

3 Tourism: the regional economic dimension

3.1 Introduction

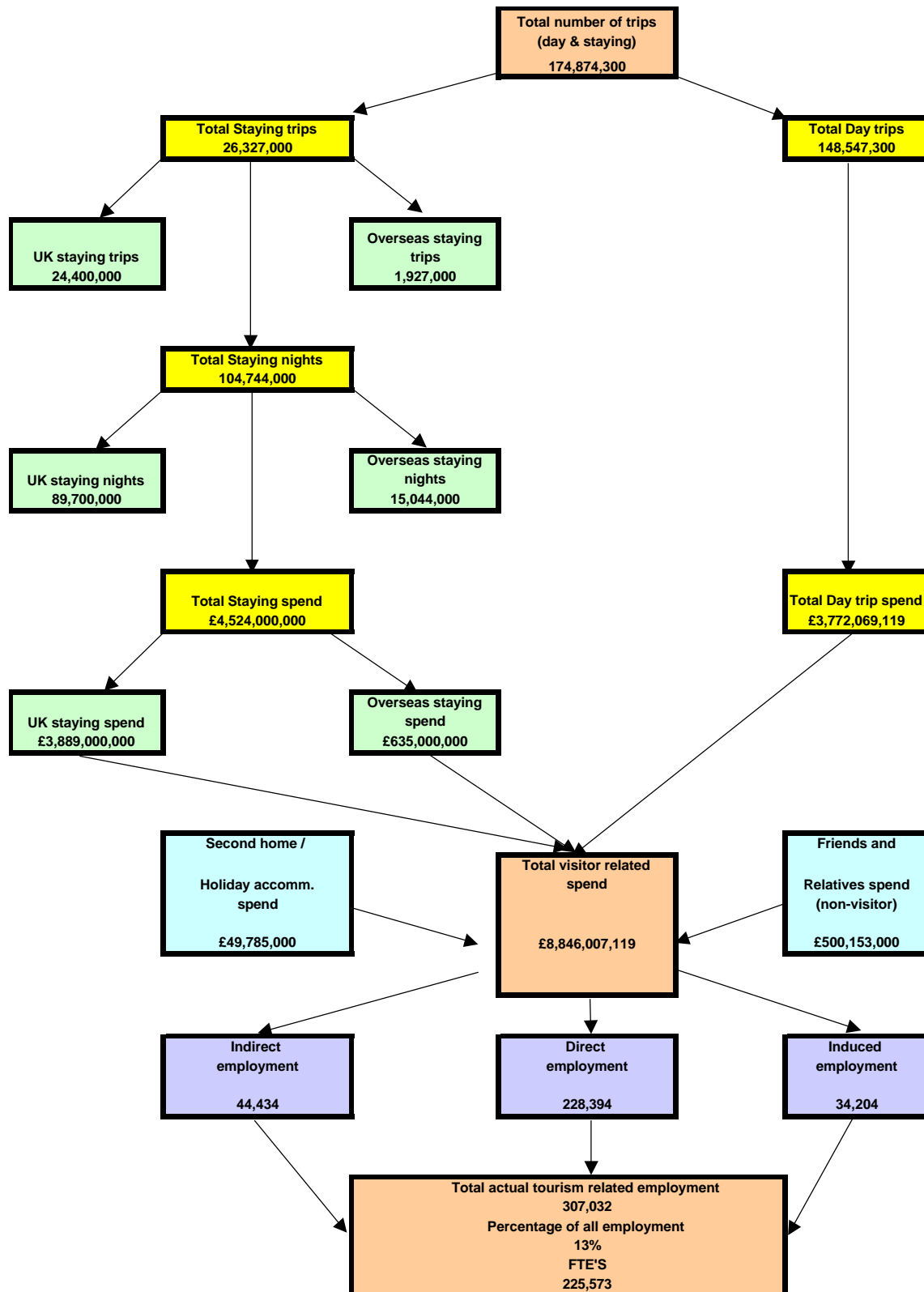
More than two thirds (70%) of the South West region's land area is devoted to agriculture. The land-based industries play a major role in maintaining and preserving the region's distinctive and varied countryside and landscape. The region has a population of 4.9 million people living at densities 16% below the UK average but much higher than the EU average. The region is predominantly rural in nature but includes a number of significant urban centres, the largest being Bristol with a population of 380,000, followed by the Bournemouth/Poole conurbation with 304,000 people and Plymouth with a population of 253,000. The urban and rural parts of the region combine to provide a diverse economic base for the region, while creating distinct sub-regional disparities.

