

4.1 Cornwall - Kernow and Districts

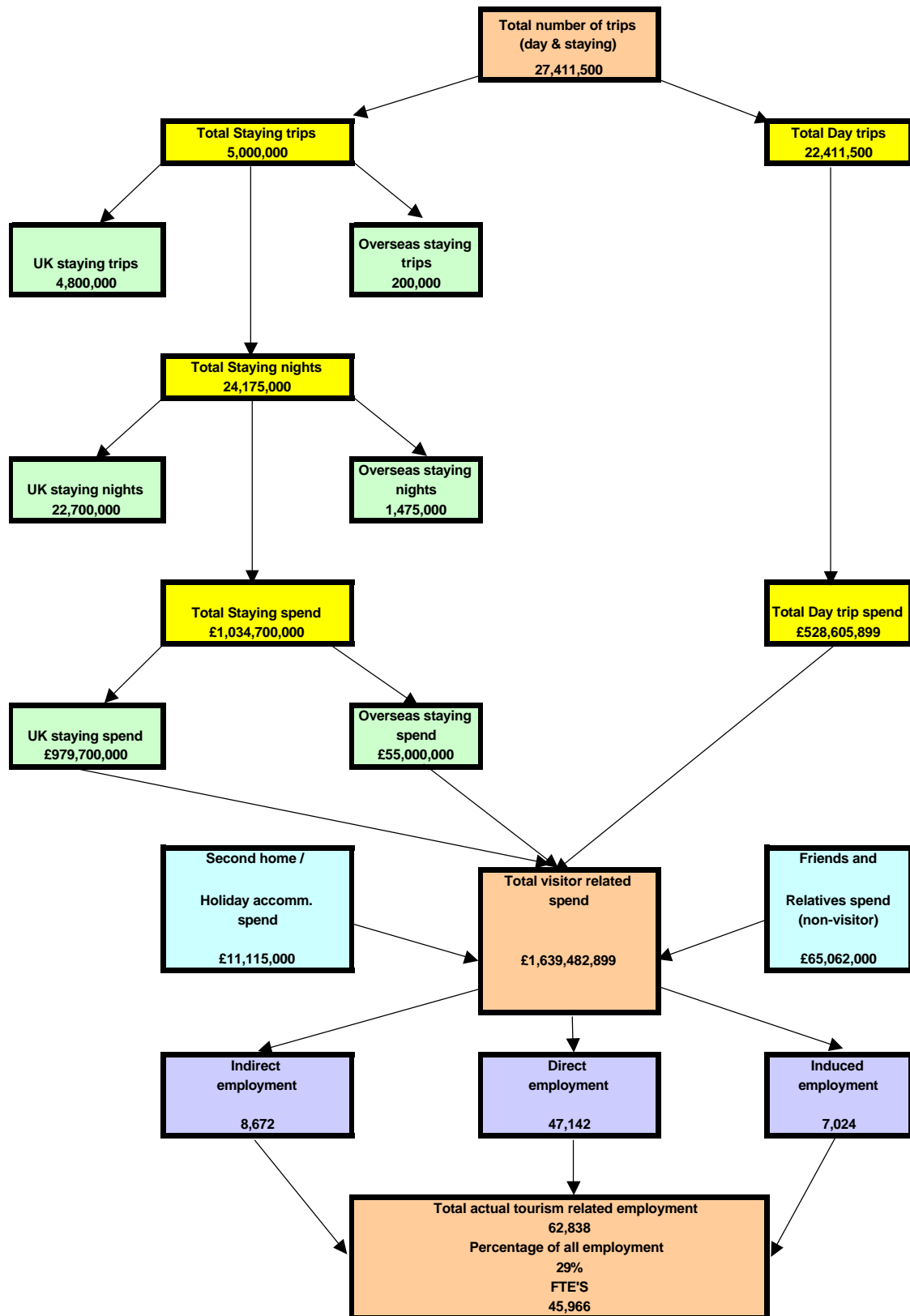
Cornwall's attraction stems from its historical legacy and its unique landscape. Cornwall has some of the finest prehistoric remains in Britain. Bodmin Moor and West Penwith are the principal locations of Cornwall's antiquities, the land's lack of agricultural value ensuring their preservation. Sites include Megalithic stone monuments, stone circles, standing stones and chamber tombs of the Neolithic and Bronze Ages.

Cornwall also has a compelling history shining through sites of its built heritage. It is a story of mining and fishing that brought the world to Cornwall and later took the Cornish to the world through the emigration of skilled people such as 'hard-rock' miners. Cornwall's mineral wealth has attracted trade and commerce for many centuries and industrial Cornwall predates the tin and copper mines still standing today. Fishing was Cornwall's other main industry and still remains an important one today. Some traditional Huer's Huts remain, looking out to sea as a reminder of the heyday of the Cornish Pilchard fishing industry that once provided both an income and a staple diet.

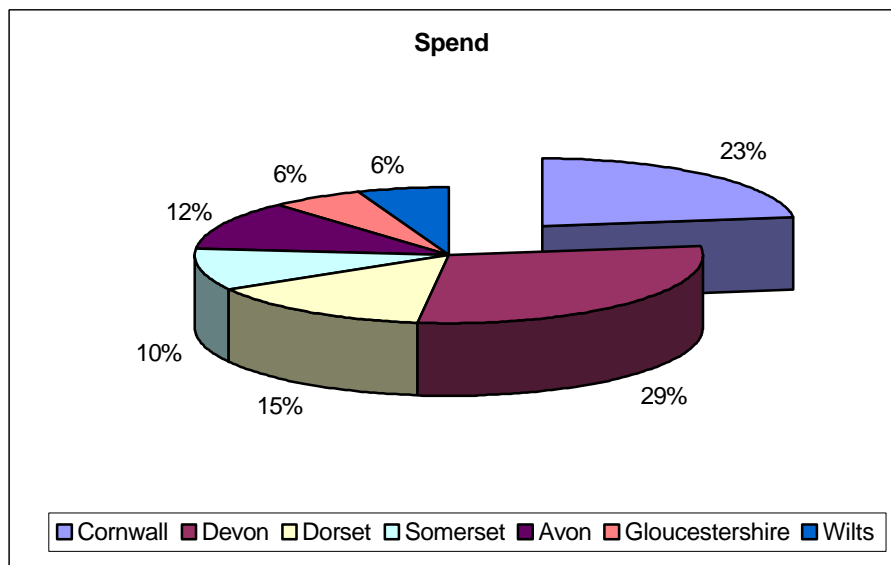
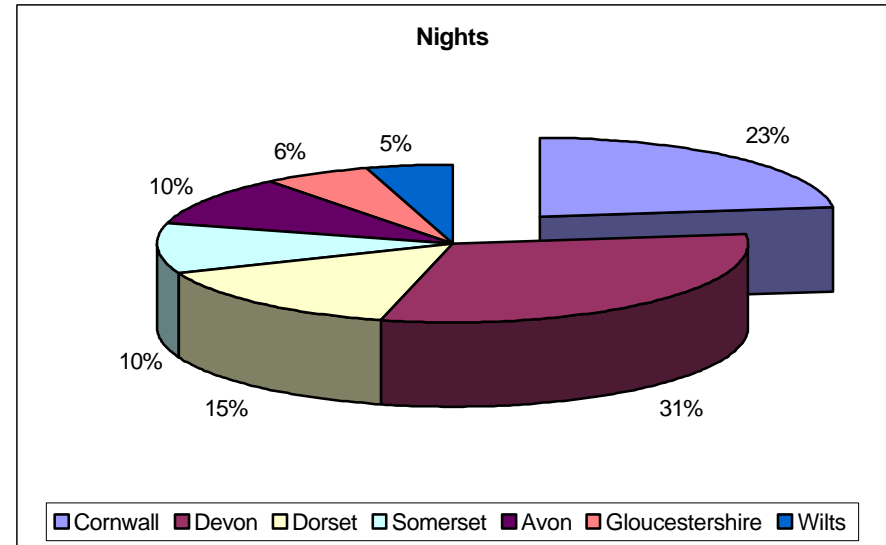
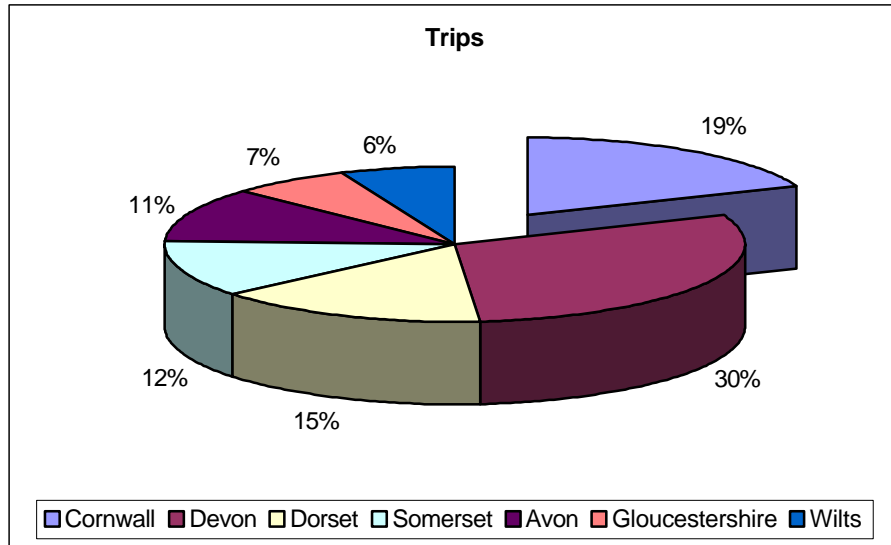
Dotted along the coast are hundreds of beaches - from tiny secret coves to large expanses of golden sand. There are famous resorts and picturesque fishing villages, whilst inland are ancient settlements, historic market towns and the cathedral city of Truro - Cornwall's capital. Indeed, Cornwall's dramatic coastline and harbour towns, like St Ives, Mousehole and Port Isaac, have provided a wealth of film locations over the years.

Cornwall's value does not just lie in its distant past however. Newquay is the Surf capital of the UK with Fistral Beach being the venue for a number of world championships. A vibrant art scene stemmed from the Newlyn and St Ives schools, and Cornwall attracts artists from worldwide still. A host of writers such as Daphne du Maurier, Rosamunde Pilcher and John Betjemen have all written of the delights of this corner of England.

Cornwall: Facts as a glance



Cornwall: 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

Cornwall: Staying visitors in detail

KEY FACTS:

- *Cornwall generates 19%, 23% and 23% of trips, nights and spend respectively to the South West region.*
- *The domestic market is the biggest generator of trips, nights and spend to Cornwall.*
- *The VFR and serviced sectors are the most important in terms of trip generation and the self-catering sector in terms of night generation (domestic & overseas).*
- *The serviced accommodation sector is the most important to Cornwall in terms of expenditure.*

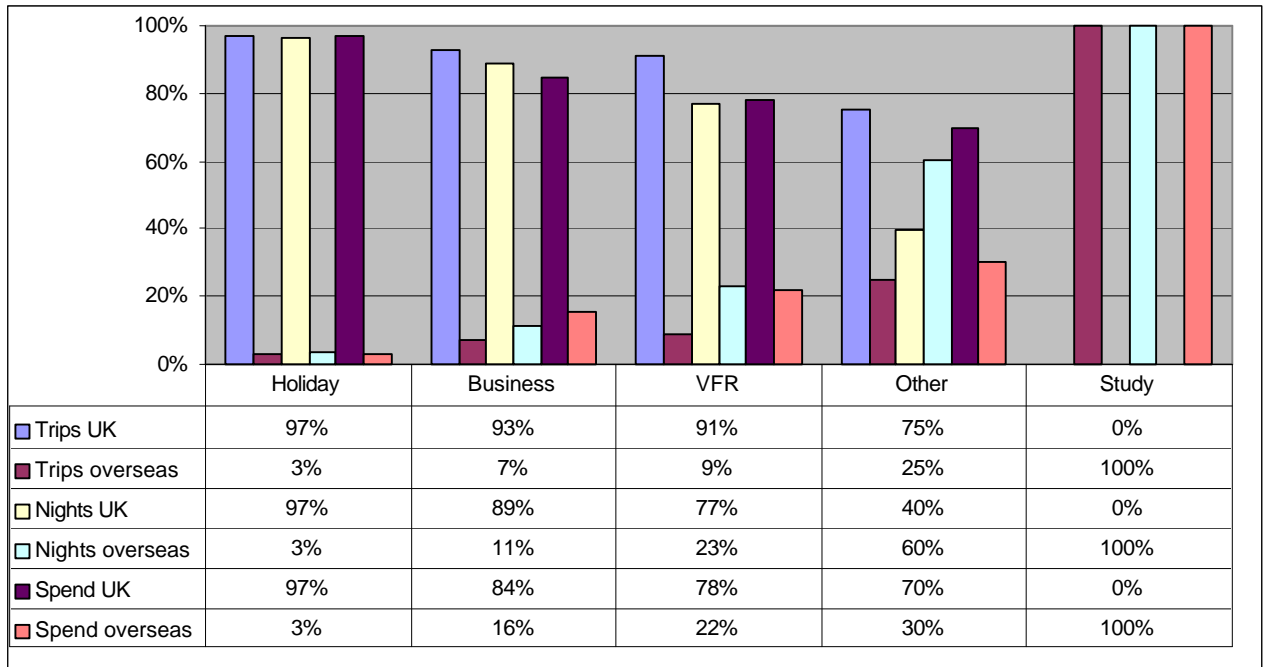
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,312,000	4,845,000	£325,474,000
Self catering	741,000	5,462,000	£238,306,000
Touring caravans /tents	432,000	2,312,000	£68,233,000
Static vans/holiday centres	648,000	4,166,000	£164,647,000
Group/campus	12,000	39,000	£2,115,000
Second homes	78,000	357,000	£9,300,000
Boat moorings	37,000	215,000	£6,423,000
Other	140,000	576,000	£31,882,000
Staying with friends and relatives	1,398,000	4,726,000	£133,320,000
Total	4,800,000	22,700,000	£979,700,000

