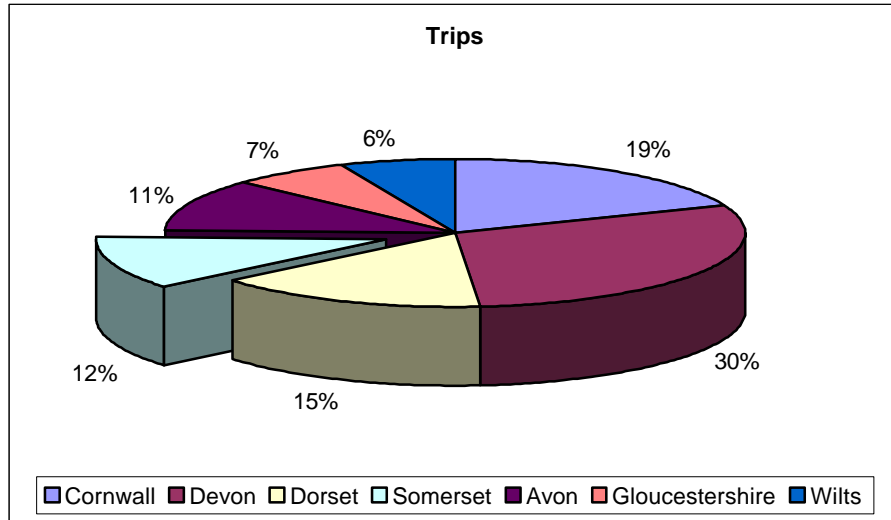
Heritage plays a significant role in attracting visitors to the county. Wells, for example, is the smallest city in England with its magnificent cathedral and there are many significant houses and gardens in the county. Worked flints found above Westbury on the Mendips may represent the earliest evidence of man in Britain, from Athelney in 878 Alfred the Great began his campaign to win England back from the Danes and three of his successors, Saxon kings of England, were buried at Glastonbury. Dunster Castle was stormed in 1138, during the civil war between Stephen and Matilda, Taunton Castle was the scene of a skirmish in 1451 during the Wars of the Roses and throughout the Civil War the county suffered continuous activity culminating in the Roundhead victory at the Battle of Langport in 1645. Forty years later the Monmouth Rebellion led to the Battle of Sedgemoor, the last pitched battle on English soil.

The long sandy beaches and family coastal resorts such as Minehead and Burnham-on-Sea are especially popular for families wishing to base themselves in Somerset, and the natural attractions include Glastonbury Tor, the Somerset Levels and Exmoor National Park. Somerset is also rightly famous for food and drink, with local specialities including cider and Cheddar Cheese.

Somerset: Facts at a glance



Somerset: Staying visitors in context



| | Trips | Nights | Spend |
|------------------------|-------------------|--------------------|-----------------------|
| Cornwall | 5,000,000 | 24,175,000 | £1,034,700,000 |
| Devon | 7,791,000 | 32,318,000 | £1,312,300,000 |
| Dorset | 4,061,000 | 15,740,000 | £664,300,000 |
| Somerset | 3,070,000 | 10,737,000 | £457,748,000 |
| Avon | 2,966,000 | 10,623,000 | £522,152,000 |
| Gloucestershire | 1,779,000 | 6,148,000 | £266,600,000 |
| Wilts | 1,660,000 | 5,003,000 | £266,200,000 |
| TOTALS | 26,327,000 | 104,744,000 | £4,524,000,000 |

Somerset: Staying visitors in detail

KEY FACTS:

- Somerset generates 12% (3.07 million) of trips, 10% (10.7 million) of nights and 10% (£266.6 million) of spend in the South West region
- The domestic market is the biggest generator of trips (1.6 million), nights (5.1 million) and spend (£457.7 million) in Somerset
- The VFR sector is the most important in terms of domestic trip generation (1.02 million), whereas the serviced accommodation sector is most important in terms of income generation (£119.8 million)

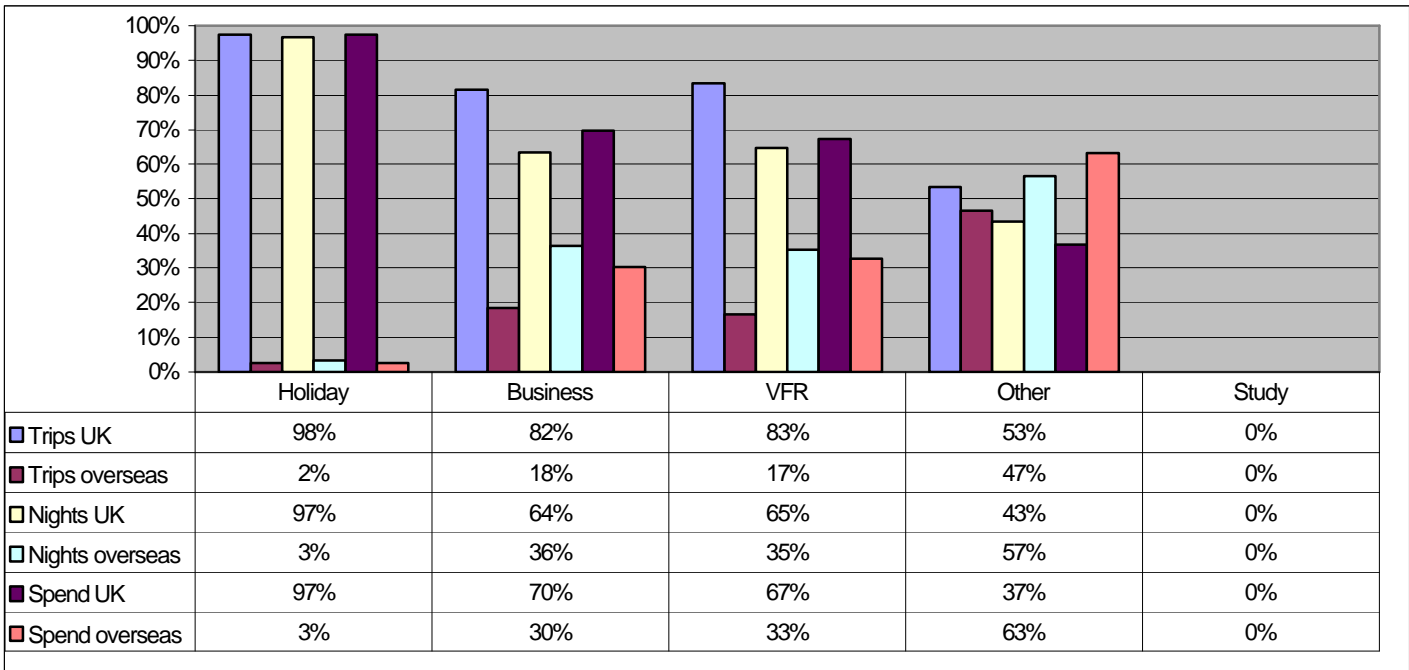
Trips, nights and spend by accommodation (Domestic tourists)

| | Trips | Nights | Spend |
|------------------------------------|------------------|------------------|---------------------|
| Serviced | 523,000 | 1,223,000 | £119,880,000 |
| Self catering | 172,000 | 777,000 | £34,914,000 |
| Touring caravans /tents | 271,000 | 1,175,000 | £30,652,000 |
| Static vans/holiday centres | 660,000 | 3,017,000 | £113,915,000 |
| Group/campus | 21,000 | 172,000 | £5,448,000 |
| Second homes | 40,000 | 149,000 | £3,511,000 |
| Boat moorings | 3,000 | 13,000 | £430,000 |
| Other | 184,000 | 615,000 | £19,821,000 |
| Staying with friends and relatives | 1,027,000 | 2,559,000 | £87,629,000 |
| Total | 2,900,000 | 9,700,000 | £416,200,000 |

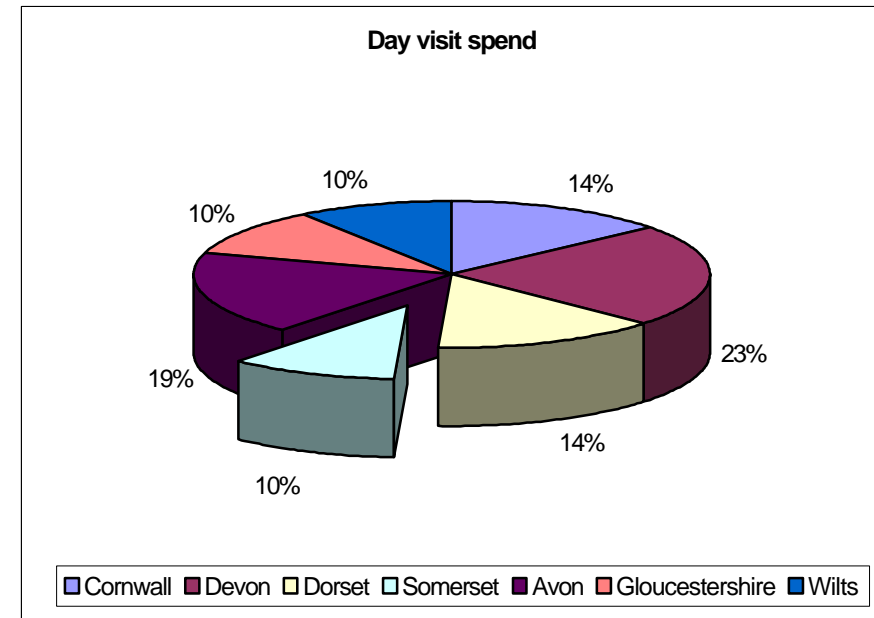
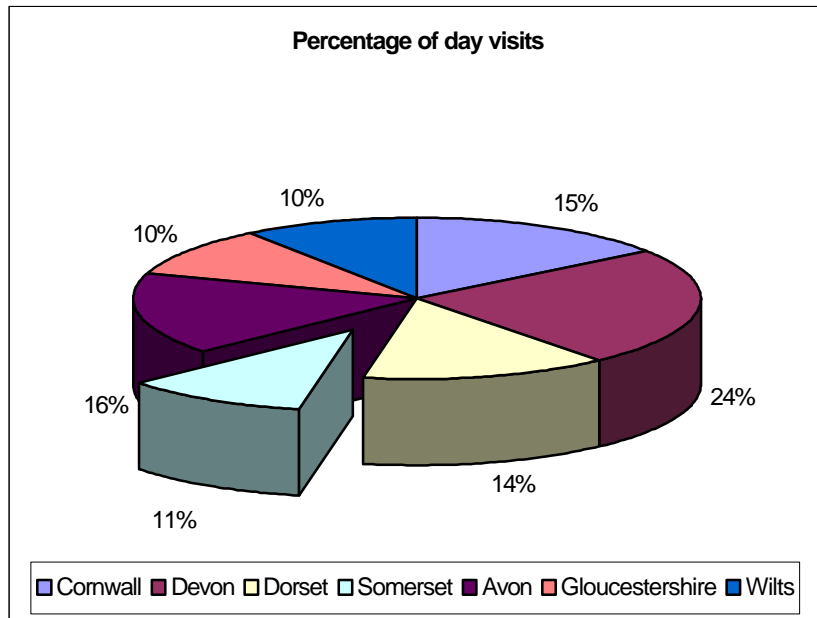
Trips, nights and spend by accommodation (Overseas tourists)

| | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 64,000 | 146,000 | £12,414,000 |
| Self catering | 15,000 | 326,000 | £10,239,000 |
| Touring caravans /tents | 6,000 | 27,000 | £572,000 |
| Static vans/holiday centres | 1,000 | 3,000 | £95,000 |
| Group/campus | 20,000 | 172,000 | £6,118,000 |
| Second homes | 4,000 | 49,000 | £808,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 4,000 | 10,000 | £609,000 |
| Staying with friends and relatives | 56,000 | 302,000 | £10,693,000 |
| Total | 170,000 | 1,037,000 | £41,548,000 |