The purpose of this chapter is to evaluate the contribution of the tourism sector to the economic well being of our diverse South West region. Although the data below provides powerful evidence of the considerable economic contribution of tourism, it also provides evidence that the linkages between heritage, the environment and culture, which manifest under the broad heading of tourism, are crucial to the continued prosperity of the region.

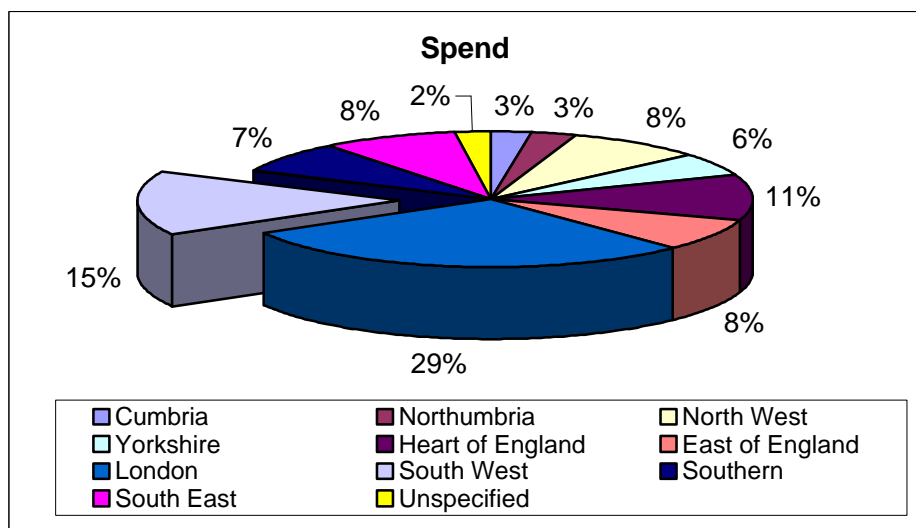
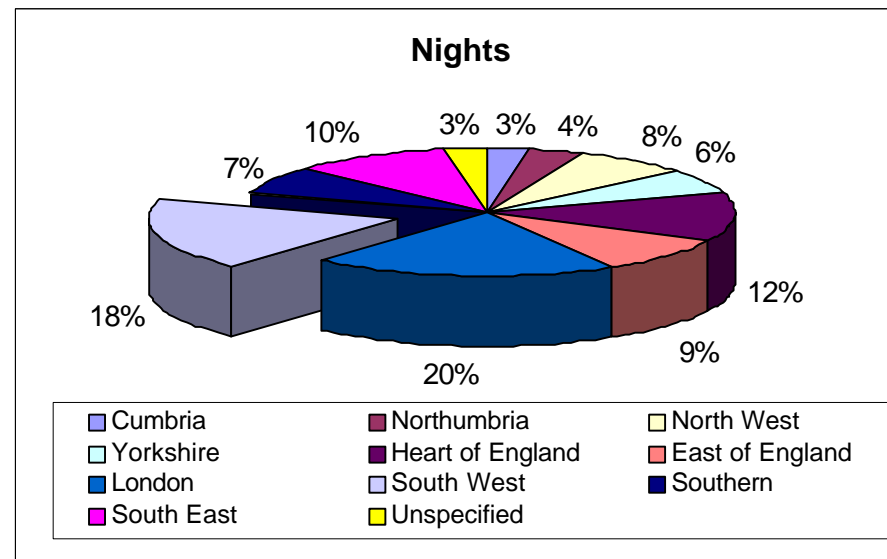
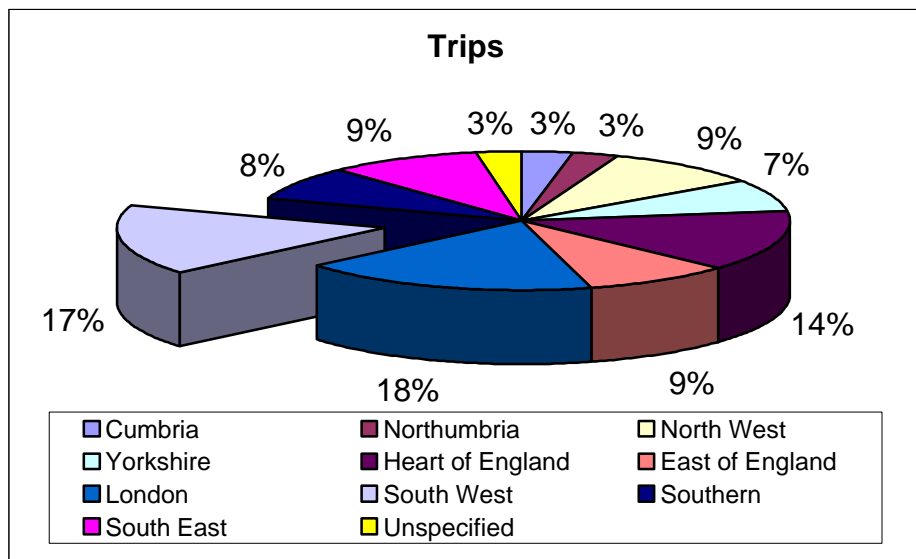
It is at this point that particular reference needs to be made to the pivotal role 2001 has played in the fortunes of the South West's tourism industry. 2001 saw the twin crises of Foot and Mouth in Britain (FMD) and the September 11th attacks in New York. Undoubtedly, both had a significant effect on parts of the industry, but it should be stressed that neither damaged the sector beyond repair. The heritage sector, for instance, was particularly badly hit by FMD as two-thirds of sites are, nationally, located in rural areas. September 11th had a further effect following the reduction in international arrivals to the UK. Rural tourism enterprises, both attractions and accommodation, were hit hard by footpath closures following FMD, though some coastal and urban tourism centres reported increased visitor numbers as domestic visitors continued to visit the region. Moreover, historic urban centres such as Bath were left relatively unscathed by FMD but were very badly hit by the reduction in overseas visitors following September 11th, however, UK tourists that might normally have gone abroad stayed at home.