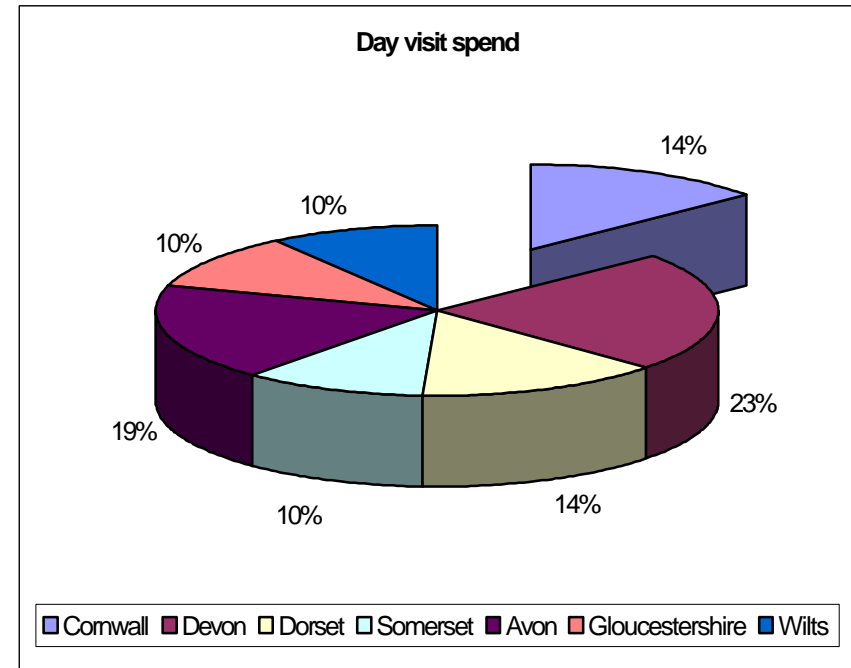
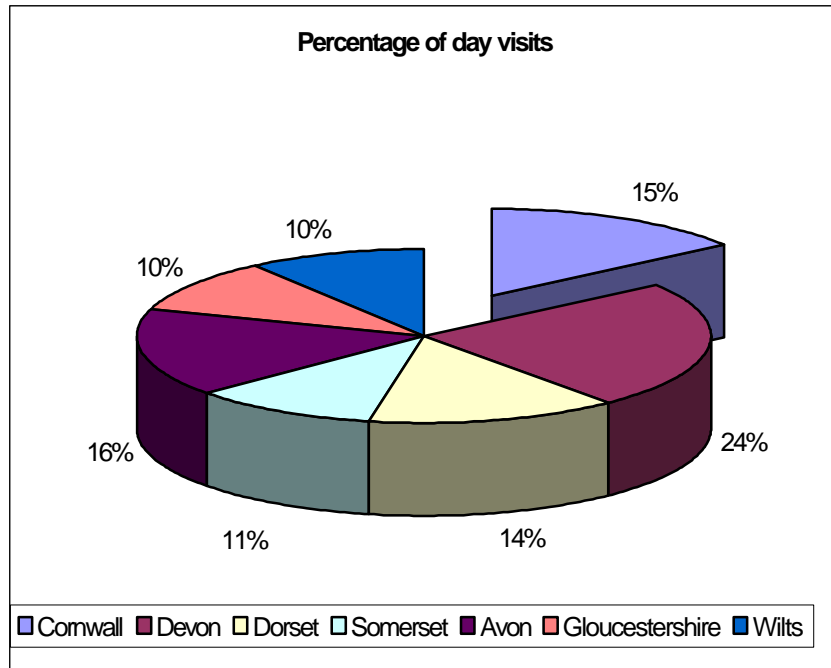
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	100,000	550,000	£23,330,000
Self catering	14,000	228,000	£7,816,000
Touring caravans /tents	15,000	71,000	£1,868,000
Static vans/holiday centres	0	2,000	£40,000
Group/campus	5,000	74,000	£3,129,000
Second homes	5,000	72,000	£3,572,000
Boat moorings	0	0	£0
Other	3,000	18,000	£947,000
Staying with friends and relatives	58,000	459,000	£14,298,000
Total	200,000	1,475,000	£55,000,000

Trips, nights and spend by purpose



Cornwall: Day visits in context

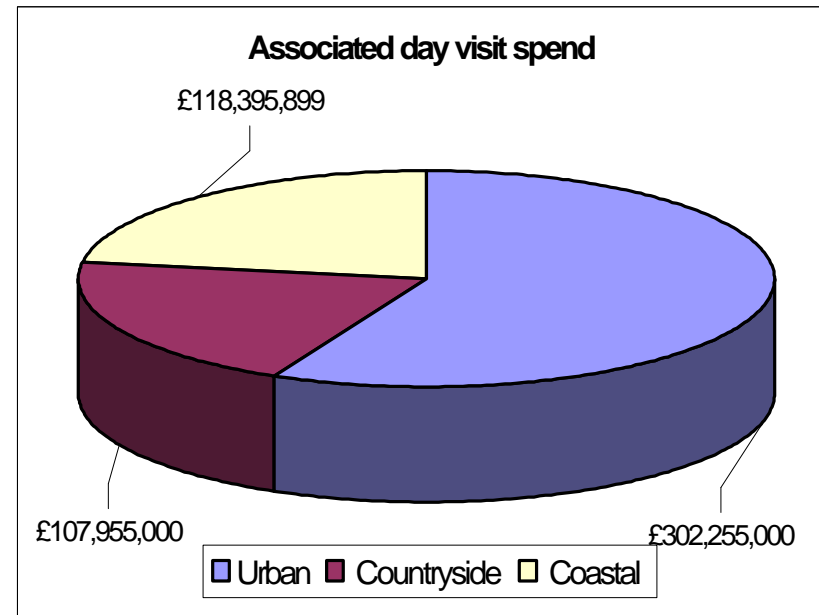
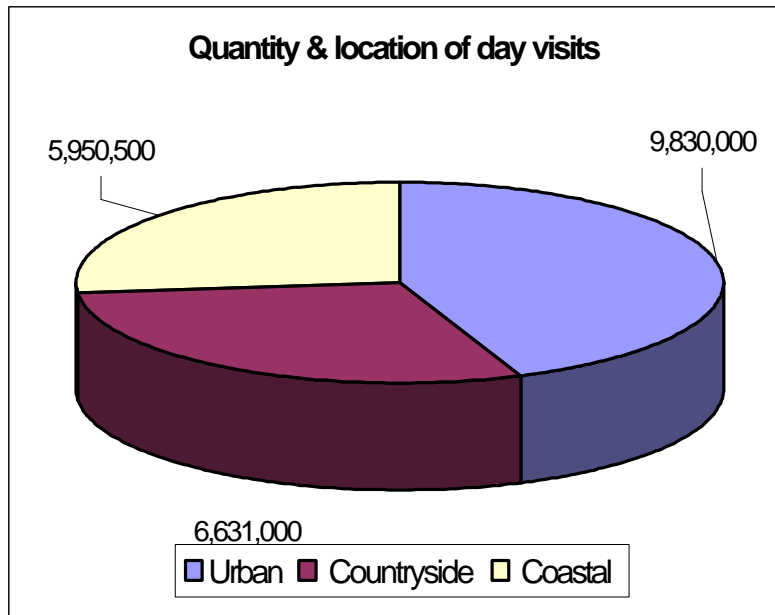


	Trips	Spend
Cornwall	22,411,500	£528,605,899
Devon	35,268,897	£853,731,090
Dorset	20,929,672	£535,177,761
Somerset	16,065,096	£393,181,000
Avon	23,966,136	£700,488,369
Gloucestershire	15,146,000	£394,634,000
Wilts	14,760,000	£366,251,000
Totals	148,547,300	£3,772,069,119

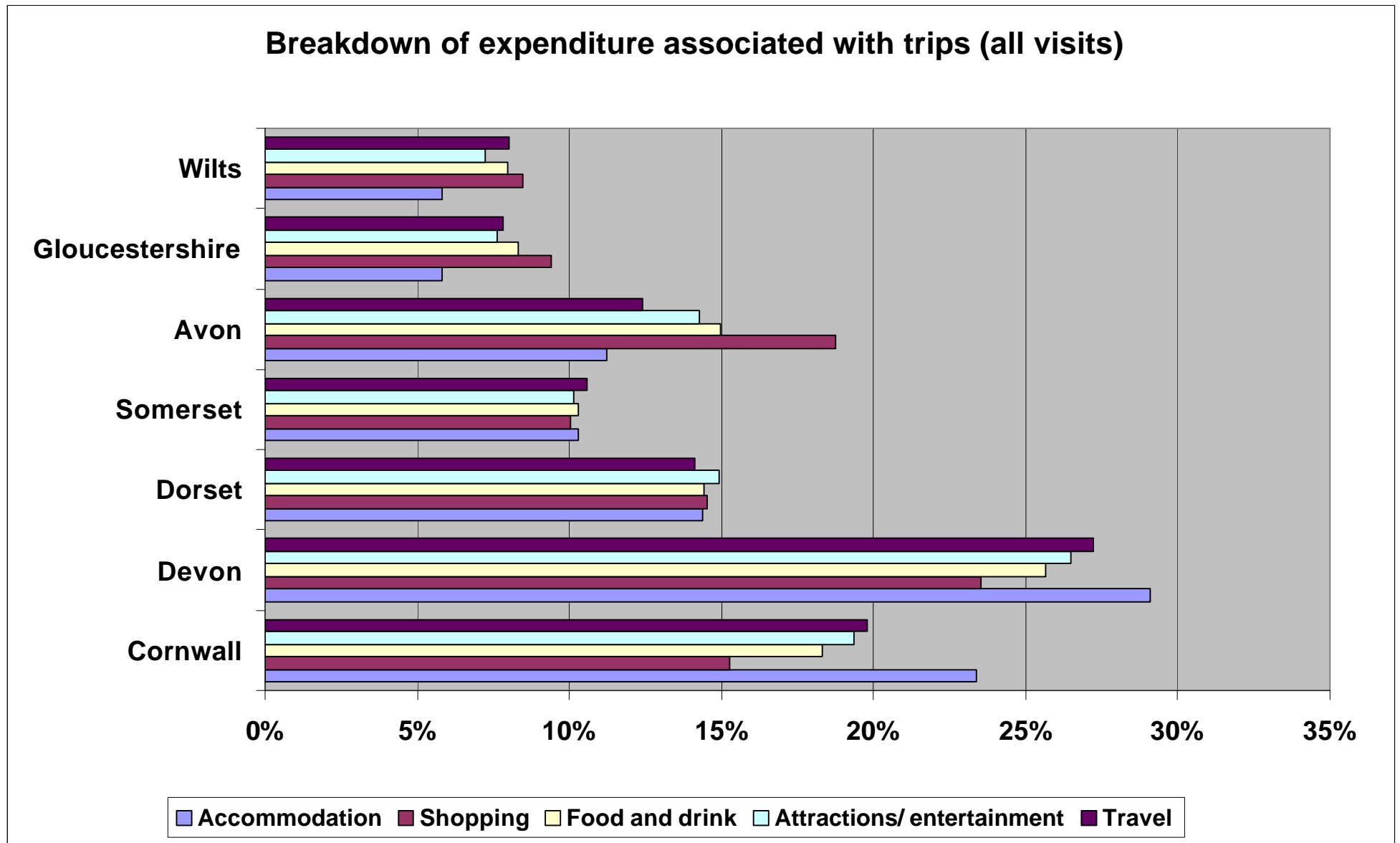
Cornwall: Day visits in detail

KEY FACTS:

- Cornwall accounts for 15% and 14% of day trips and spend respectively to the South West region.
- The largest proportion of day trips in Cornwall are urban
- Day trip spend in the county is highest amongst urban day trippers (£302.2 million)