Trips, nights and spend by purpose



Somerset: Day visits in context

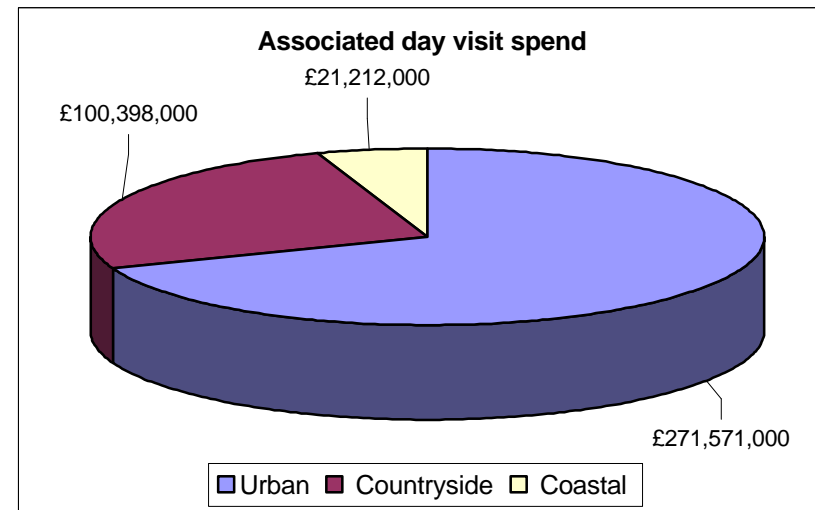
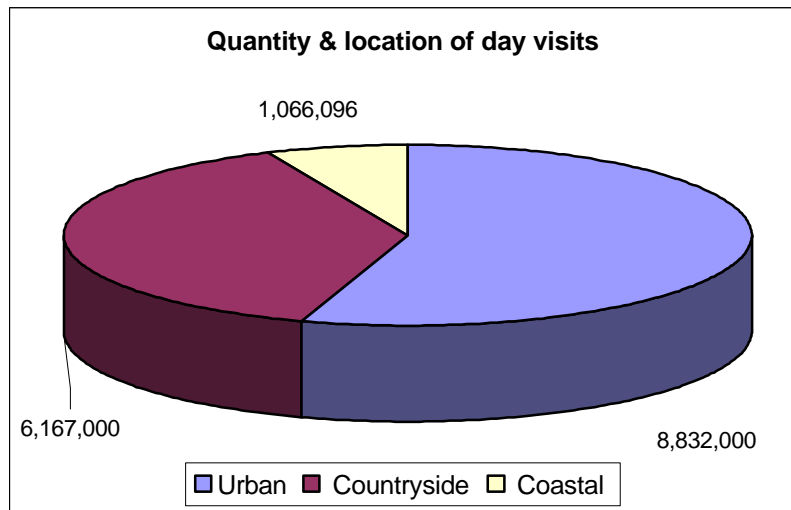


| | Trips | Spend |
|------------------------|--------------------|-----------------------|
| Cornwall | 22,411,500 | £528,605,899 |
| Devon | 35,268,897 | £853,731,090 |
| Dorset | 20,929,672 | £535,177,761 |
| Somerset | 16,065,096 | £393,181,000 |
| Avon | 23,966,136 | £700,488,369 |
| Gloucestershire | 15,146,000 | £394,634,000 |
| Wilts | 14,760,000 | £366,251,000 |
| Totals | 148,547,300 | £3,772,069,119 |

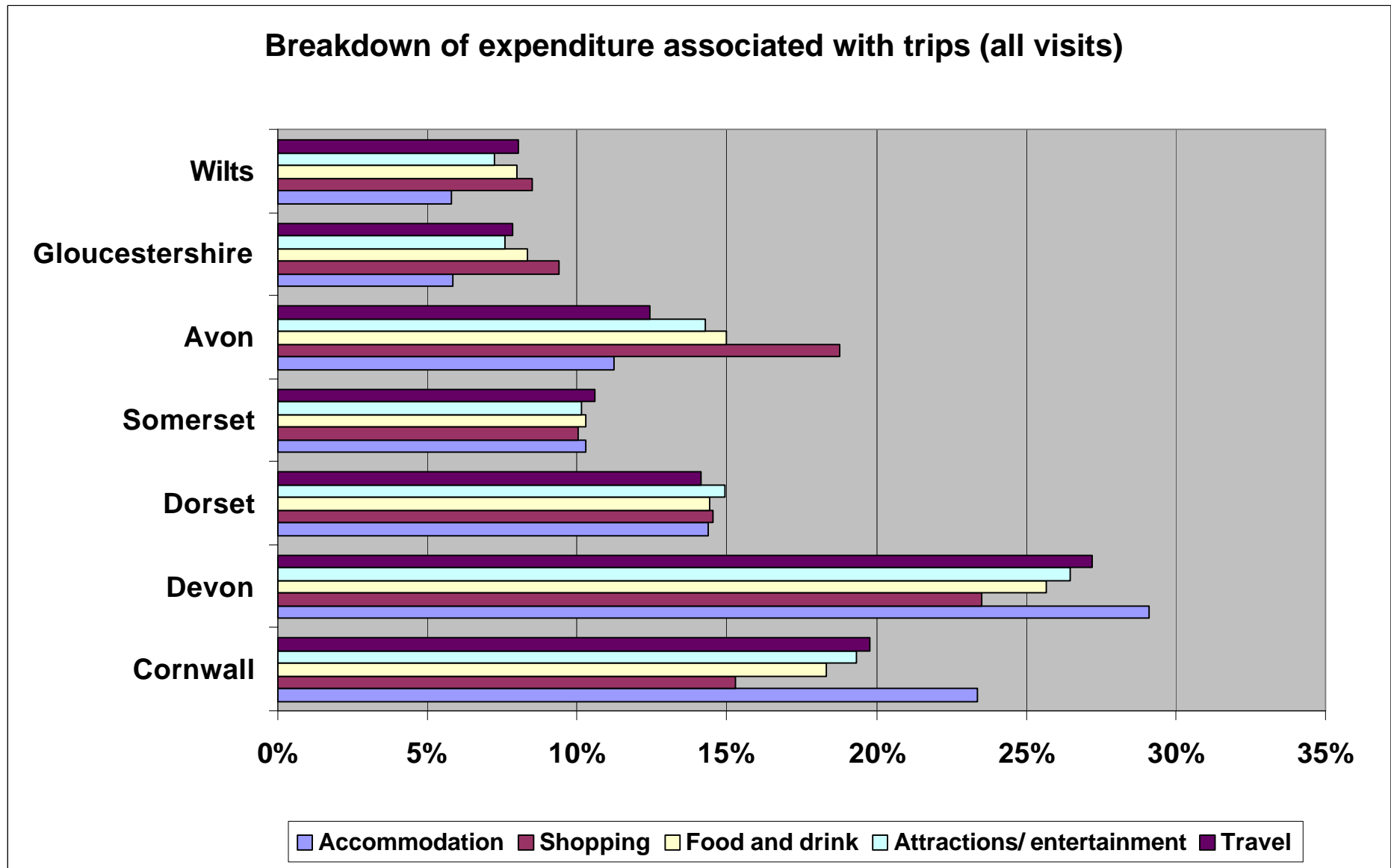
Somerset: Day visits in detail

KEY FACTS:

- Somerset accounts for 11% (16 million) of day trips and 10% of spend (£393.1 million) in the South West region
- The largest proportion of day trips in Somerset are urban (8.8 million)
- Day trip spend in Somerset is highest amongst those going to urban areas (£271.5 million)