In essence, the 2001 crises affected tourism in different parts of the region differently with gains made in some areas and losses in others.

The South West Region: Facts at a glance



The South West Region: Staying visitors in context



	Trips	Nights	Spend
Cumbria	4,700,000	16,000,000	£776,000,000
Northumbria	4,700,000	20,600,000	£795,000,000
North West	15,000,000	44,300,000	£2,482,000,000
Yorkshire	11,800,000	37,100,000	£1,703,000,000
Heart of England	22,500,000	70,600,000	£3,222,000,000
East of England	14,400,000	53,100,000	£2,302,000,000
London	28,400,000	116,100,000	£8,656,000,000
South West	26,327,000	104,744,000	£4,524,000,000
Southern	12,400,000	43,500,000	£2,237,000,000
South East	14,600,000	59,000,000	£2,454,000,000
Unspecified	4,260,000	16,100,000	£700,000,000

The South West Region: Staying visitors in detail

KEY FACTS:

- ***The South West region relies heavily on the domestic holiday market in terms of trips, nights and spend.***
- ***The VFR sector is by far the most important to the South West region in terms of overnight (domestic and overseas) trip and night generation.***
- ***Spending is highest amongst those visitors staying in serviced accommodation.***

Trips, nights & spend by accommodation (domestic tourists)