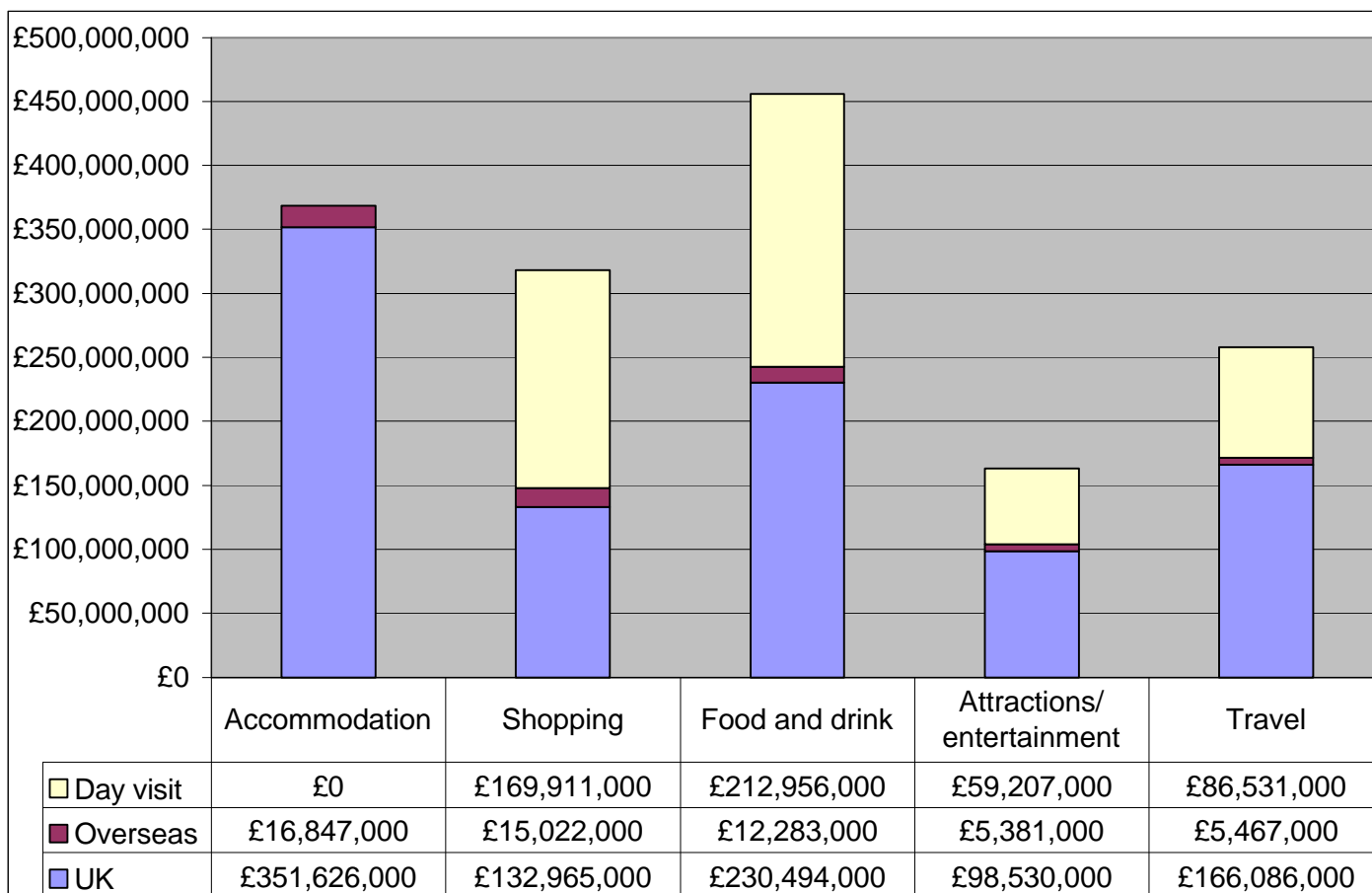
Cornwall: Breakdown of expenditure associated with trips in context



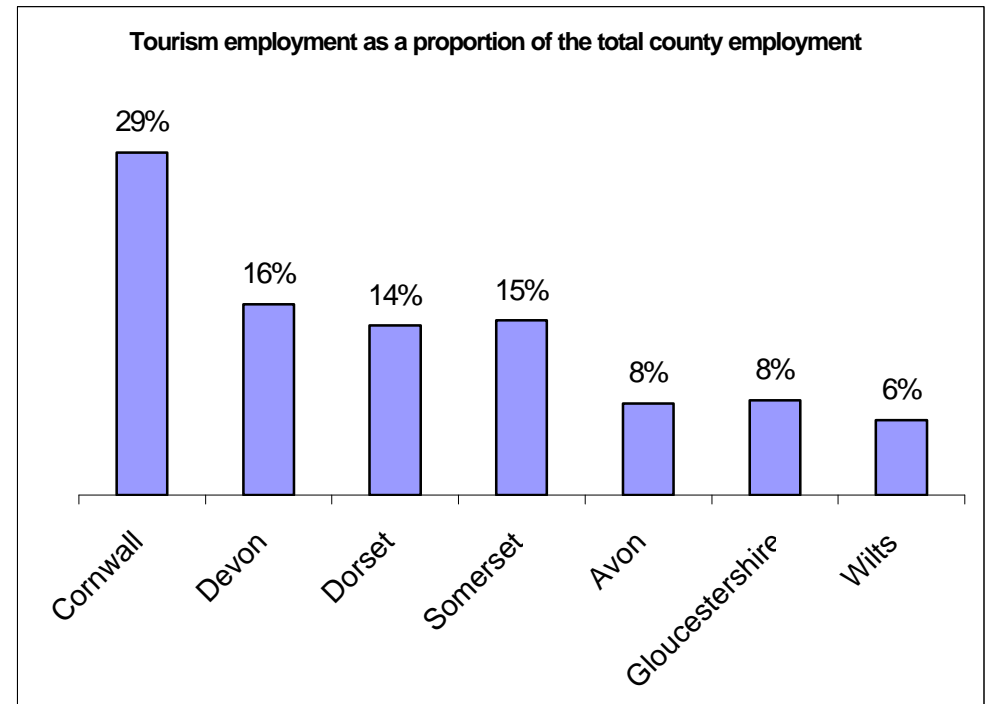
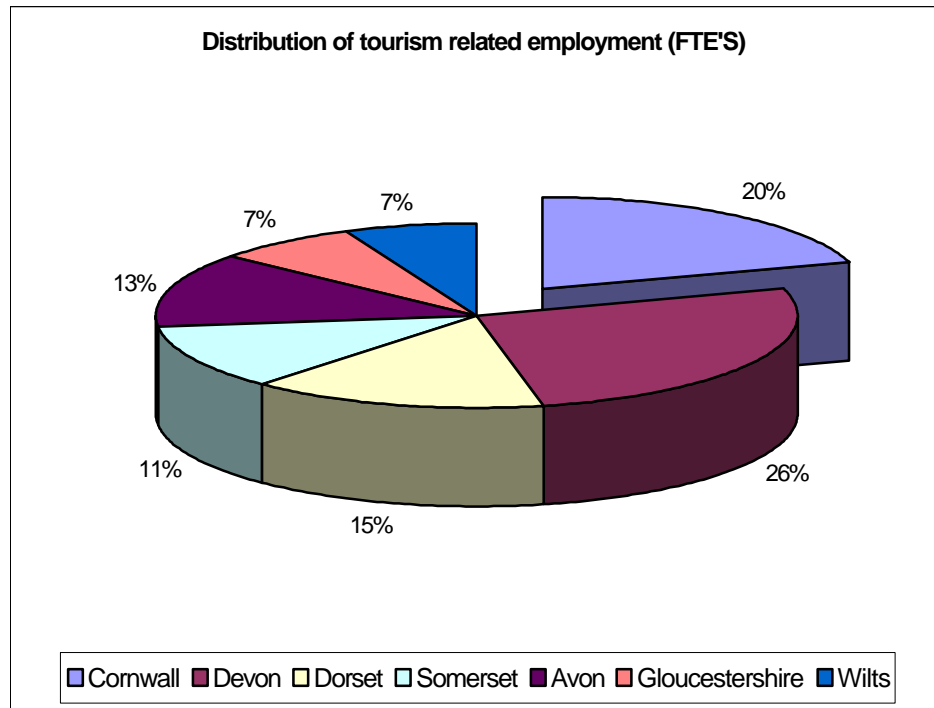
Cornwall: Breakdown of expenditure associated with trips

KEY FACTS:

- **The largest proportion of all tourism expenditure in Cornwall is on food and drink**
- **A significant proportion of spending arises from the domestic visitor market**
- **Day visitor spend was highest on food & drink**
- **Domestic and overseas staying visitor spend was highest on accommodation**



Cornwall: Employment in context



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

Cornwall: Employment in detail

KEY FACTS:

- **Cornwall accounts for one fifth of total employment related to tourism spending in the South West**
- **Some 32,198 full-time equivalent jobs are directly supported by tourism in Cornwall.**
- **The largest number of jobs directly attributable to tourism in Cornwall is in the catering sector (11,370)**

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	32,539	14,603	47,142
Indirect	6,430	2,242	8,672
Induced	6,379	645	7,024
Totals	45,348	17,491	62,838

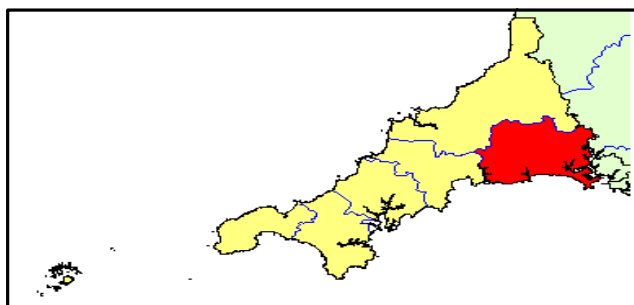
Total employment related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	22,339	9,859	32,198
Indirect	5,640	1,967	7,607
Induced	5,596	566	6,162
Totals	33,575	12,391	45,966

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

	Staying	Day	Total
Accommodation	9,275	106	9,381
Retailing	2,099	2,410	4,509
Catering	6,057	5,313	11,370
Attractions/entertainment	2,425	1,418	3,842
Transport	1,214	612	1,826
Arising from non trip spend	1,270	0	1,270
Totals	22,339	9,859	32,198

Caradon Briefing



<u>KEY FACTS</u>
594,000 trips by staying visitors
2,882,000 staying visitor nights
£114,172,000 spend by staying visitors
3,076,000 day visits
£68,611,000 spend by day visitors
£11,726,000 other tourism related spend
6,822 jobs related to tourism spending
18% of employment is supported by tourism

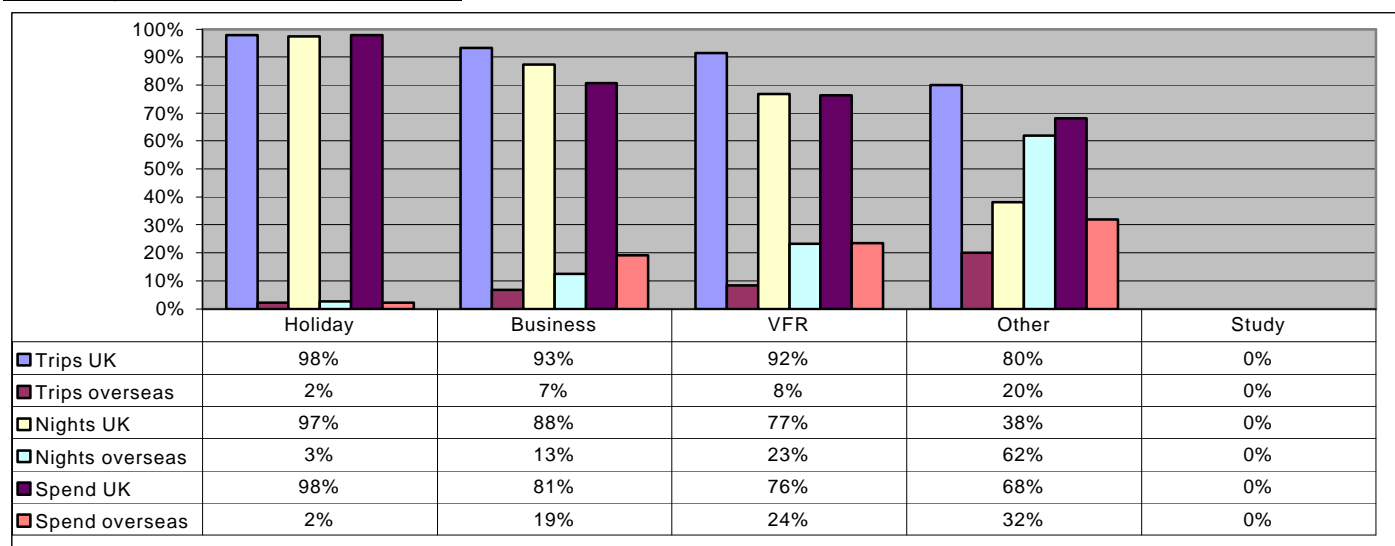
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	83,000	305,000	£20,486,000
Self catering	92,000	680,000	£29,668,000
Touring caravans /tents	41,000	217,000	£6,395,000
Static vans/holiday centres	88,000	568,000	£22,432,000
Group/campus	0	1,000	£72,000
Second homes	12,000	55,000	£1,443,000
Boat moorings	3,000	15,000	£447,000
Other	23,000	95,000	£5,241,000
Staying with friends and relatives	230,000	777,000	£21,917,000
Total	572,000	2,713,000	£108,103,000