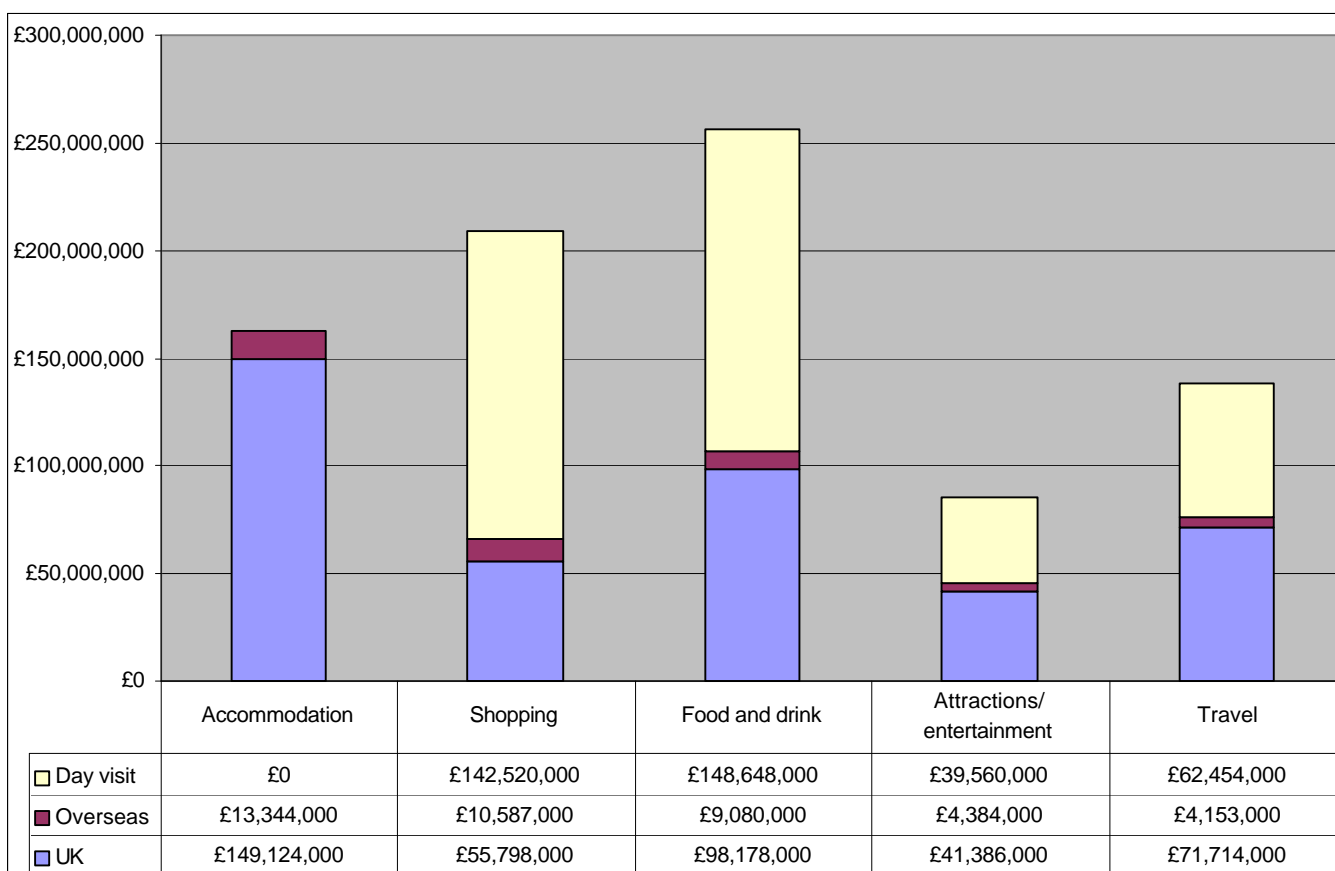
Somerset: Breakdown of expenditure associated with trips in context



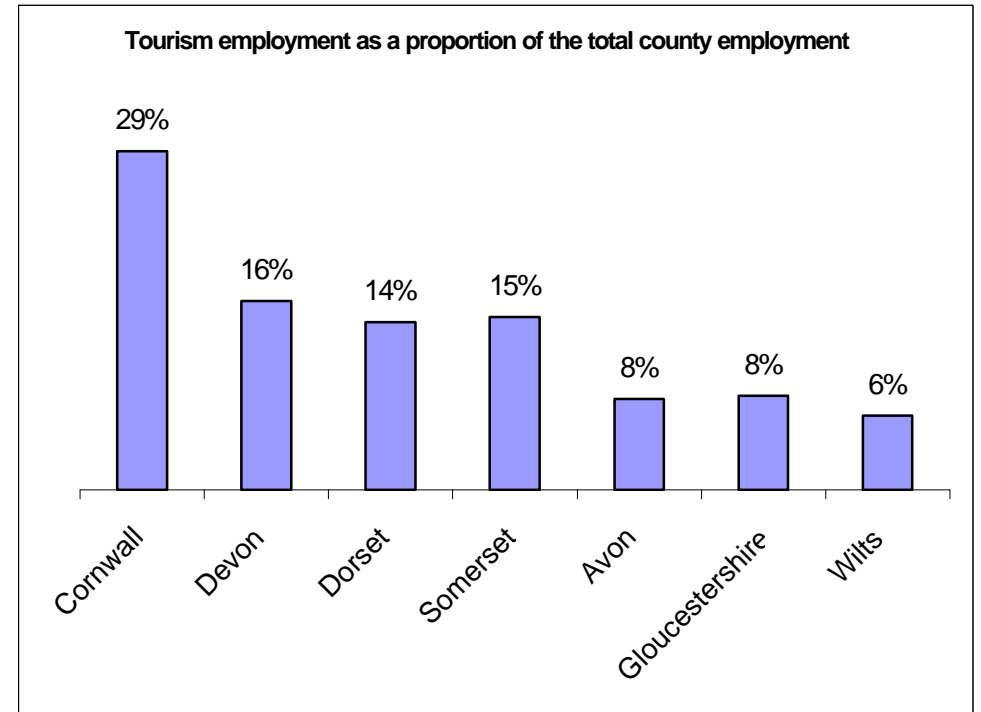
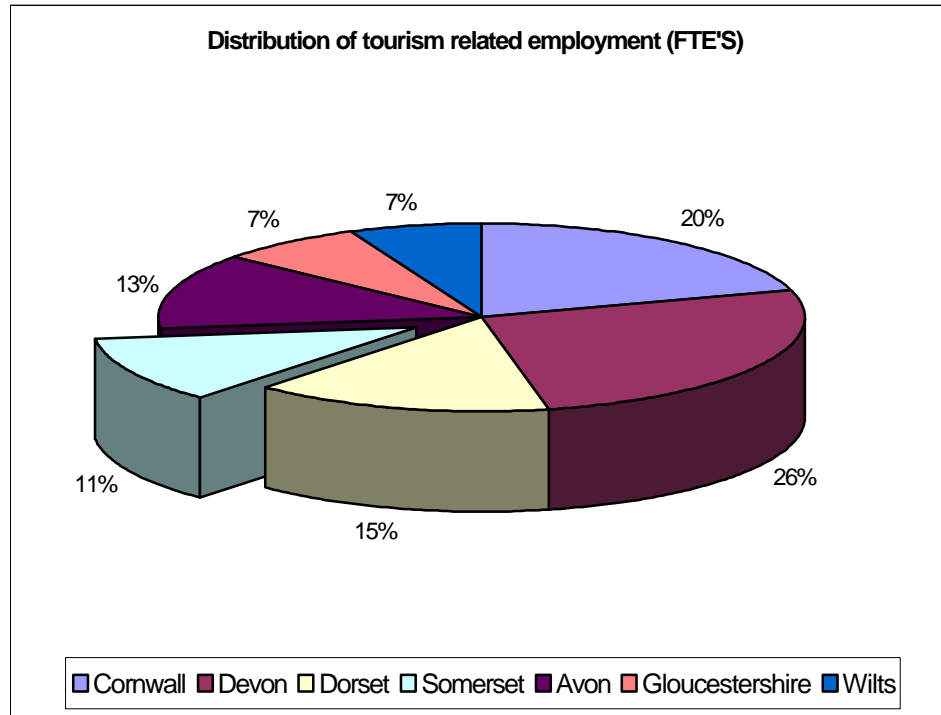
Somerset: Breakdown of expenditure associated with trips in detail

KEY FACTS:

- **The largest proportion of tourism expenditure is spent on food and drink**
- **Domestic and overseas staying visitors spent the largest portion of their expenditure on accommodation (£149.1 million and £13.3 million respectively)**



Somerset: Employment in context



| | Number of FTE's |
|---------------|-----------------|
| Cornwall | 45,966 |
| Devon | 59,438 |
| Dorset | 33,674 |
| Somerset | 25,585 |
| Avon | 29,334 |
| Gloucester | 16,585 |
| Wilts | 14,989 |
| Totals | 225,573 |

Somerset: Employment in detail

KEY FACTS:

- Somerset has 11% of tourism jobs in the region, equating to 25,585 FTEs
- 15% of employment in Somerset is related to tourism
- The largest proportion of jobs directly related to tourism in Somerset is in the catering sector (6,639)

Total employment related to tourism spending (estimated actual)

| | Staying tourists | Day visitors | Total |
|---------------|------------------|---------------|---------------|
| Direct | 14,633 | 10,855 | 25,489 |
| Indirect | 2,861 | 1,627 | 4,488 |
| Induced | 2,867 | 1,995 | 4,861 |
| Totals | 20,361 | 14,477 | 34,838 |

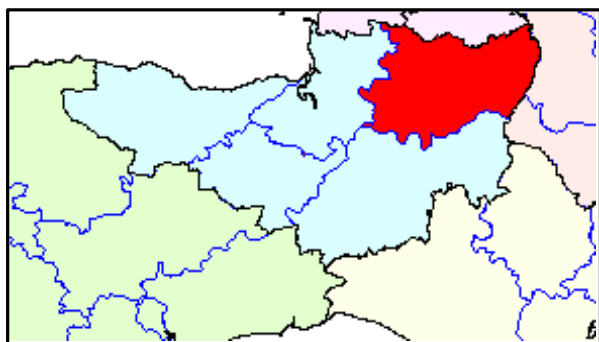
Total employment related to tourism spending (FTE's)

| | Staying tourists | Day visitors | Total |
|---------------|------------------|---------------|---------------|
| Direct | 10,063 | 7,321 | 17,384 |
| Indirect | 2,510 | 1,427 | 3,937 |
| Induced | 2,515 | 1,750 | 4,264 |
| Totals | 15,087 | 10,498 | 25,585 |

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

| | Staying | Day | Total |
|-----------------------------|---------------|--------------|---------------|
| Accommodation | 4,097 | 74 | 4,171 |
| Retailing | 933 | 2,002 | 2,935 |
| Catering | 2,782 | 3,856 | 6,639 |
| Attractions/entertainment | 1,064 | 951 | 2,016 |
| Transport | 532 | 438 | 969 |
| Arising from non trip spend | 655 | 0 | 655 |
| Totals | 10,063 | 7,321 | 17,384 |

Mendip Briefing



KEY FACTS

506,000 trips by staying visitors
 1,609,000 staying visitor nights
 £76,930,000 spend by staying visitors
 3,364,000 day visits
 £86,847,000 spend by day visitors
 £7,887,000 other tourism related spend
 5,667 jobs related to tourism spending
 11% of employment is supported by tourism