	Trips	Nights	Spend
Serviced	6,878,000	20,841,000	£1,520,507,000
Self catering	2,170,000	13,989,000	£596,045,000
Touring caravans /tents	1,502,000	7,211,000	£198,636,000
Static vans/holiday centres	2,331,000	12,903,000	£491,545,000
Group/campus	119,000	609,000	£22,933,000
Second homes	353,000	1,432,000	£35,155,000
Boat moorings	157,000	807,000	£23,852,000
Other	1,259,000	4,471,000	£189,655,000
Staying with friends and relatives	9,629,000	27,437,000	£810,671,000
Total	24,400,000	89,700,000	£3,889,000,000

- ∅ Almost two fifths (39%) of domestic staying trips made to the South West region involve staying with friends or relatives.
- ∅ 31% of domestic visitor nights are also generated by those visitors staying with friends and relatives, followed closely by those staying in serviced accommodation in the region (23%).
- ∅ The largest proportion of domestic visitor spend in the region was generated by those visitors staying in serviced accommodation (39%), followed by those staying with friends and relatives (21%).

Trips, nights & spend by accommodation (overseas tourists)

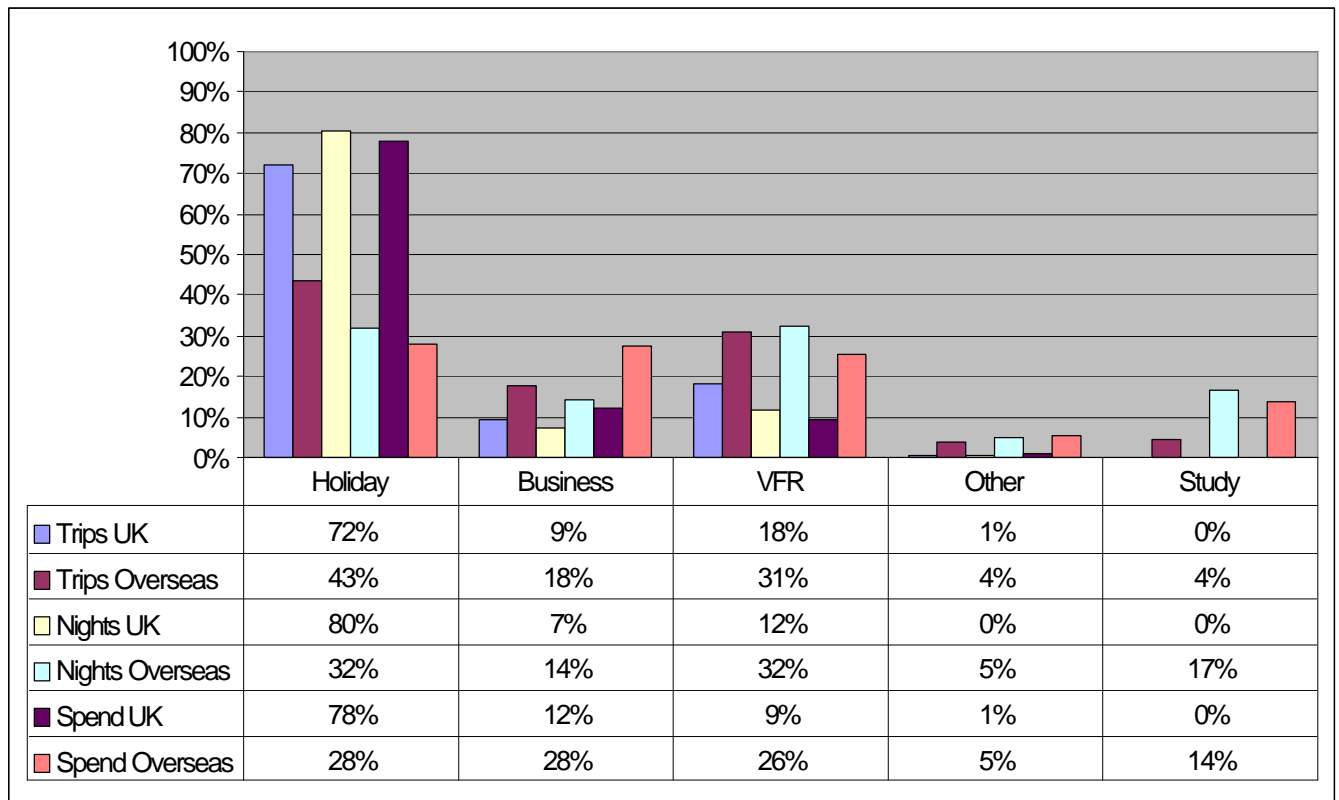
	Trips	Nights	Spend
Serviced	947,000	4,726,000	£279,191,000
Self catering	66,000	1,512,000	£49,693,000
Touring caravans /tents	55,000	311,000	£8,053,000
Static vans/holiday centres	2,000	12,000	£285,000
Group/campus	115,000	1,668,000	£62,983,000
Second homes	36,000	640,000	£22,960,000
Boat moorings	0	0	£0
Other	42,000	220,000	£12,280,000
Staying with friends and relatives	669,000	5,950,000	£199,557,000
Total	1,927,000	15,044,000	£635,000,000