Trips, nights and spend by accommodation (Overseas tourists)

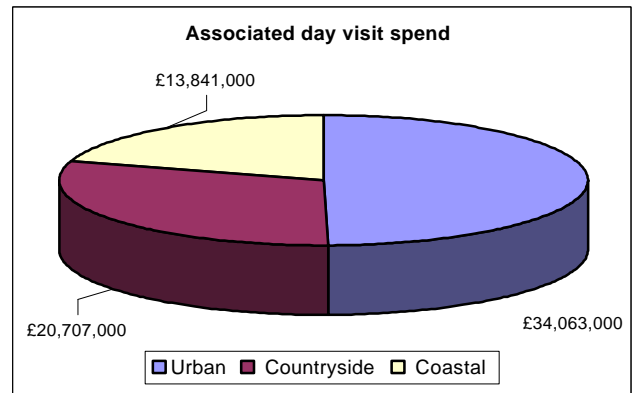
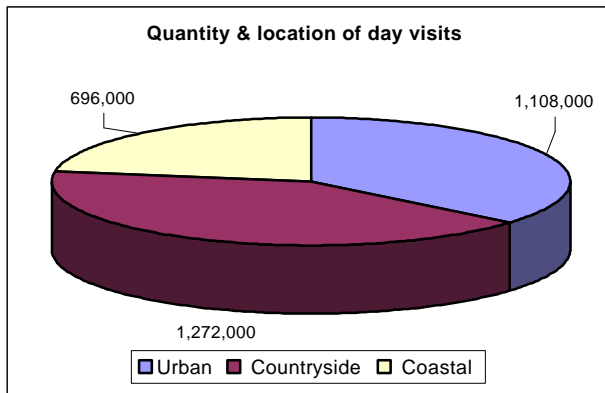
	Trips	Nights	Spend
Serviced	7,000	41,000	£1,748,000
Self catering	2,000	28,000	£973,000
Touring caravans /tents	1,000	7,000	£175,000
Static vans/holiday centres	0	0	£5,000
Group/campus	0	3,000	£107,000
Second homes	1,000	11,000	£554,000
Boat moorings	0	0	£0
Other	1,000	3,000	£156,000
Staying with friends and relatives	10,000	76,000	£2,351,000
Total	22,000	169,000	£6,069,000

Trips, nights and spend by purpose

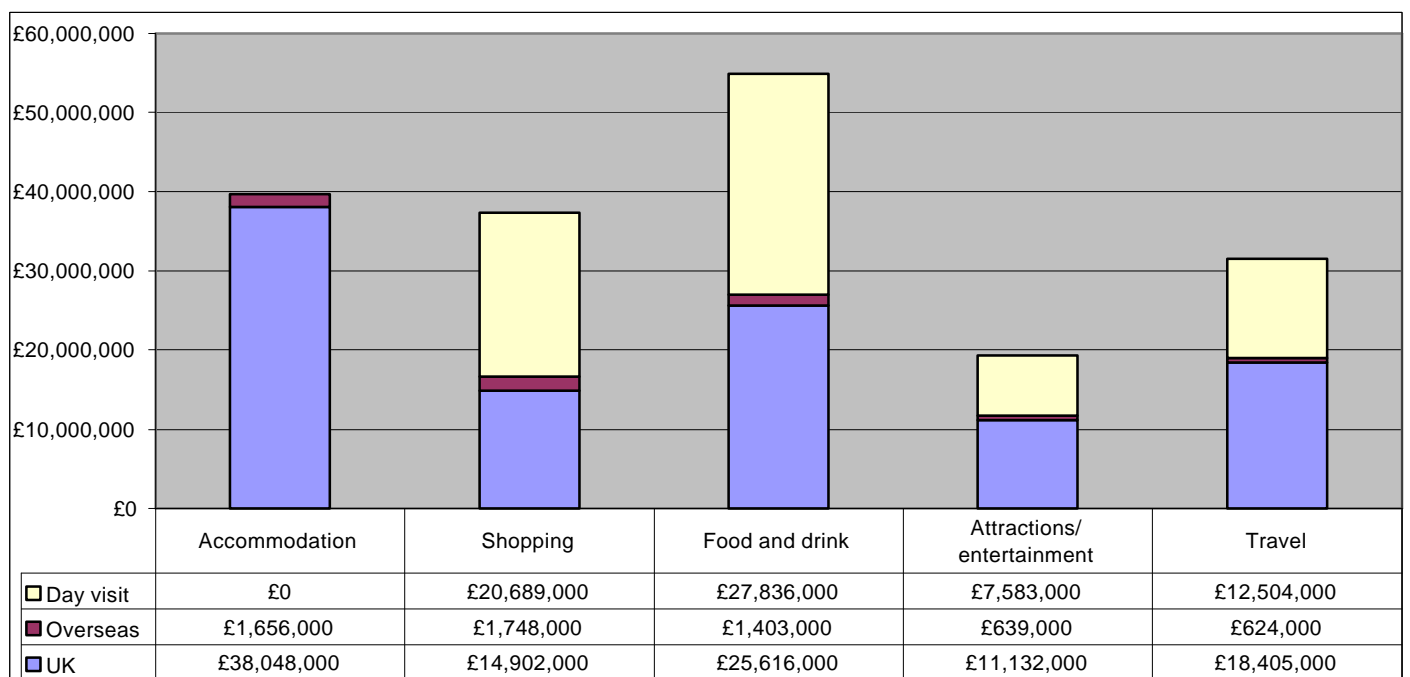


Caradon Briefing

Day visits



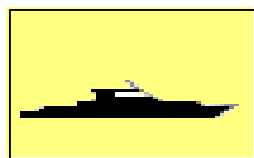
Expenditure associated with trips



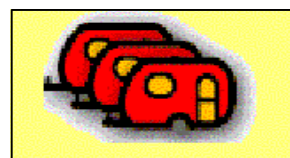
Other tourism related spend



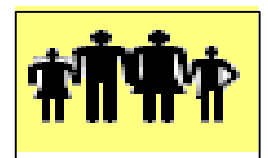
Second Homes
£464,000



Boats
£566,000



Static Vans
£0



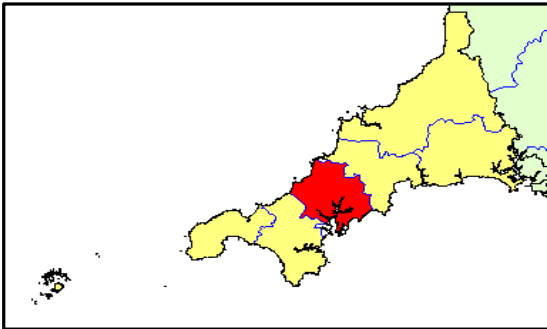
VFR
£10,696,000

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	3,979	2,049	6,028
Indirect	441	159	600
Induced	178	15	193
Total	4,599	2,224	6,822
Estimated number of FTE's			4,820

Carrick Briefing



KEY FACTS

793,000 trips by staying visitors
 3,764,000 staying visitor nights
 £155,768,000 spend by staying visitors
 4,412,000 day visits
 £115,771,000 spend by day visitors
 £15,235,000 other tourism related spend
 10,203 jobs related to tourism spending
 30% of employment is supported by tourism

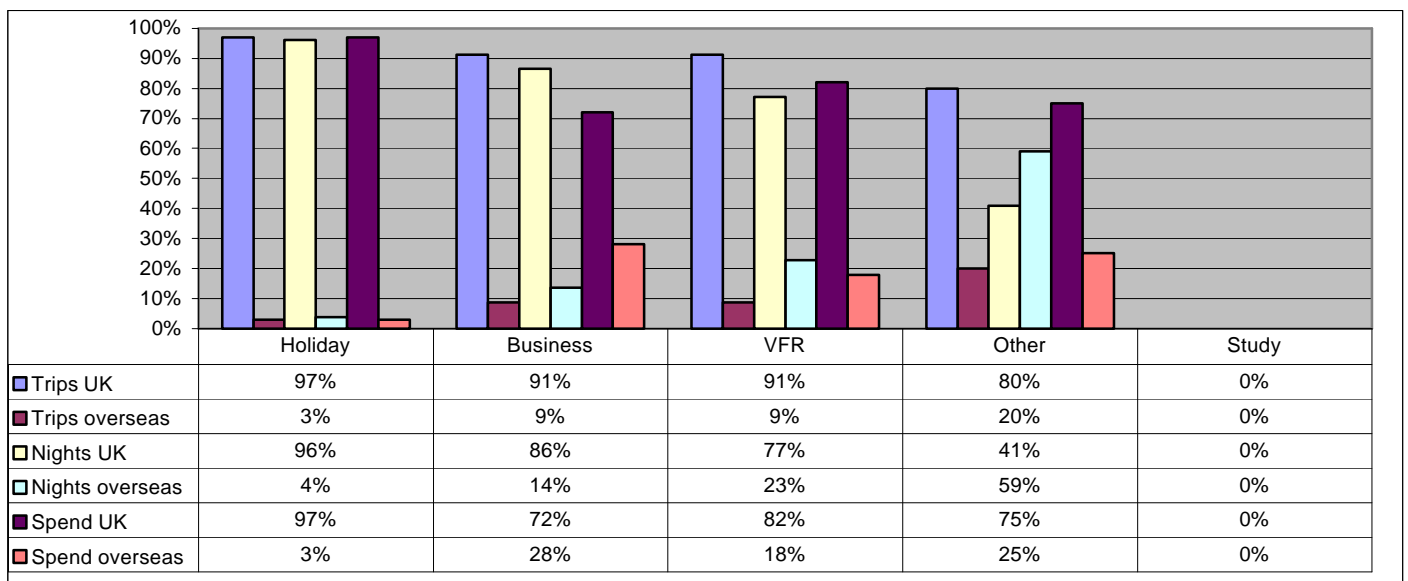
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	186,000	685,000	£46,014,000
Self catering	88,000	648,000	£28,277,000
Touring caravans /tents	86,000	460,000	£13,576,000
Static vans/holiday centres	102,000	654,000	£25,859,000
Group/campus	0	1,000	£46,000
Second homes	14,000	65,000	£1,696,000
Boat moorings	16,000	89,000	£2,673,000
Other	24,000	100,000	£5,541,000
Staying with friends and relatives	243,000	821,000	£23,172,000
Total	759,000	3,525,000	£146,854,000

Trips, nights and spend by accommodation (Overseas tourists)

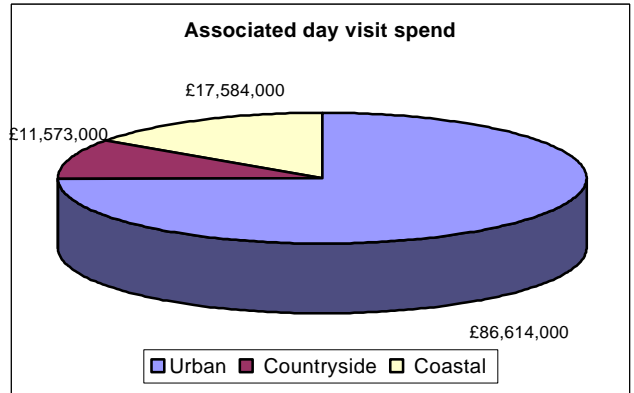
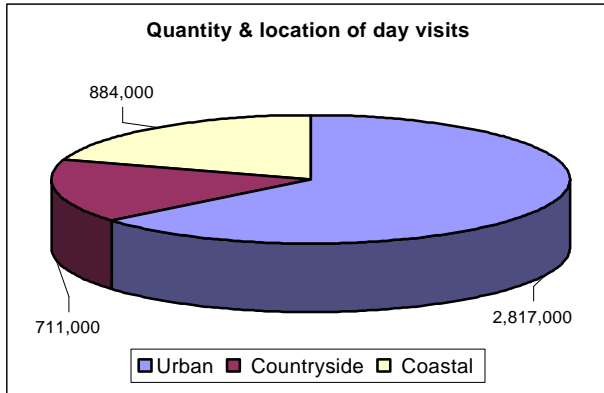
	Trips	Nights	Spend
Serviced	18,000	100,000	£4,241,000
Self catering	2,000	27,000	£927,000
Touring caravans /tents	3,000	14,000	£372,000
Static vans/holiday centres	0	0	£6,000
Group/campus	0	2,000	£68,000
Second homes	1,000	13,000	£651,000
Boat moorings	0	0	£0
Other	1,000	3,000	£165,000
Staying with friends and relatives	10,000	80,000	£2,485,000
Total	34,000	239,000	£8,914,000