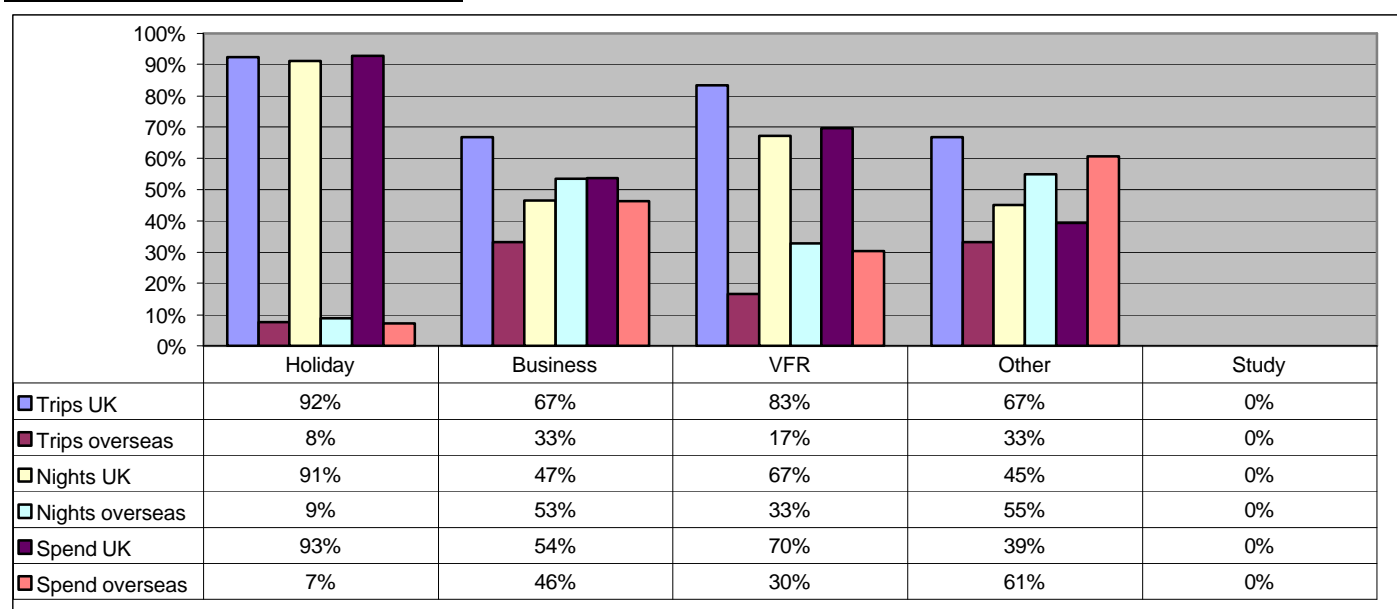
Trips, nights and spend by accommodation (Domestic tourists)

| | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 123,000 | 288,000 | £28,235,000 |
| Self catering | 25,000 | 114,000 | £5,120,000 |
| Touring caravans /tents | 25,000 | 106,000 | £2,776,000 |
| Static vans/holiday centres | 3,000 | 13,000 | £491,000 |
| Group/campus | 15,000 | 126,000 | £3,987,000 |
| Second homes | 7,000 | 25,000 | £593,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 37,000 | 125,000 | £4,027,000 |
| Staying with friends and relatives | 209,000 | 520,000 | £17,804,000 |
| Total | 444,000 | 1,317,000 | £63,034,000 |

Trips, nights and spend by accommodation (Overseas tourists)

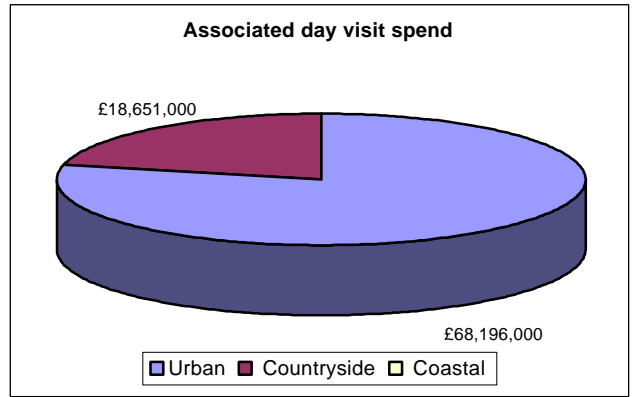
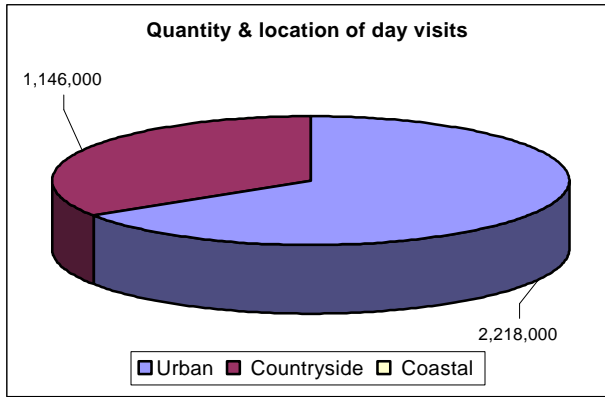
| | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 33,000 | 76,000 | £6,459,000 |
| Self catering | 1,000 | 15,000 | £476,000 |
| Touring caravans /tents | 1,000 | 2,000 | £52,000 |
| Static vans/holiday centres | 0 | 0 | £1,000 |
| Group/campus | 15,000 | 126,000 | £4,477,000 |
| Second homes | 1,000 | 8,000 | £137,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 2,000 | £124,000 |
| Staying with friends and relatives | 11,000 | 61,000 | £2,173,000 |
| Total | 62,000 | 292,000 | £13,896,000 |

Trips, nights and spend by purpose

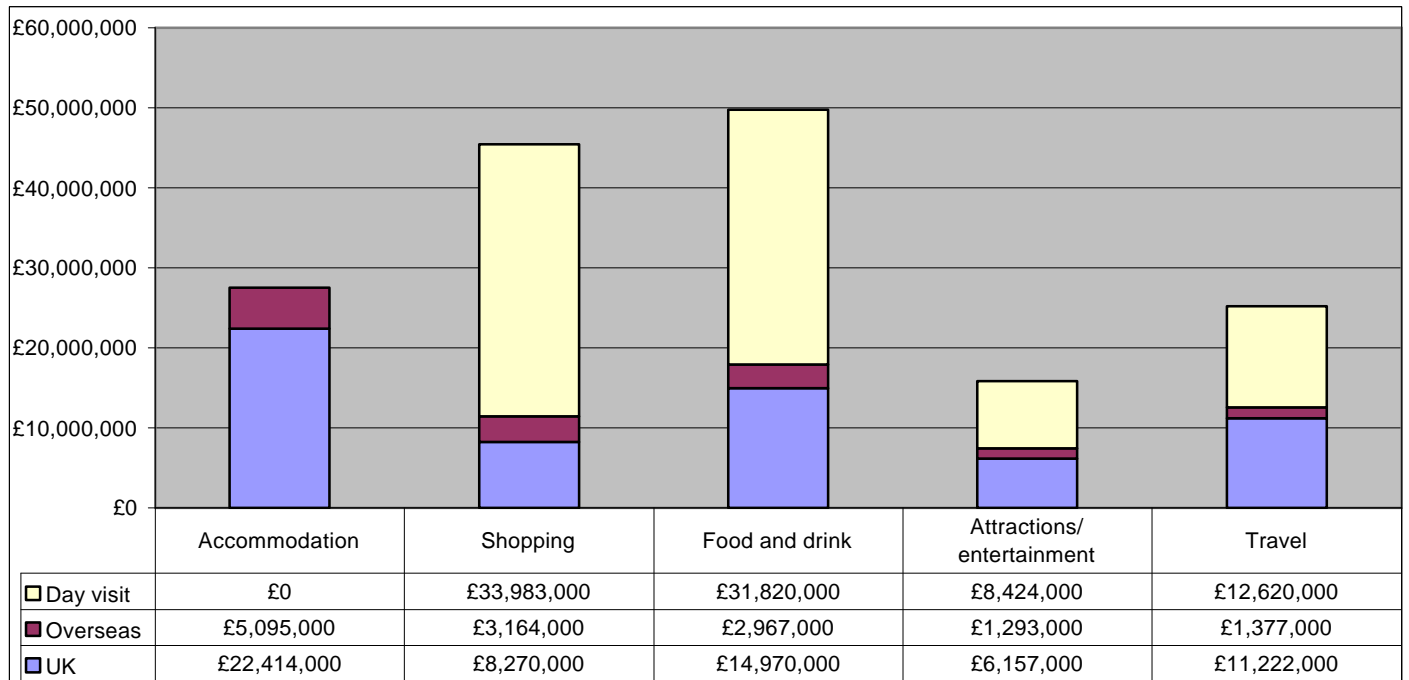


Mendip Briefing

Day visits



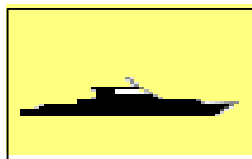
Expenditure associated with trips



Other tourism related spend



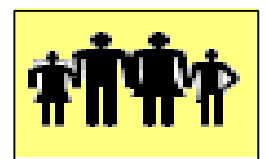
Second Homes
£163,000



Boats
£0



Static Vans
£0



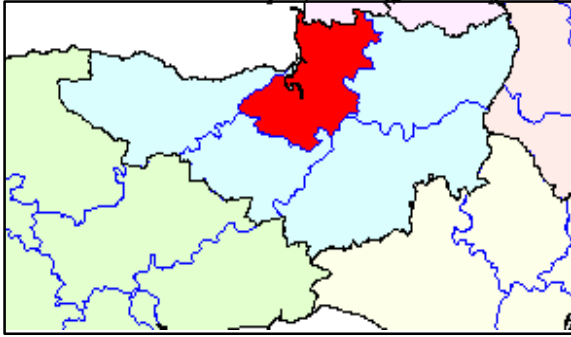
VFR
£7,724,000

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.