- Ø Almost half (49%) of all overseas staying trips to the South West region were generated by visitors staying in serviced accommodation, followed by those staying with friends and relatives (35%).

- Ø Two fifths of all overseas staying visitor nights were generated by those staying with friends and relatives and around a third (31%) by those staying in serviced accommodation.

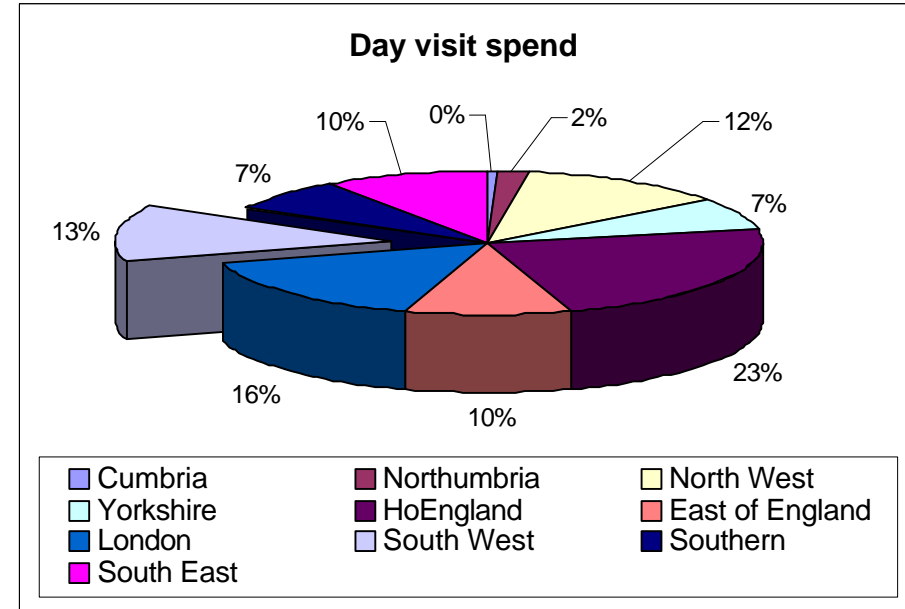
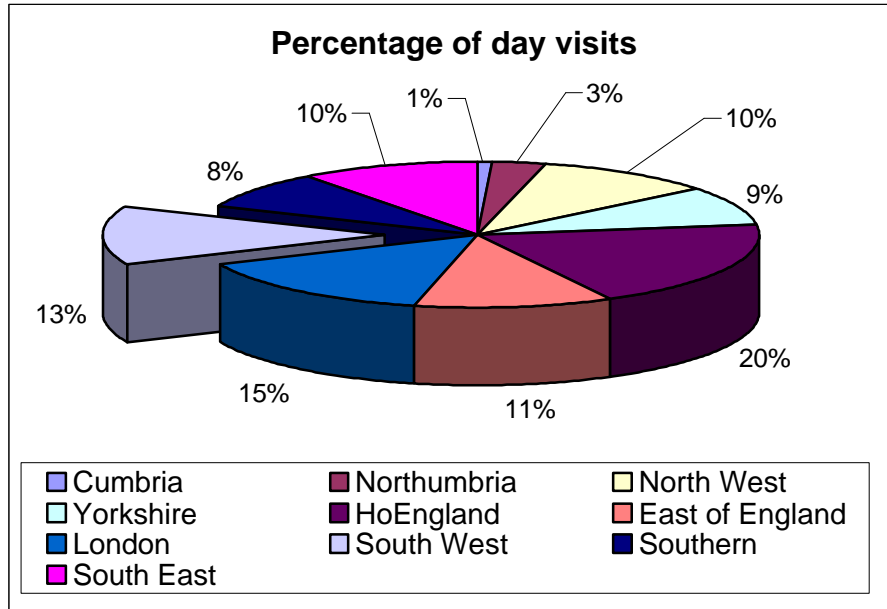
- Ø Overseas spending on accommodation was heavily influenced by the serviced sector (44%), followed by visitors staying with friends and relatives (31%). 10% of all overseas spending was by those staying in group/campus accommodation.