Trips, nights and spend by purpose

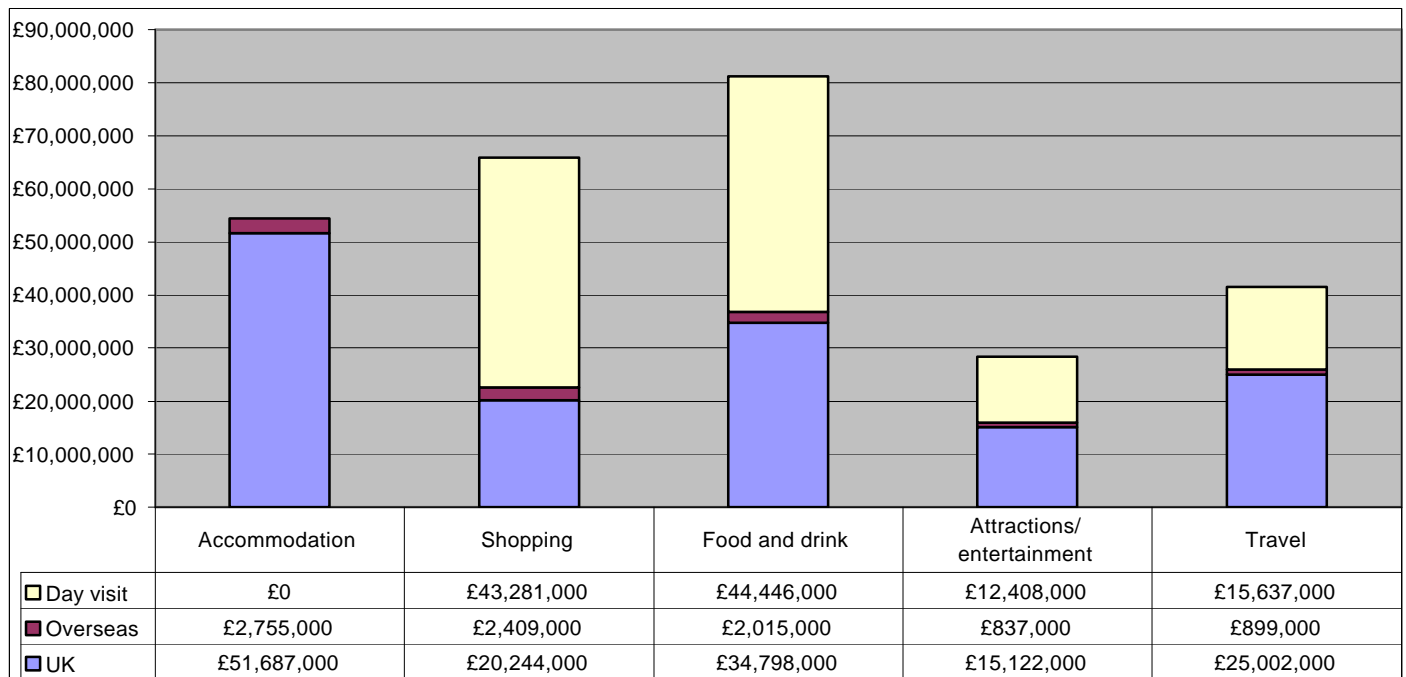


Carrick Briefing

Day visits



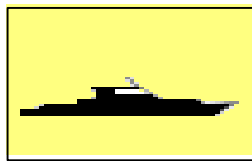
Expenditure associated with trips



Other tourism related spend



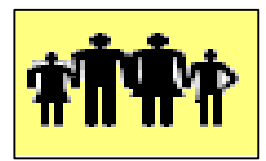
Second Homes
£545,000



Boats
£3,382,000



Static Vans
£0



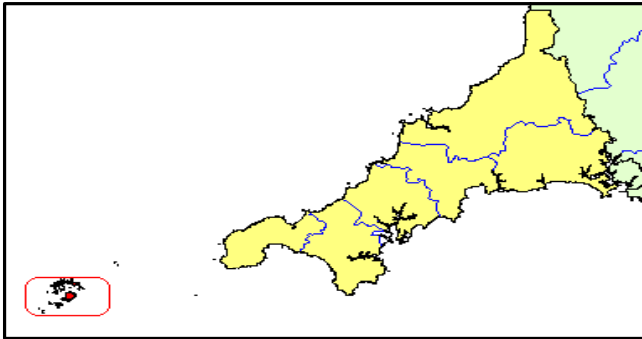
VFR
£11,308,000

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	4,995	3,272	8,267
Indirect	862	402	1,264
Induced	598	74	672
Total	6,455	3,748	10,203
Estimated number of FTE's			7.346

Isles of Scilly Briefing



KEY FACTS

98,200 trips by staying visitors
 524,000 staying visitor nights
 £25,711,000 spend by staying visitors
 14,000 day visits
 £279,000 spend by day visitors
 £395,000 other tourism related spend
 855 jobs related to tourism spending
 43% of employment is supported by tourism

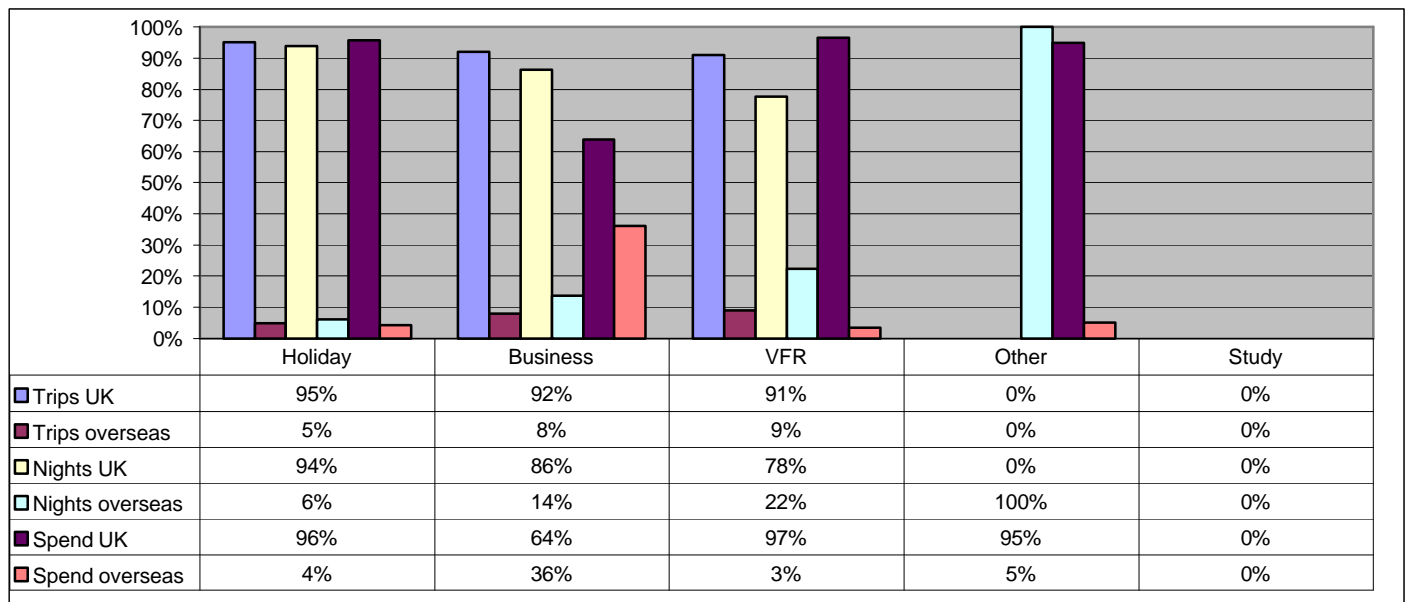
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	43,000	160,000	£10,751,000
Self catering	37,000	271,000	£11,839,000
Touring caravans /tents	5,000	28,000	£838,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	1,000	3,000	£65,000
Boat moorings	0	3,000	£79,000
Other	1,000	2,000	£134,000
Staying with friends and relatives	6,000	20,000	£561,000
Total	93,000	487,000	£24,266,000

Trips, nights and spend by accommodation (Overseas tourists)

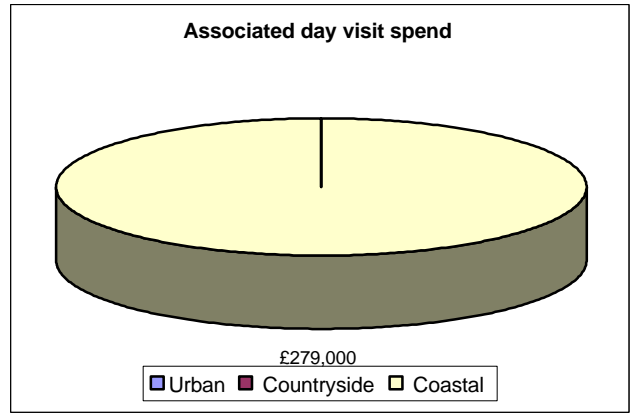
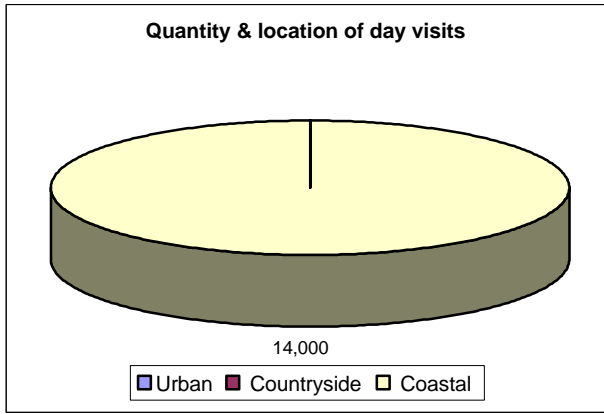
	Trips	Nights	Spend
Serviced	4,000	22,300	£945,000
Self catering	700	11,300	£388,000
Touring caravans /tents	200	900	£23,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	0	500	£25,000
Boat moorings	0	0	£0
Other	0	100	£4,000
Staying with friends and relatives	200	1,900	£60,000
Total	5,200	37,000	£1,445,000

Trips, nights and spend by purpose

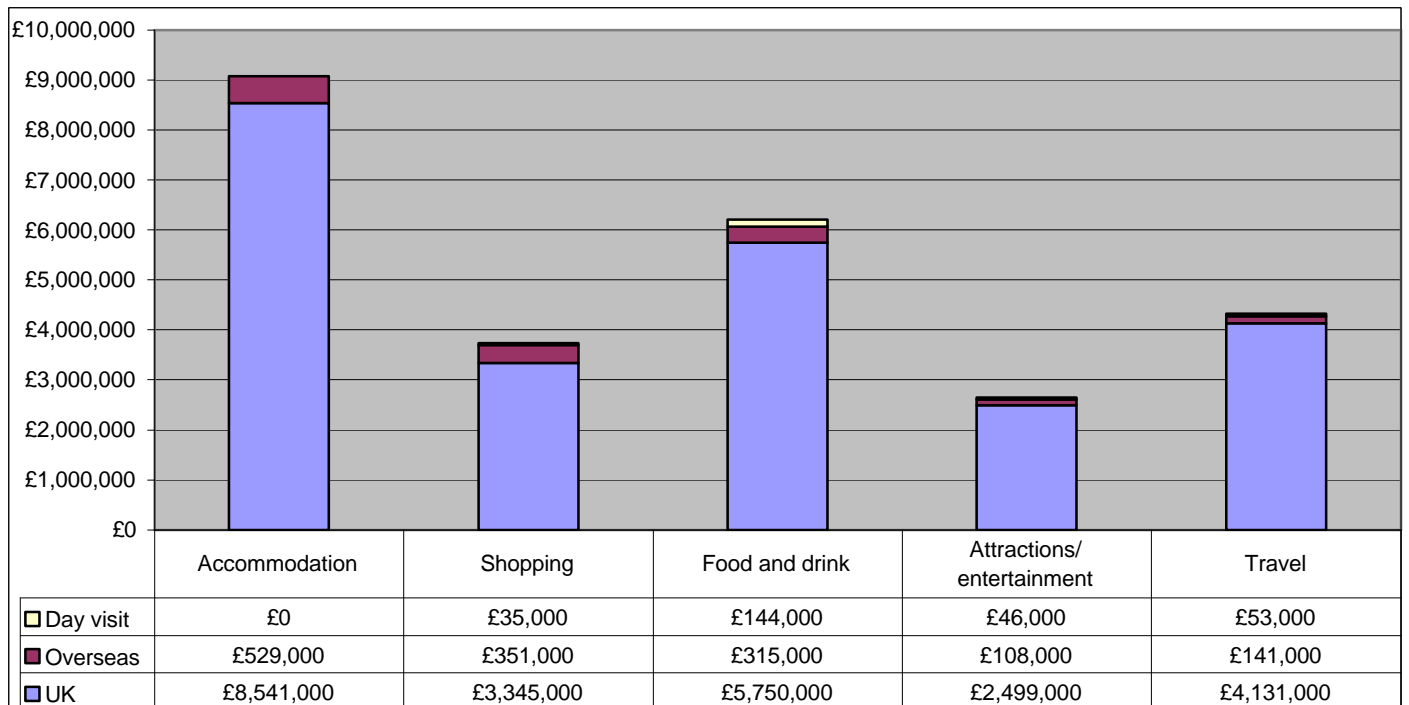


Isles of Scilly Briefing

Day visits



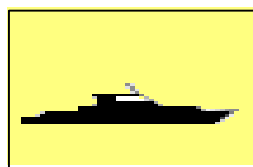
Expenditure associated with trips



Other tourism related spend



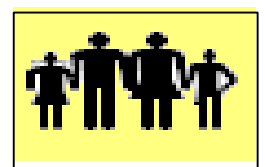
Second Homes
£21,000



Boats
£100,000



Static Vans
£0



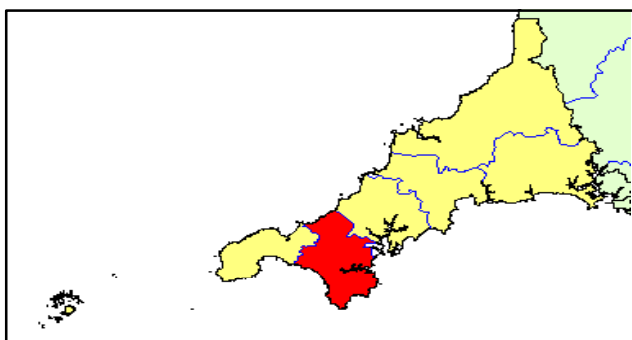
VFR
£274,000

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	723	7	730
Indirect	91	1	92
Induced	33	0	33
Total	847	8	855
Estimated number of FTE's			606