Total employment related to tourism spending (estimated actual)

| | Staying tourists | Day visitors | Total |
|----------------------------------|------------------|--------------|--------------|
| Direct | 2,489 | 2,471 | 4,960 |
| Indirect | 299 | 191 | 490 |
| Induced | 113 | 104 | 217 |
| Total | 2,901 | 2,766 | 5,667 |
| Estimated number of FTE's | | | 4,001 |

Sedgemoor Briefing



KEY FACTS

906,000 trips by staying visitors
 3,467,000 staying visitor nights
 £129,716,000 spend by staying visitors
 2,828,000 day visits
 £67,029,606 spend by day visitors
 £8,289,000 other tourism related spend
 6,508 jobs related to tourism spending
 13% of employment is supported by tourism

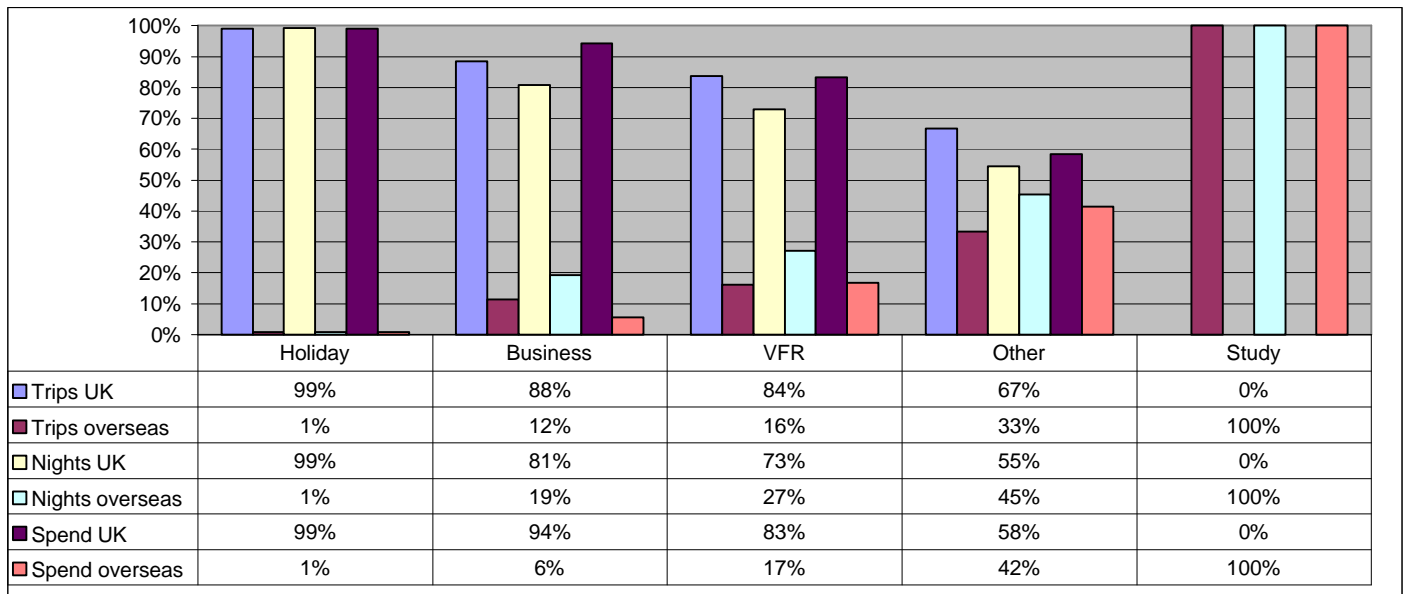
Trips, nights and spend by accommodation (Domestic tourists)

| | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 71,000 | 165,000 | £16,199,000 |
| Self catering | 25,000 | 112,000 | £5,017,000 |
| Touring caravans /tents | 170,000 | 737,000 | £19,224,000 |
| Static vans/holiday centres | 347,000 | 1,588,000 | £59,941,000 |
| Group/campus | 2,000 | 20,000 | £650,000 |
| Second homes | 8,000 | 29,000 | £681,000 |
| Boat moorings | 0 | 2,000 | £67,000 |
| Other | 39,000 | 130,000 | £4,198,000 |
| Staying with friends and relatives | 217,000 | 542,000 | £18,560,000 |
| Total | 880,000 | 3,325,000 | £124,537,000 |

Trips, nights and spend by accommodation (Overseas tourists)

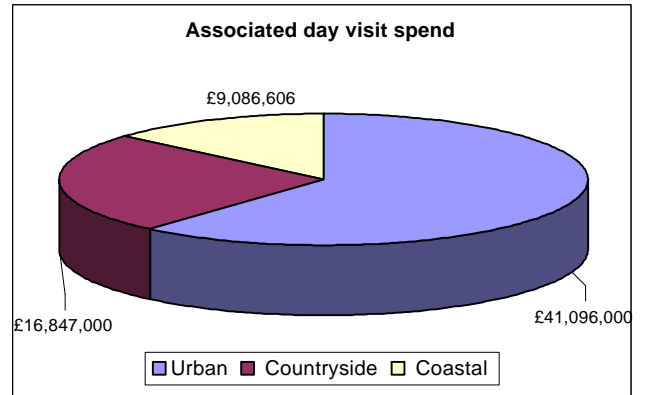
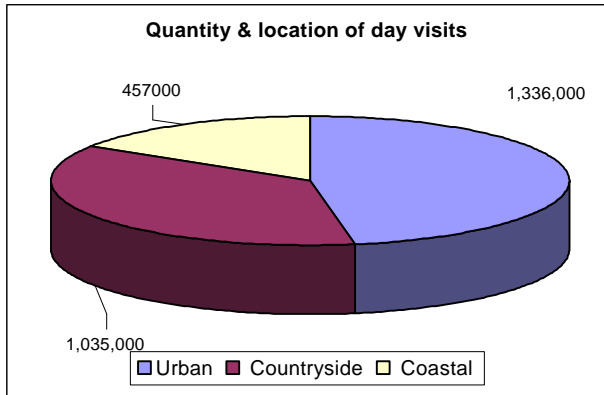
| | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 5,000 | 12,000 | £1,008,000 |
| Self catering | 1,000 | 15,000 | £466,000 |
| Touring caravans /tents | 4,000 | 17,000 | £358,000 |
| Static vans/holiday centres | 0 | 2,000 | £66,000 |
| Group/campus | 2,000 | 21,000 | £730,000 |
| Second homes | 1,000 | 10,000 | £157,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 2,000 | £129,000 |
| Staying with friends and relatives | 12,000 | 64,000 | £2,265,000 |
| Total | 26,000 | 142,000 | £5,179,000 |

Trips, nights and spend by purpose

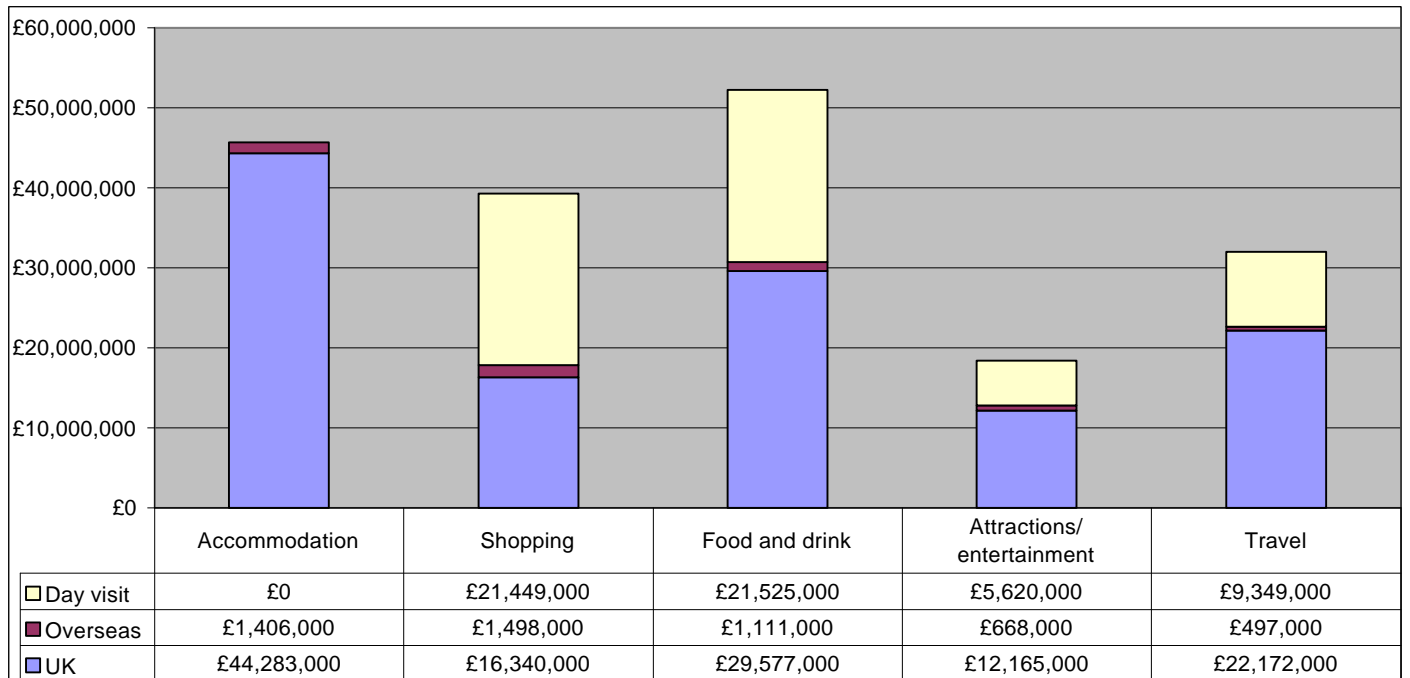


Sedgemoor Briefing

Day visits



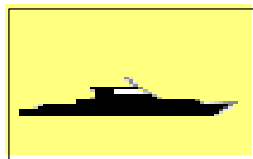
Expenditure associated with trips



Other tourism related spend



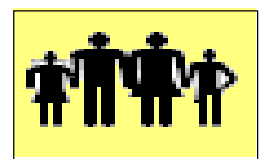
Second Homes
£187,000



Boats
£50,000



Static Vans
£0



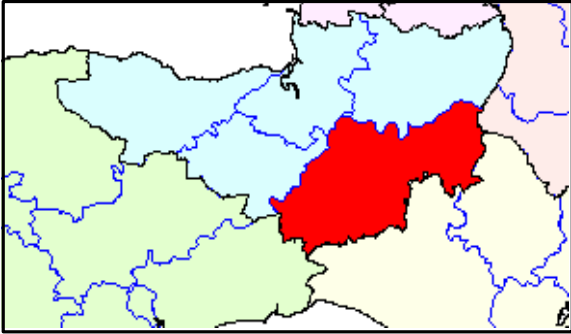
VFR
£8,052,000

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.