Trips, nights and spend by purpose



- Ø The South West region relies heavily on the domestic holiday market, with 72% of domestic trips, 80% of domestic nights and 78% of domestic spend being generated from this sector.
- Ø 28% of overseas spending was on holiday and business trips respectively and a further 26% on visiting friends and relatives.

The South West region: Day visits in context



	Trips	Spend
Cumbria	10,400,000	£142,000,000
Northumbria	32,600,000	£604,000,000
North West	118,300,000	£3,619,000,000
Yorkshire	98,900,000	£2,227,000,000
HoEngland	220,900,000	£6,815,000,000
East of England	127,200,000	£2,869,000,000
London	169,000,000	£4,617,000,000
South West	148,547,300	£3,772,069,119
Southern	94,000,000	£2,140,000,000
South East	116,600,000	£2,913,000,000

The South West region: Day visits in detail

KEY FACTS:

- ***Day trips to urban areas around the South West region and the expenditure generated from these trips far outweigh the volume and value of day trips to countryside and coastal locations in the region.***

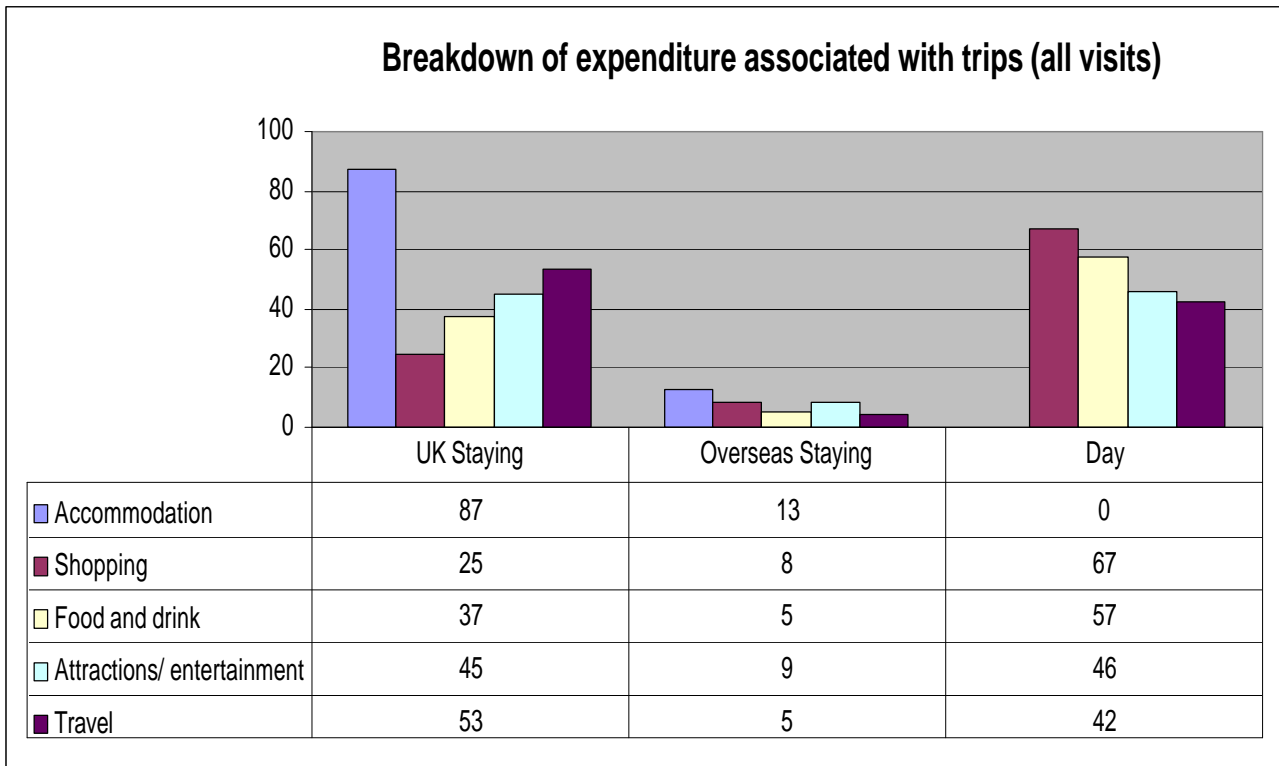
	Trips	Spend
Urban visits	89,314,000	£2,746,332,000
Countryside visits	42,247,000	£687,764,000
Coastal visits	16,986,300	£337,973,119
Total	148,547,300	£3,772,069,119