Kerrier Briefing



KEY FACTS

544,000 trips by staying visitors
2,547,000 staying visitor nights
£98,277,000 spend by staying visitors
2,692,000 day visits
£62,524,000 spend by day visitors
£12,794,000 other tourism related spend
6,410 jobs related to tourism spending
16% of employment is supported by tourism

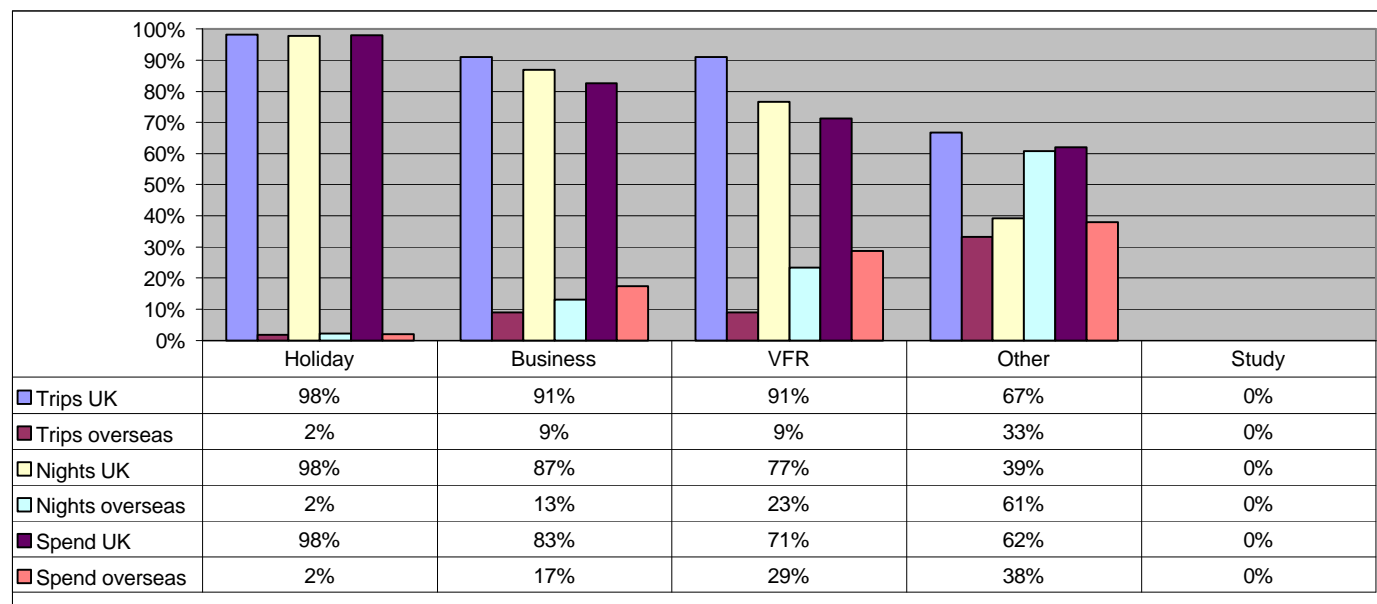
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	60,000	222,000	£14,922,000
Self catering	87,000	641,000	£27,956,000
Touring caravans /tents	30,000	159,000	£4,689,000
Static vans/holiday centres	51,000	327,000	£12,918,000
Group/campus	0	1,000	£70,000
Second homes	9,000	43,000	£1,109,000
Boat moorings	2,000	11,000	£316,000
Other	26,000	107,000	£5,899,000
Staying with friends and relatives	259,000	874,000	£24,667,000
Total	524,000	2,384,000	£92,546,000

Trips, nights and spend by accommodation (Overseas tourists)

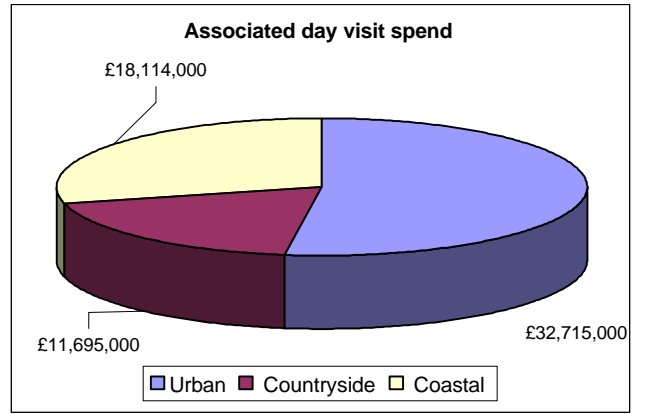
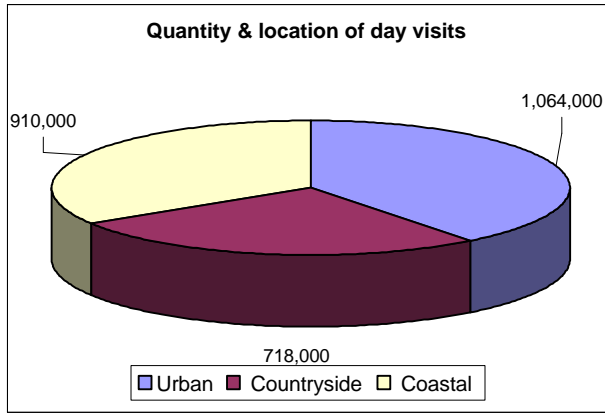
	Trips	Nights	Spend
Serviced	6,000	31,000	£1,332,000
Self catering	2,000	27,000	£917,000
Touring caravans /tents	1,000	5,000	£128,000
Static vans/holiday centres	0	0	£3,000
Group/campus	0	2,000	£104,000
Second homes	1,000	9,000	£426,000
Boat moorings	0	0	£0
Other	1,000	3,000	£175,000
Staying with friends and relatives	11,000	85,000	£2,645,000
Total	20,000	163,000	£5,731,000

Trips, nights and spend by purpose

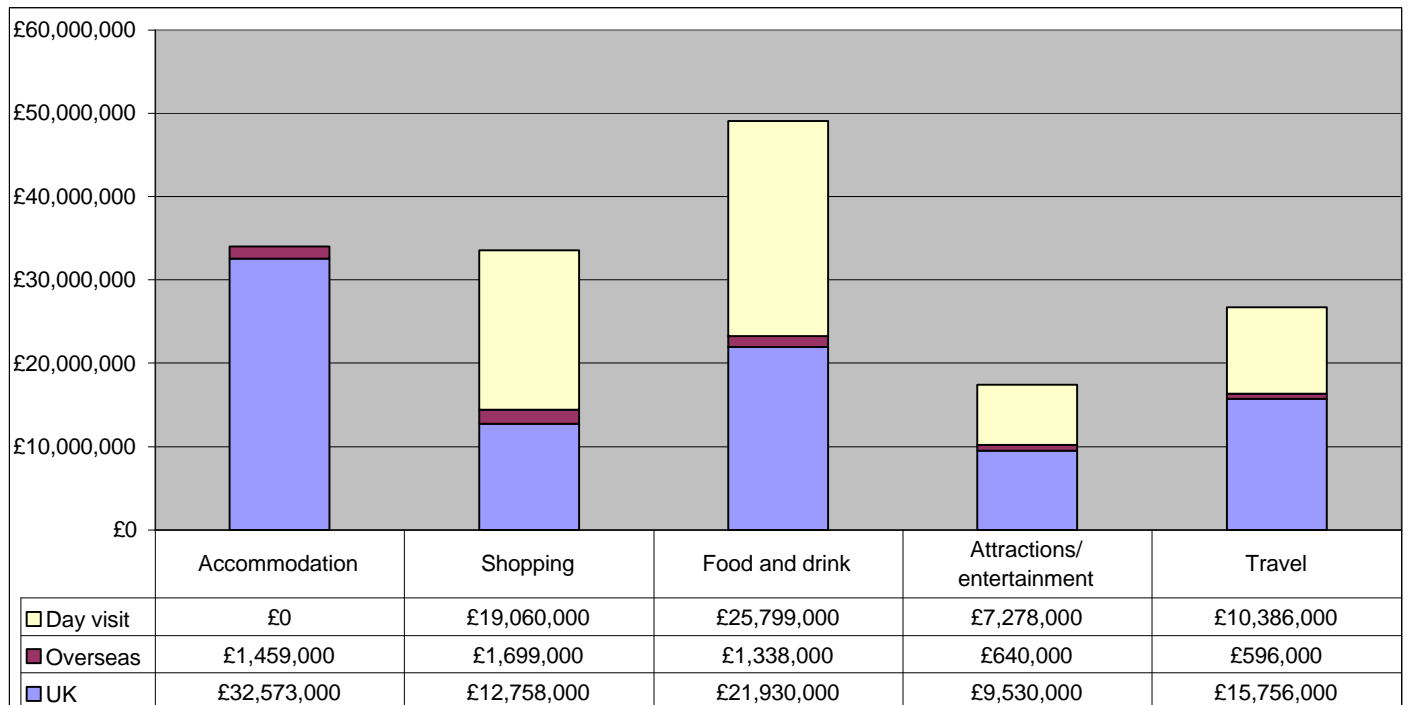


Kerrier Briefing

Day visits



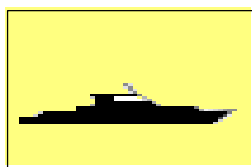
Expenditure associated with trips



Other tourism related spend



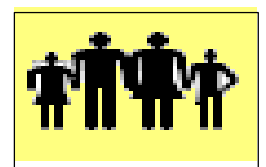
Second Homes
£356,000



Boats
£400,000



Static Vans
£0



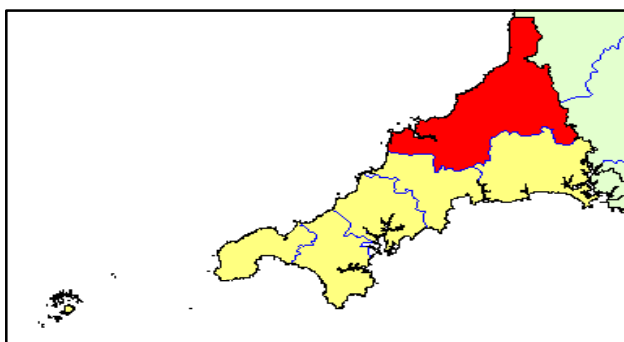
VFR
£12,038,000

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	3,354	1,835	5,189
Indirect	554	223	777
Induced	400	44	444
Total	4,308	2,101	6,410
Estimated number of FTE's			4.632

North Cornwall Briefing



KEY FACTS

1,017,000 trips by staying visitors
 5,369,000 staying visitor nights
 £226,838,000 spend by staying visitors
 4,846,000 day visits
 £110,036,000 spend by day visitors
 £11,847,000 other tourism related spend
 11,465 jobs related to tourism spending
 33% of employment is supported by tourism