Total employment related to tourism spending (estimated actual)

| | Staying tourists | Day visitors | Total |
|----------------------------------|------------------|--------------|--------------|
| Direct | 4,119 | 1,529 | 5,648 |
| Indirect | 482 | 128 | 610 |
| Induced | 185 | 65 | 250 |
| Total | 4,786 | 1,722 | 6,508 |
| Estimated number of FTE's | | | 4,607 |

South Somerset Briefing



| KEY FACTS |
|--|
| 563,000 trips by staying visitors |
| 1,647,000 staying visitor nights |
| £70,235,000 spend by staying visitors |
| 3,400,000 day visits |
| £88,766,000 spend by day visitors |
| £12,125,000 other tourism related spend |
| 5,440 jobs related to tourism spending |
| 7% of employment is supported by tourism |

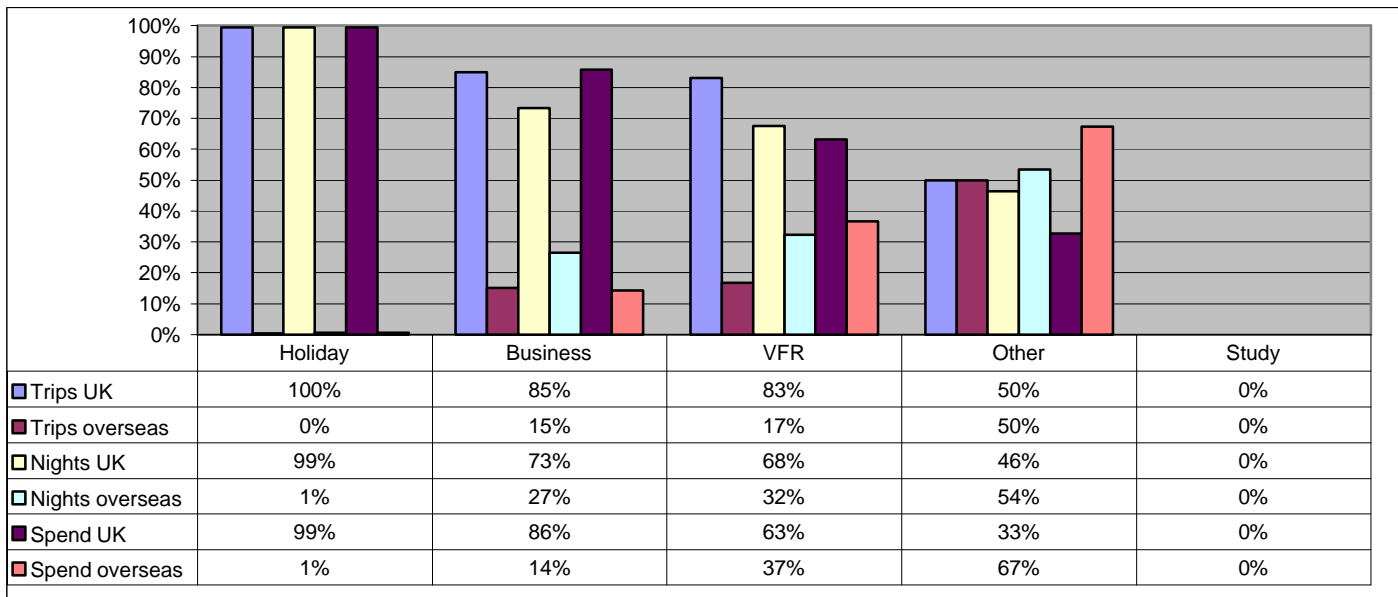
Trips, nights and spend by accommodation (Domestic tourists)

| | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 86,000 | 200,000 | £19,592,000 |
| Self catering | 35,000 | 158,000 | £7,079,000 |
| Touring caravans /tents | 18,000 | 79,000 | £2,059,000 |
| Static vans/holiday centres | 7,000 | 31,000 | £1,158,000 |
| Group/campus | 0 | 0 | £0 |
| Second homes | 10,000 | 38,000 | £897,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 58,000 | 192,000 | £6,194,000 |
| Staying with friends and relatives | 321,000 | 800,000 | £27,383,000 |
| Total | 534,000 | 1,497,000 | £64,362,000 |

Trips, nights and spend by accommodation (Overseas tourists)

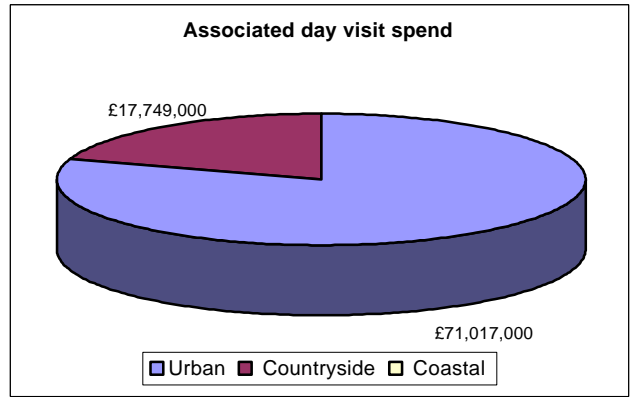
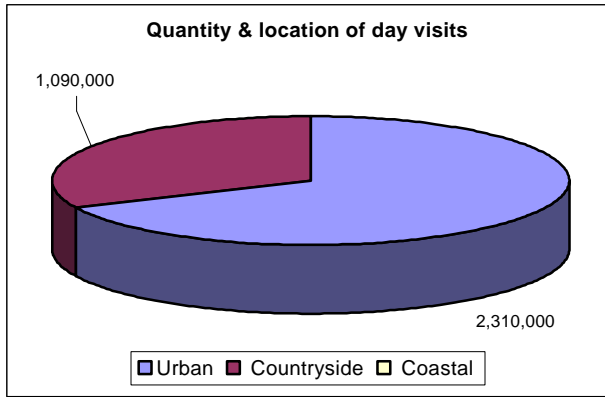
| | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|-------------------|
| Serviced | 7,000 | 17,000 | £1,438,000 |
| Self catering | 1,000 | 21,000 | £657,000 |
| Touring caravans /tents | 0 | 2,000 | £38,000 |
| Static vans/holiday centres | 0 | 0 | £1,000 |
| Group/campus | 0 | 0 | £0 |
| Second homes | 1,000 | 13,000 | £206,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 3,000 | £190,000 |
| Staying with friends and relatives | 18,000 | 94,000 | £3,341,000 |
| Total | 29,000 | 150,000 | £5,873,000 |

Trips, nights and spend by purpose

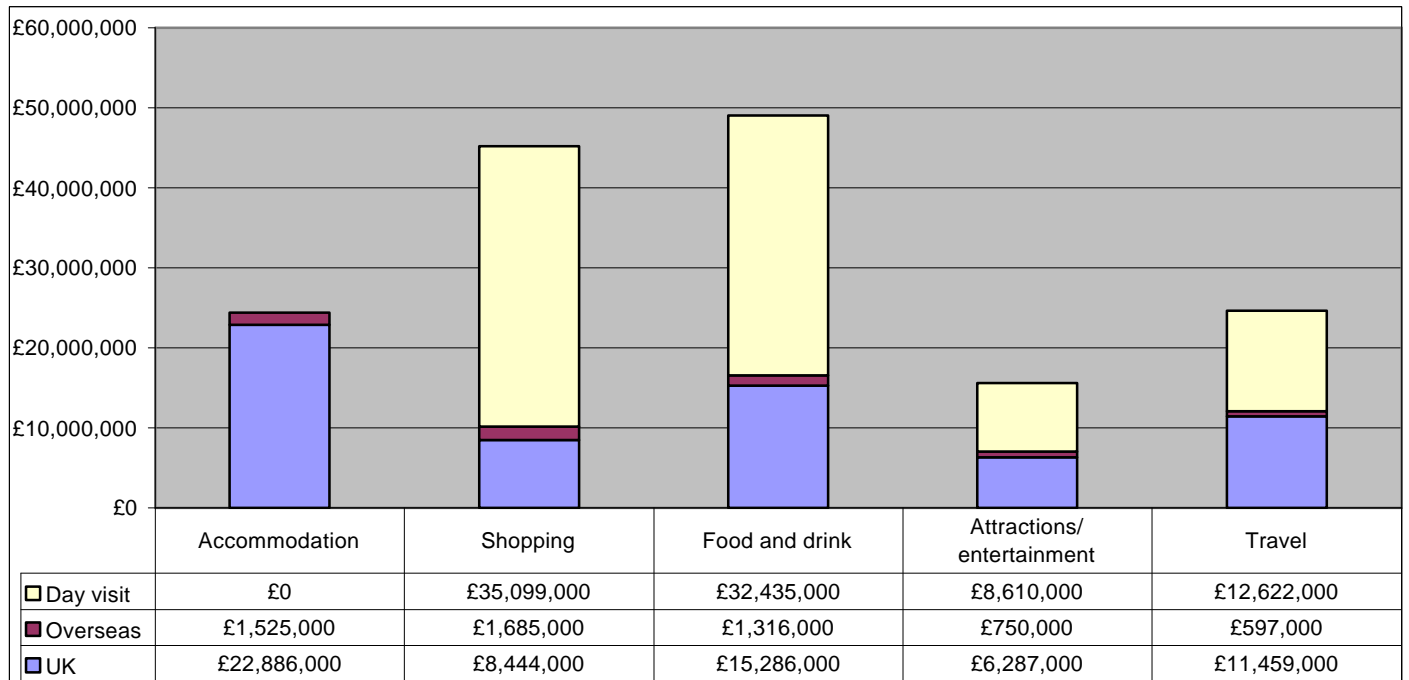


South Somerset Briefing

Day visits



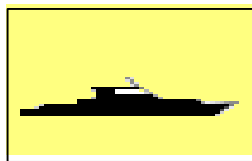
Expenditure associated with trips



Other tourism related spend



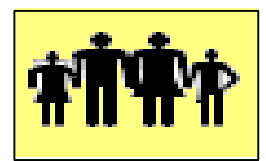
Second Homes
£246,000



Boats
£0



Static Vans
£0



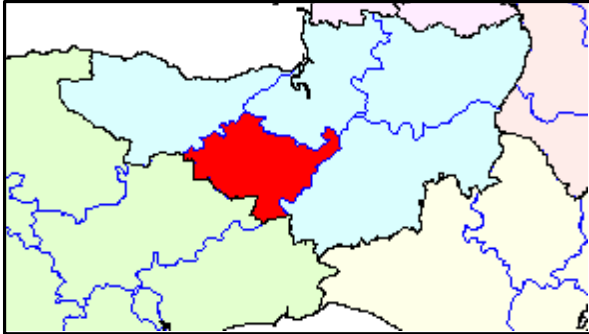
VFR
£11,879,000

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.