- Ø Day trips to urban areas (89,314,000) account for two fifths of all day trips in the region and almost three quarters (72%) of all day trip expenditure (£2,746,332,000).
- Ø Day trips to the countryside around the South West accounted for 28% of trips and 18% of expenditure.
- Ø Coastal day trips accounted for 11% and 9% of all day trips and spending in the region respectively.

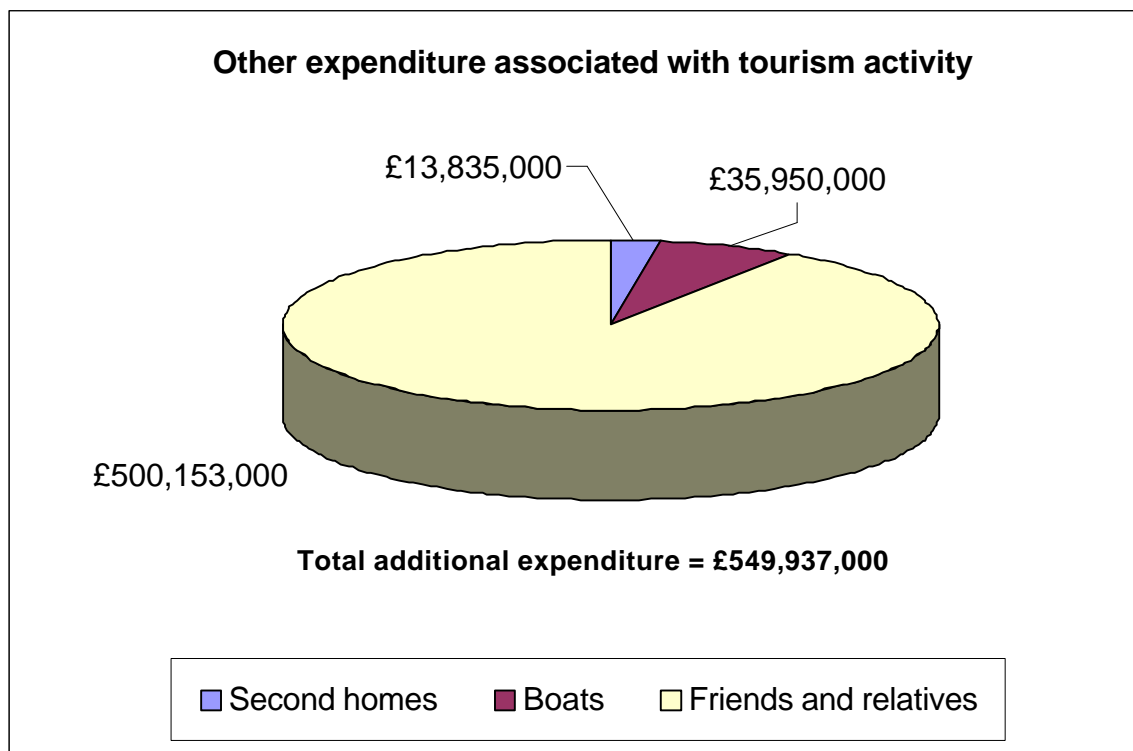
The South West Region: Expenditure in detail