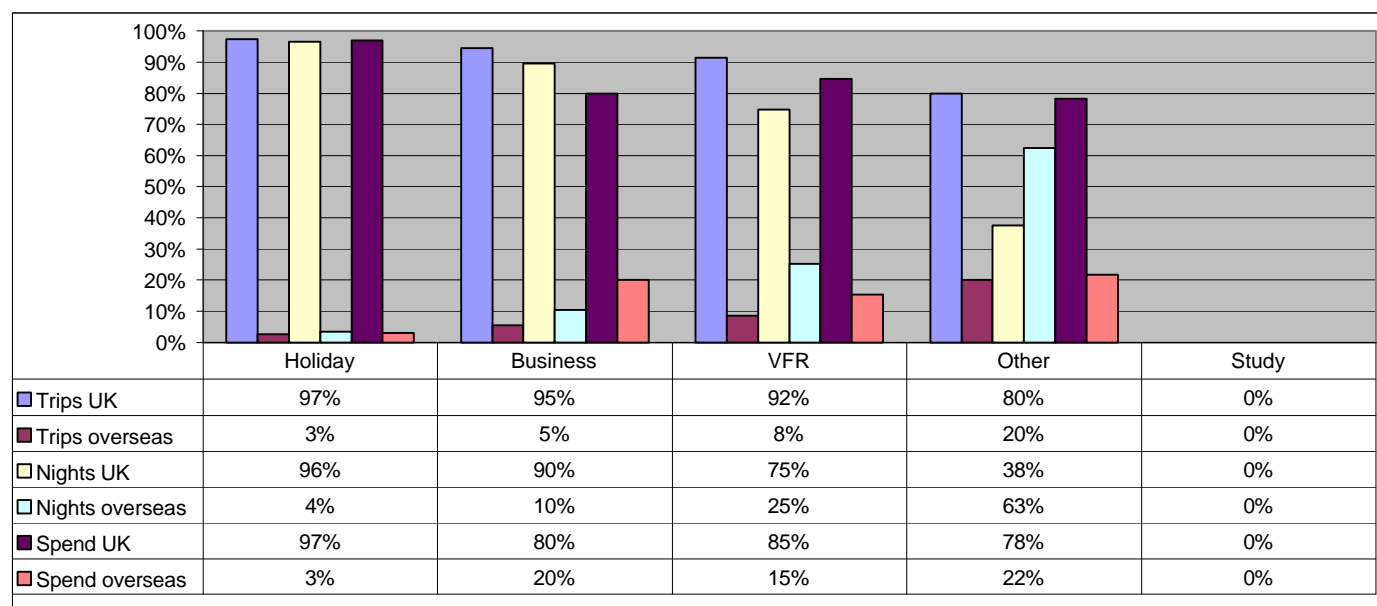
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	208,000	767,000	£51,545,000
Self catering	253,000	1,867,000	£81,444,000
Touring caravans /tents	95,000	510,000	£15,043,000
Static vans/holiday centres	145,000	929,000	£36,711,000
Group/campus	6,000	19,000	£1,023,000
Second homes	22,000	98,000	£2,562,000
Boat moorings	2,000	10,000	£300,000
Other	23,000	94,000	£5,216,000
Staying with friends and relatives	229,000	773,000	£21,811,000
Total	982,000	5,068,000	£215,656,000

Trips, nights and spend by accommodation (Overseas tourists)

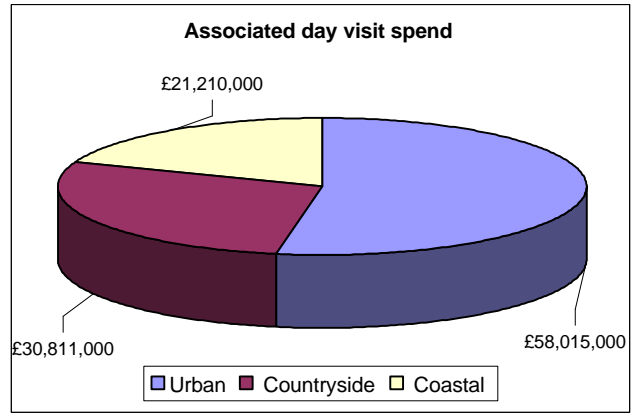
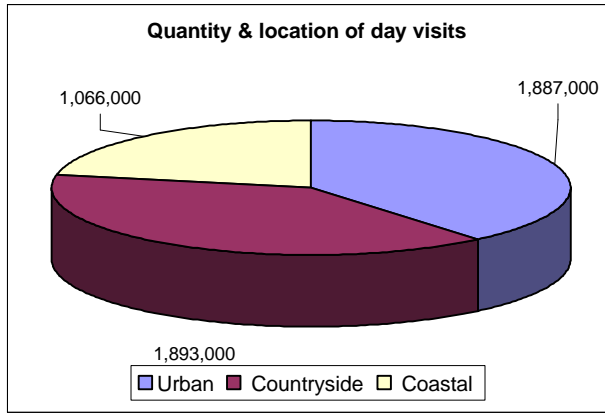
	Trips	Nights	Spend
Serviced	13,000	73,000	£3,098,000
Self catering	5,000	78,000	£2,671,000
Touring caravans /tents	3,000	16,000	£412,000
Static vans/holiday centres	0	0	£9,000
Group/campus	2,000	36,000	£1,514,000
Second homes	1,000	20,000	£984,000
Boat moorings	0	0	£0
Other	1,000	3,000	£155,000
Staying with friends and relatives	9,000	75,000	£2,339,000
Total	35,000	301,000	£11,182,000

Trips, nights and spend by purpose

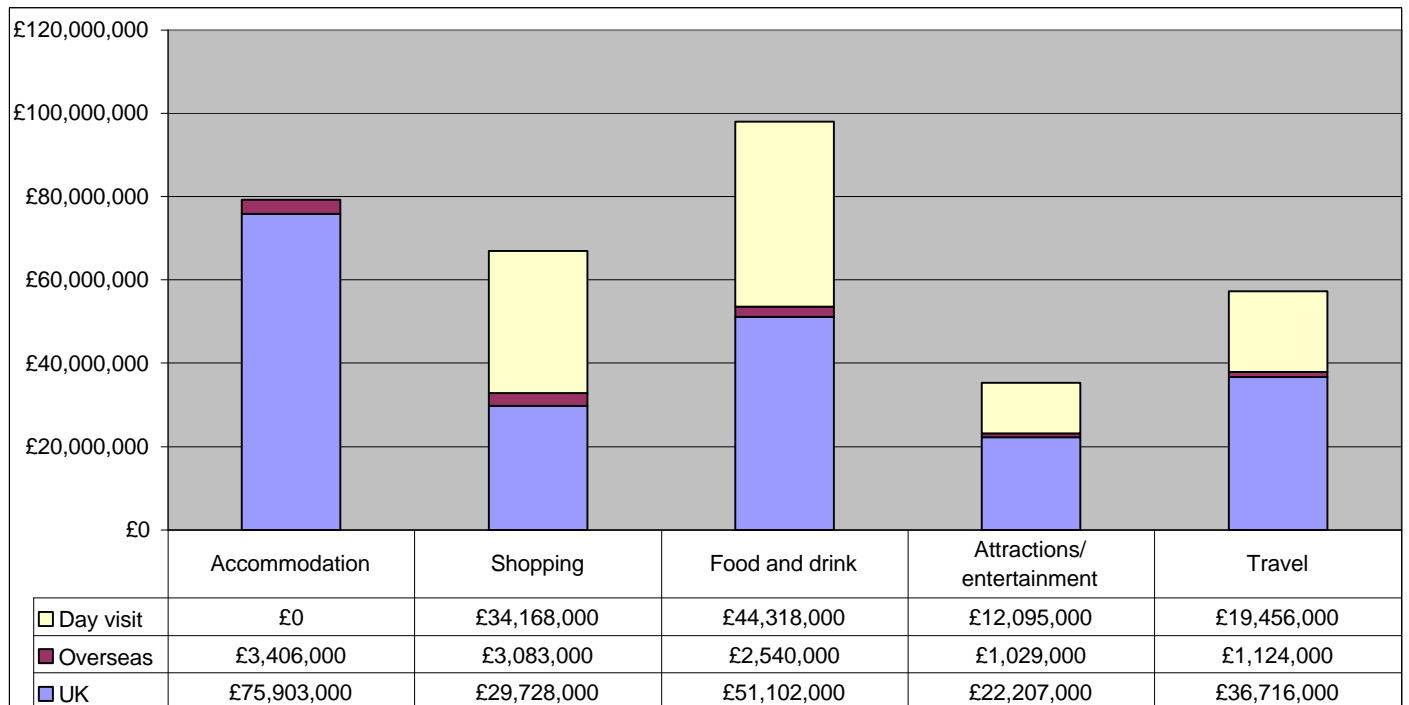


North Cornwall Briefing

Day visits



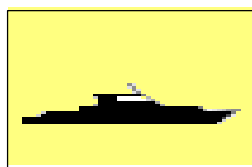
Expenditure associated with trips



Other tourism related spend



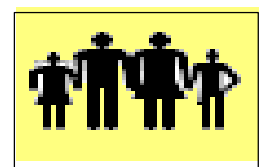
Second Homes
£823,000



Boats
£380,000



Static Vans
£0



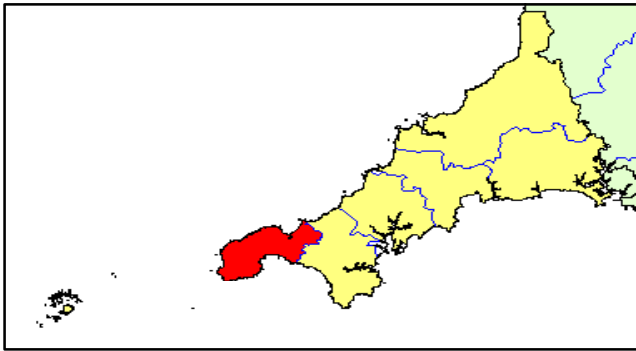
VFR
£10,644,000

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	7,008	3,028	10,036
Indirect	834	255	1,089
Induced	315	24	339
Total	8,157	3,308	11,465
Estimated number of FTE's			8.096

Penwith Briefing



KEY FACTS

741,000 trips by staying visitors
 3,708,000 staying visitor nights
 £160,913,000 spend by staying visitors
 2,848,000 day visits
 £70,032,000 spend by day visitors
 £8,514,000 other tourism related spend
 8,077 jobs related to tourism spending
 34% of employment is supported by tourism

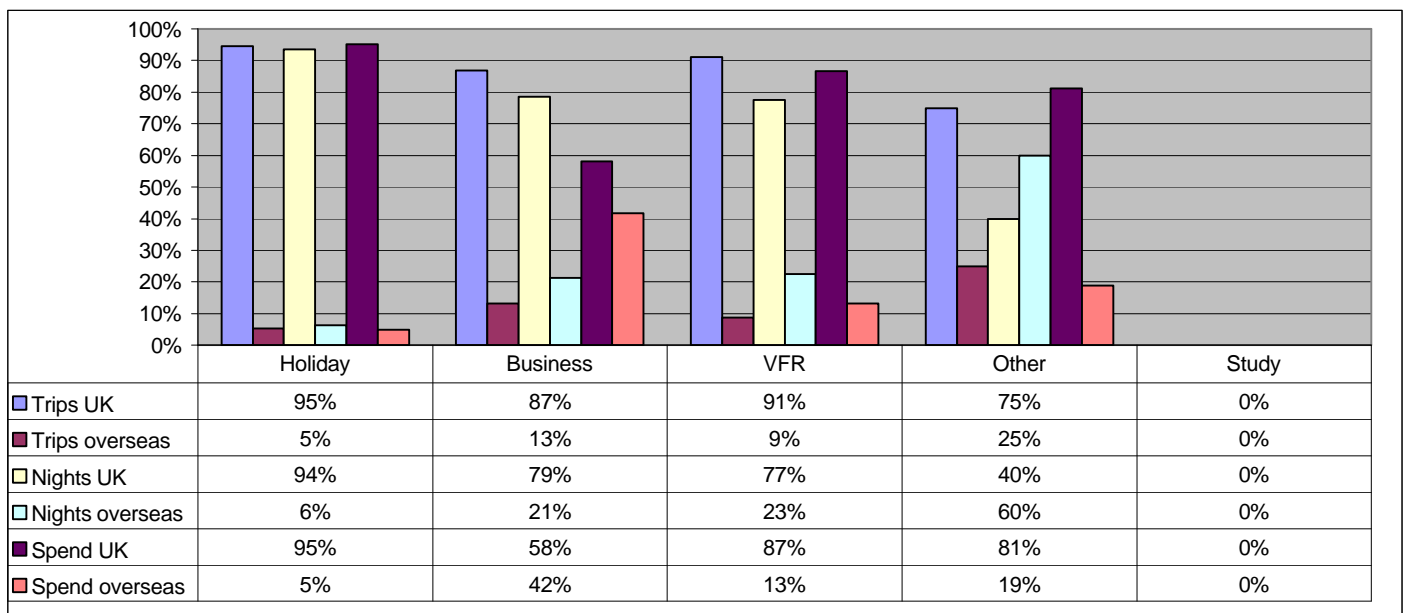
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	196,000	722,000	£48,498,000
Self catering	123,000	907,000	£39,581,000
Touring caravans /tents	58,000	311,000	£9,177,000
Static vans/holiday centres	115,000	742,000	£29,335,000
Group/campus	2,000	6,000	£344,000
Second homes	13,000	58,000	£1,502,000
Boat moorings	1,000	4,000	£119,000
Other	17,000	70,000	£3,862,000
Staying with friends and relatives	169,000	573,000	£16,151,000
Total	694,000	3,393,000	£148,568,000