Total employment related to tourism spending (estimated actual)

| | Staying tourists | Day visitors | Total |
|----------------------------------|------------------|--------------|--------------|
| Direct | 2,334 | 2,411 | 4,746 |
| Indirect | 289 | 195 | 484 |
| Induced | 107 | 102 | 210 |
| Total | 2,731 | 2,709 | 5,440 |
| Estimated number of FTE's | | | 3,861 |

Taunton Deane Briefing



| KEY FACTS | |
|-------------|---------------------------------------|
| 418,000 | trips by staying visitors |
| 1,172,000 | staying visitor nights |
| £58,723,000 | spend by staying visitors |
| 3,174,000 | day visits |
| £81,468,000 | spend by day visitors |
| £7,829,000 | other tourism related spend |
| 5,352 | jobs related to tourism spending |
| 11% | of employment is supported by tourism |

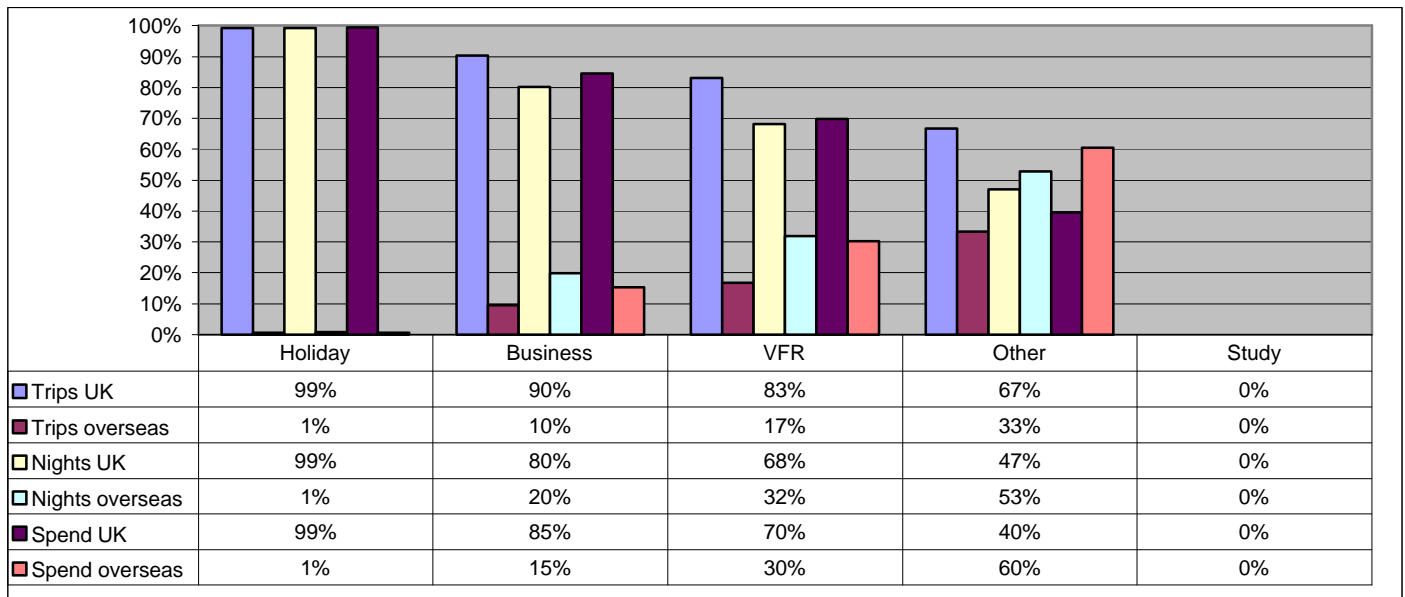
Trips, nights and spend by accommodation (Domestic tourists)

| | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|--------------------|
| Serviced | 117,000 | 273,000 | £26,746,000 |
| Self catering | 22,000 | 101,000 | £4,536,000 |
| Touring caravans /tents | 9,000 | 40,000 | £1,046,000 |
| Static vans/holiday centres | 1,000 | 2,000 | £88,000 |
| Group/campus | 0 | 0 | £0 |
| Second homes | 4,000 | 14,000 | £339,000 |
| Boat moorings | 0 | 2,000 | £67,000 |
| Other | 37,000 | 124,000 | £4,007,000 |
| Staying with friends and relatives | 208,000 | 517,000 | £17,716,000 |
| Total | 398,000 | 1,074,000 | £54,546,000 |

Trips, nights and spend by accommodation (Overseas tourists)

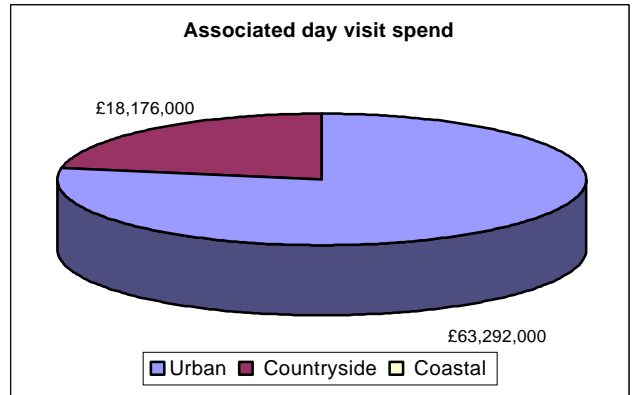
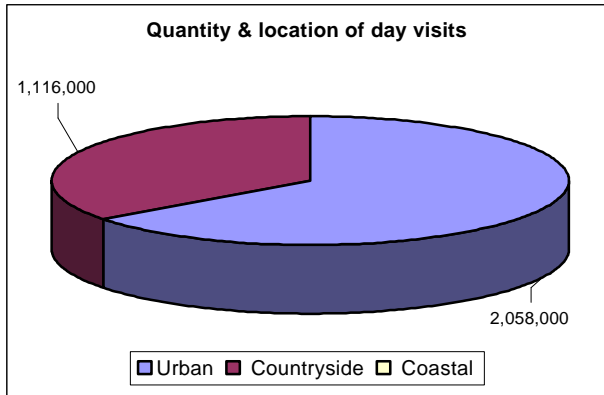
| | Trips | Nights | Spend |
|------------------------------------|---------------|---------------|-------------------|
| Serviced | 7,000 | 16,000 | £1,373,000 |
| Self catering | 1,000 | 13,000 | £421,000 |
| Touring caravans /tents | 0 | 1,000 | £19,000 |
| Static vans/holiday centres | 0 | 0 | £0 |
| Group/campus | 0 | 0 | £0 |
| Second homes | 0 | 5,000 | £78,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 1,000 | 2,000 | £123,000 |
| Staying with friends and relatives | 11,000 | 61,000 | £2,162,000 |
| Total | 20,000 | 98,000 | £4,177,000 |

Trips, nights and spend by purpose

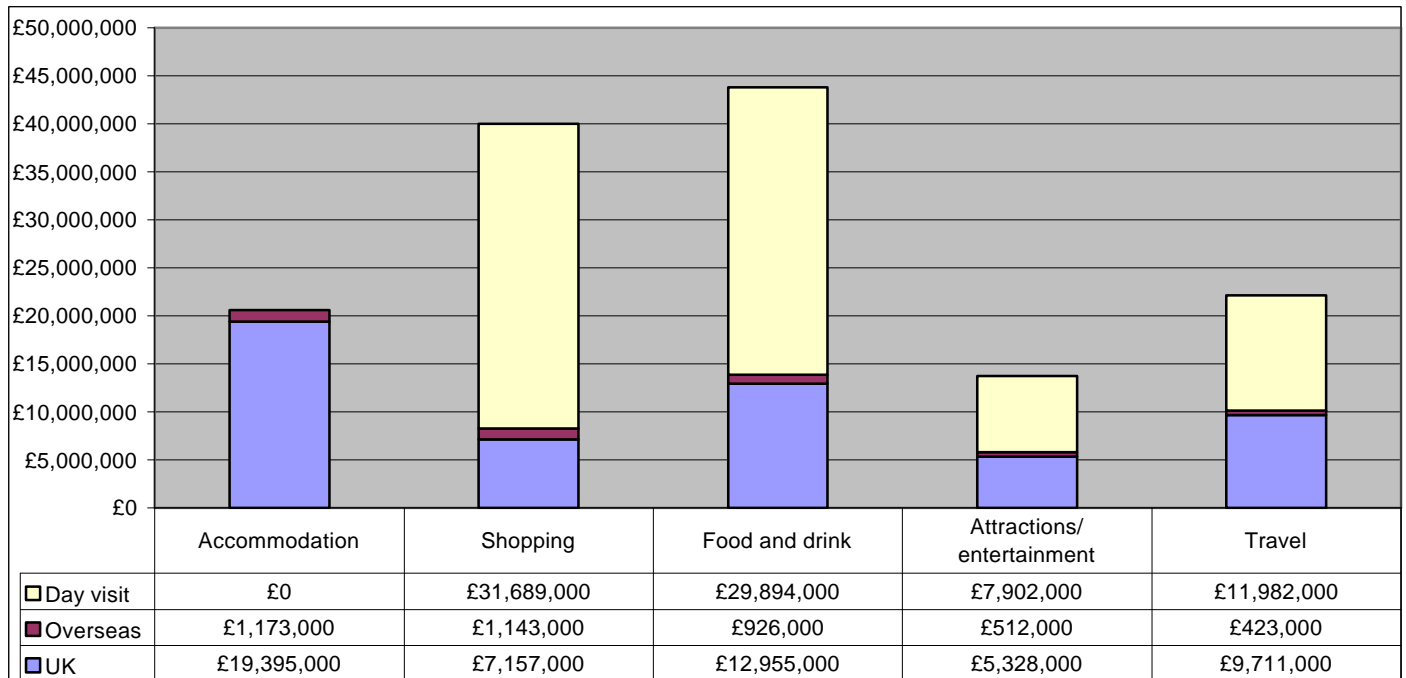


Taunton Deane Briefing

Day visits



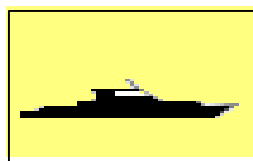
Expenditure associated with trips



Other tourism related spend



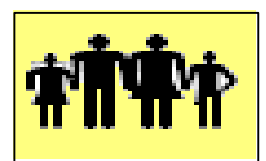
Second Homes
£93,000



Boats
£50,000



Static Vans
£0



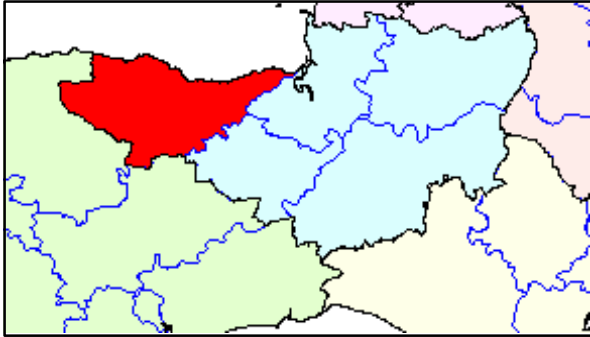
VFR
£7,686,000

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.