KEY FACTS:

- **Expenditure generation in the region relies heavily on domestic staying visitors and day visitors.**
- **UK staying visitors generated the highest amount of expenditure on accommodation and travel, whilst expenditure on shopping, food & drink and on attractions/entertainment was highest amongst day visitors.**
- **Overseas staying visitors generated 13% of accommodation expenditure.**
- **Around a further £550 million is spent by non-visitors (hosts, for instance) in relation to visiting friends and relatives in the region (approx. £500 million), second homes (approx. £14 million) and boats (approx. £36 million).**



	UK staying visitors	Overseas staying visitors	Day visitors	TOTAL
Accommodation	£1,377,694,000	£199,412,000	£0	£1,577,106,000
Shopping	£512,114,000	£169,628,000	£1,400,164,000	£2,081,906,000
Food & drink	£924,811,000	£133,020,000	£1,429,953,000	£2,487,784,000
Attractions/ entertainment	£381,884,000	£73,075,000	£388,534,000	£843,493,000
Travel	£692,498,000	£59,867,000	£553,419,000	£1,305,784,000
TOTAL	£3,889,000,000	£635,001,000	£3,772,068,000	£8,296,069,000



The South West region: Employment in detail

KEY FACTS:

- ***Direct employment in businesses in receipt of visitor expenditure was highest in the catering sector, followed by the accommodation sector and retailing.***
- ***A total of 156,591 full time equivalent jobs (FTE's) are directly supported by visitor expenditure in the South West region equating to 228,394 actual jobs.***
- ***A further 68,982 full time equivalent jobs are supported indirectly or are induced – equivalent to 78,638 actual jobs.***
- ***A total of 225,573 full time equivalent jobs are supported (directly and indirectly) by tourism spending in the South West region – equivalent to 307,032 actual jobs.***

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

	Staying visitors	Day visitors	TOTAL
Accommodation	36,760	643	37,403
Retailing	8,937	17,769	26,706
Catering	24,175	31,971	56,145
Attractions/entertainment	10,020	8,672	18,692
Transport	4,930	3,550	8,480
Arising from non trip spend	9,166	0	9,166
TOTAL DIRECT	93,986	62,605	156,591

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

	Staying visitors	Day visitors	TOTAL
Accommodation	54,404	952	55,356
Retailing	13,405	26,654	40,059
Catering	36,262	47,956	84,218
Attractions/entertainment	14,128	12,228	26,355
Transport	6,952	5,006	11,957
Arising from non trip spend	10,449	0	10,449
TOTAL DIRECT	135,599	92,795	228,394

Total employment related to tourism spending (FTE's)

	Staying visitors	Day visitors	TOTAL
Direct	93,986	62,605	156,591
Indirect	25,169	13,808	38,978
Induced	23,831	6,172	30,004
TOTAL	142,987	82,586	225,573

Total employment related to tourism spending (Actual)

	Staying visitors	Day visitors	TOTAL
Direct	135,599	92,795	228,394
Indirect	28,693	15,742	44,434
Induced	27,167	7,037	34,204
TOTAL	191,460	115,573	307,032