Total employment related to tourism spending (estimated actual)

| | Staying tourists | Day visitors | Total |
|----------------------------------|------------------|--------------|--------------|
| Direct | 2,051 | 2,183 | 4,234 |
| Indirect | 332 | 274 | 606 |
| Induced | 244 | 269 | 512 |
| Total | 2,627 | 2,726 | 5,352 |
| Estimated number of FTE's | | | 4,045 |

West Somerset Briefing



| KEY FACTS |
|---|
| 677,000 trips by staying visitors |
| 2,842,000 staying visitor nights |
| £122,145,000 spend by staying visitors |
| 3,299,000 day visits |
| £69,071,289 spend by day visitors |
| £3,170,000 other tourism related spend |
| 5,657 jobs related to tourism spending |
| 47% of employment is supported by tourism |

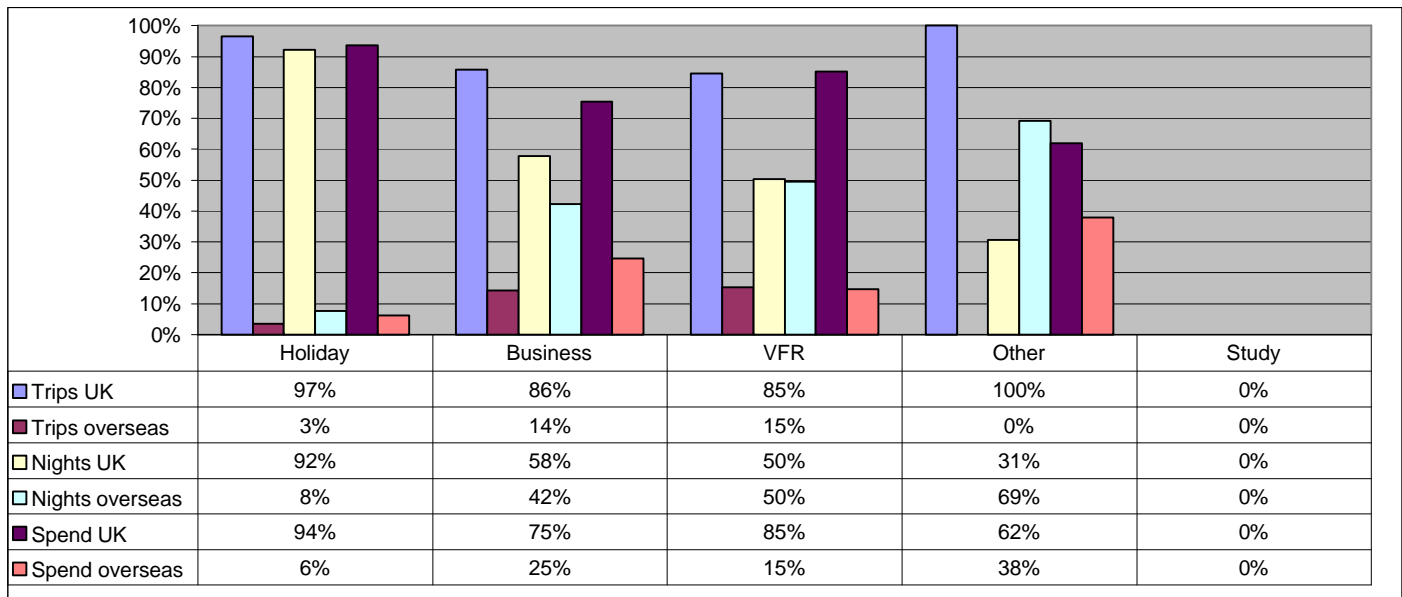
Trips, nights and spend by accommodation (Domestic tourists)

| | Trips | Nights | Spend |
|------------------------------------|----------------|------------------|---------------------|
| Serviced | 127,000 | 297,000 | £29,107,000 |
| Self catering | 65,000 | 293,000 | £13,161,000 |
| Touring caravans /tents | 49,000 | 213,000 | £5,547,000 |
| Static vans/holiday centres | 303,000 | 1,384,000 | £52,237,000 |
| Group/campus | 3,000 | 26,000 | £812,000 |
| Second homes | 11,000 | 42,000 | £1,001,000 |
| Boat moorings | 2,000 | 9,000 | £296,000 |
| Other | 13,000 | 43,000 | £1,395,000 |
| Staying with friends and relatives | 72,000 | 180,000 | £6,166,000 |
| Total | 645,000 | 2,487,000 | £109,722,000 |

Trips, nights and spend by accommodation (Overseas tourists)

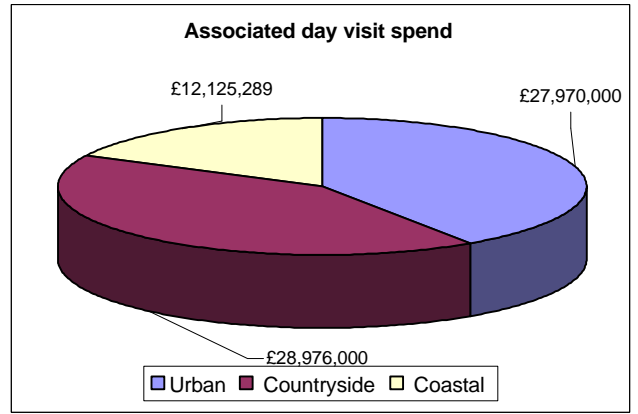
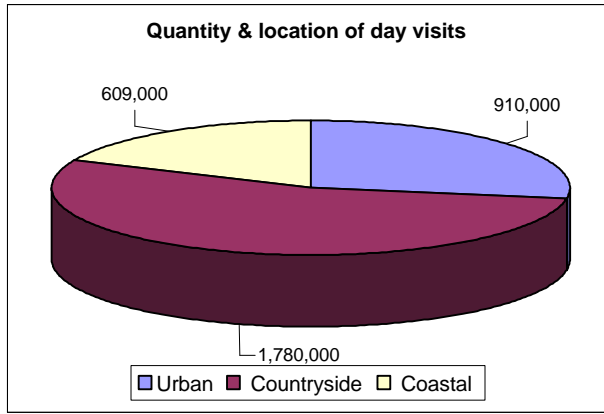
| | Trips | Nights | Spend |
|------------------------------------|---------------|----------------|--------------------|
| Serviced | 11,000 | 25,000 | £2,136,000 |
| Self catering | 12,000 | 262,000 | £8,219,000 |
| Touring caravans /tents | 1,000 | 5,000 | £103,000 |
| Static vans/holiday centres | 0 | 1,000 | £27,000 |
| Group/campus | 3,000 | 26,000 | £911,000 |
| Second homes | 1,000 | 14,000 | £230,000 |
| Boat moorings | 0 | 0 | £0 |
| Other | 0 | 1,000 | £43,000 |
| Staying with friends and relatives | 4,000 | 21,000 | £752,000 |
| Total | 32,000 | 355,000 | £12,423,000 |

Trips, nights and spend by purpose

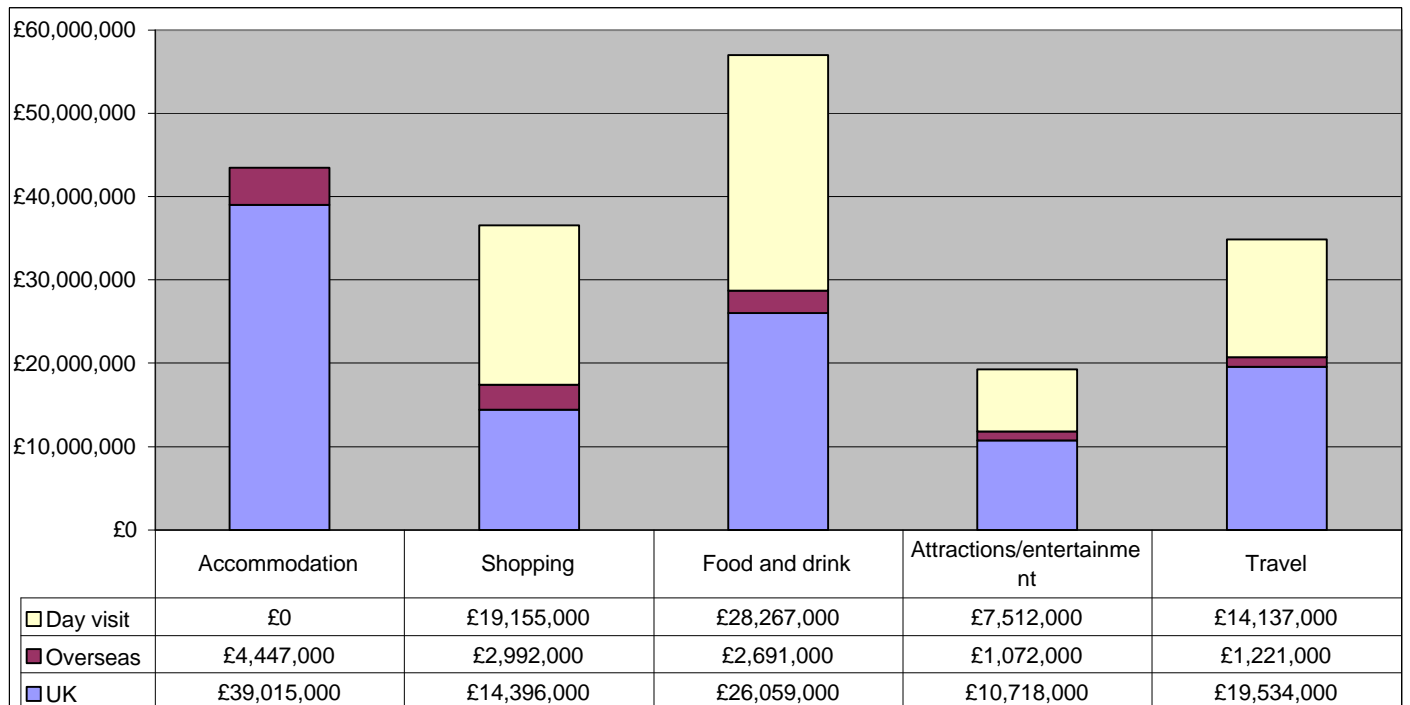


West Somerset Briefing

Day visits



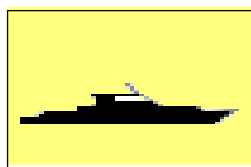
Expenditure associated with trips



Other tourism related spend



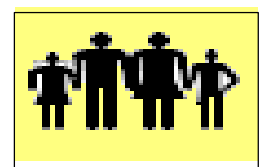
Second Homes
£275,000



Boats
£220,000



Static Vans
£0



VFR
£2,675,000

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.

Total employment related to tourism spending (estimated actual)

| | Staying tourists | Day visitors | Total |
|----------------------------------|------------------|--------------|--------------|
| Direct | 3,186 | 1,656 | 4,842 |
| Indirect | 438 | 160 | 598 |
| Induced | 146 | 72 | 217 |
| Total | 3,770 | 1,887 | 5,657 |
| Estimated number of FTE's | | | 4,004 |