Trips, nights and spend by accommodation (Overseas tourists)

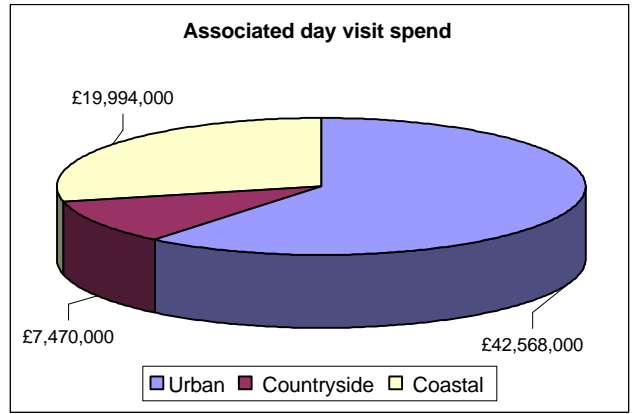
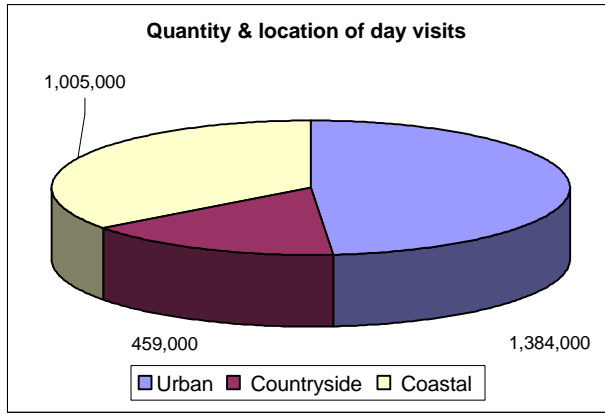
	Trips	Nights	Spend
Serviced	34,000	185,000	£7,856,000
Self catering	2,000	38,000	£1,298,000
Touring caravans /tents	2,000	10,000	£251,000
Static vans/holiday centres	0	0	£7,000
Group/campus	1,000	12,000	£509,000
Second homes	1,000	12,000	£577,000
Boat moorings	0	0	£0
Other	0	2,000	£115,000
Staying with friends and relatives	7,000	56,000	£1,732,000
Total	47,000	315,000	£12,345,000

Trips, nights and spend by purpose

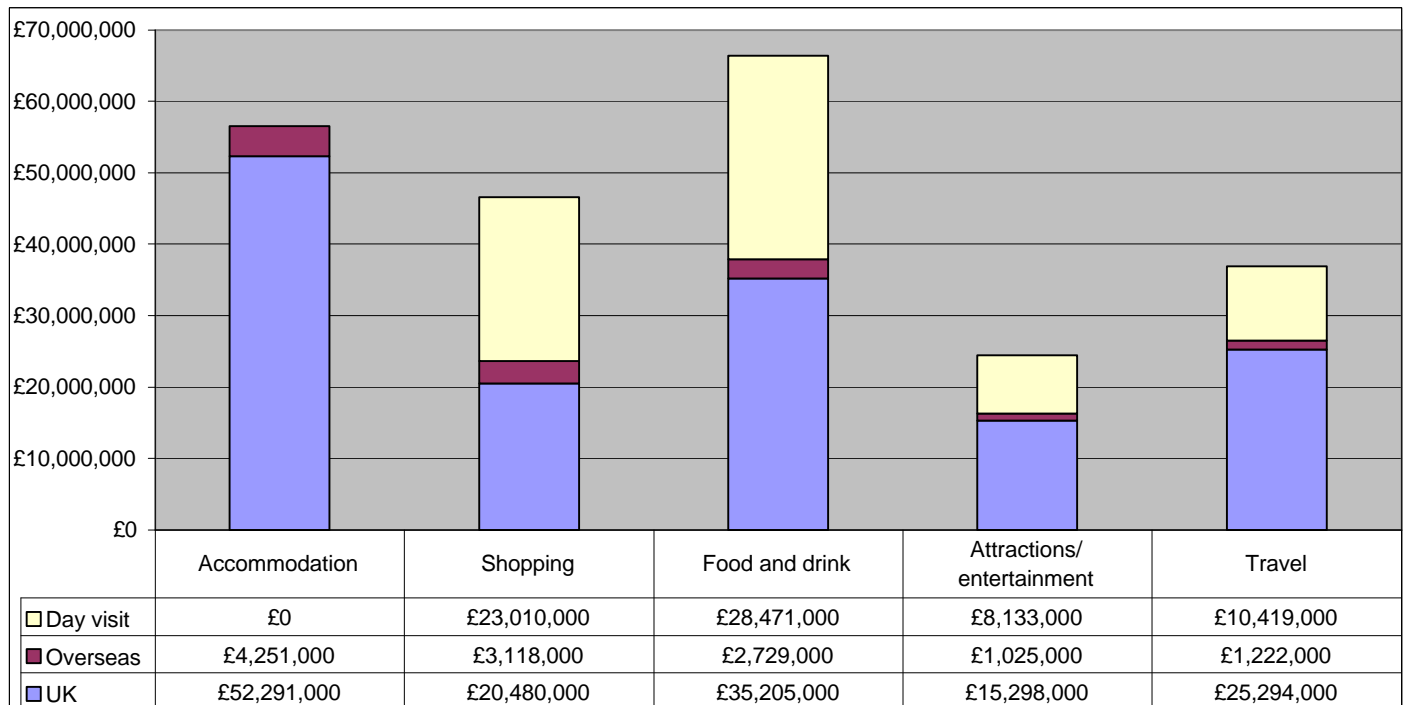


Penwith Briefing

Day visits



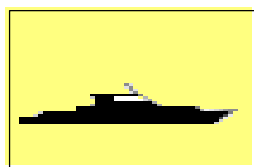
Expenditure associated with trips



Other tourism related spend



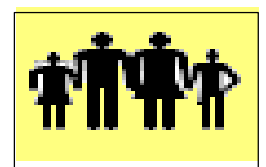
Second Homes
£482,000



Boats
£150,000



Static Vans
£0



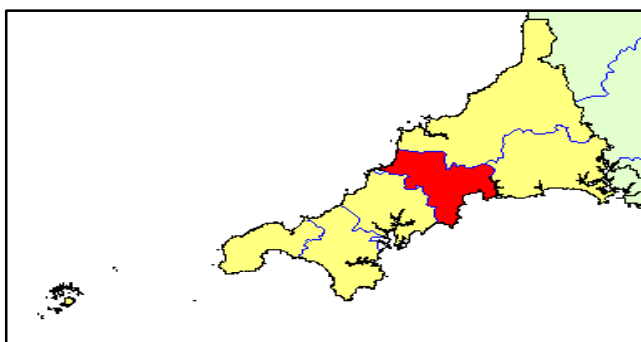
VFR
£7,882,000

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	4,638	1,779	6,418
Indirect	919	250	1,169
Induced	454	36	490
Total	6,011	2,066	8,077
Estimated number of FTE's			5.834

Restormel Briefing



KEY FACTS

1,213,000 trips by staying visitors
 5,382,000 staying visitor nights
 £253,019,000 spend by staying visitors
 3,883,000 day visits
 £87,645,000 spend by day visitors
 £15,666,000 other tourism related spend
 12,043 jobs related to tourism spending
 28% of employment is supported by tourism

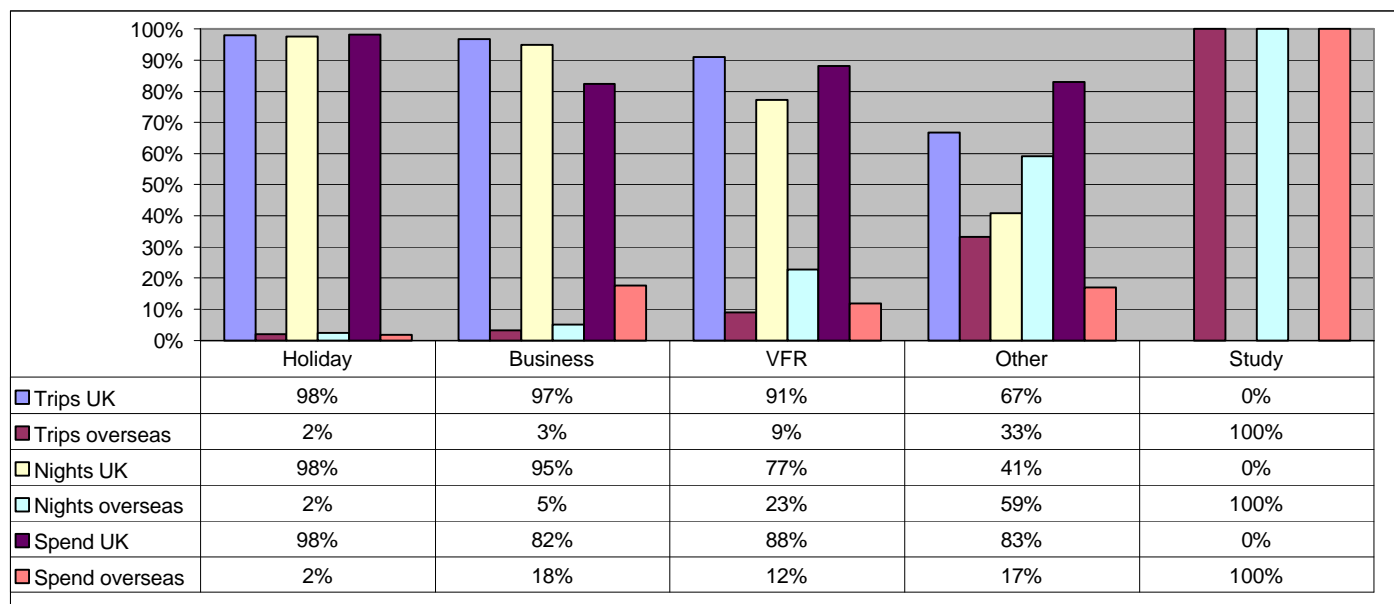
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	537,000	1,984,000	£133,257,000
Self catering	61,000	448,000	£19,541,000
Touring caravans /tents	117,000	628,000	£18,517,000
Static vans/holiday centres	147,000	946,000	£37,391,000
Group/campus	3,000	10,000	£559,000
Second homes	8,000	35,000	£923,000
Boat moorings	14,000	83,000	£2,489,000
Other	26,000	108,000	£5,988,000
Staying with friends and relatives	263,000	888,000	£25,041,000
Total	1,177,000	5,130,000	£243,706,000

Trips, nights and spend by accommodation (Overseas tourists)

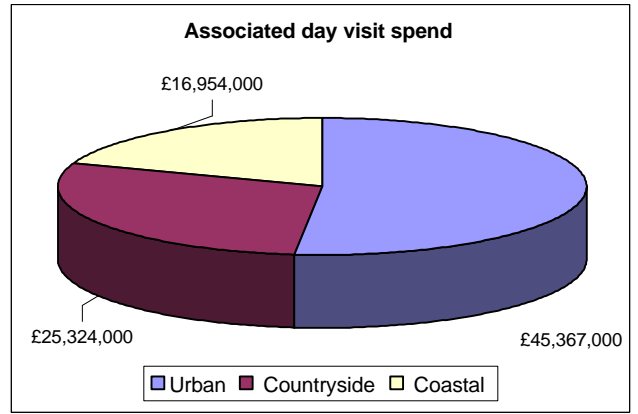
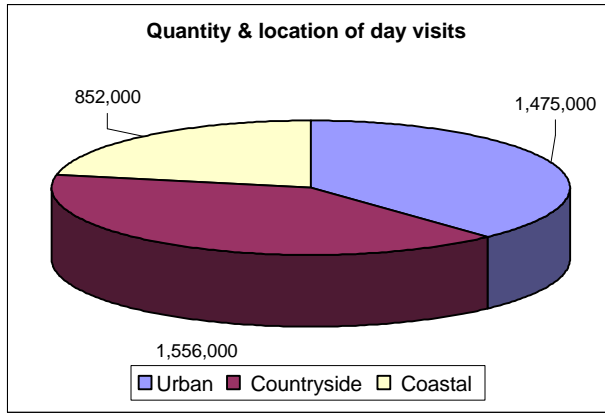
	Trips	Nights	Spend
Serviced	18,000	97,000	£4,111,000
Self catering	1,000	19,000	£641,000
Touring caravans /tents	4,000	19,000	£507,000
Static vans/holiday centres	0	0	£9,000
Group/campus	1,000	20,000	£827,000
Second homes	0	7,000	£354,000
Boat moorings	0	0	£0
Other	1,000	3,000	£178,000
Staying with friends and relatives	11,000	86,000	£2,685,000
Total	36,000	252,000	£9,313,000

Trips, nights and spend by purpose

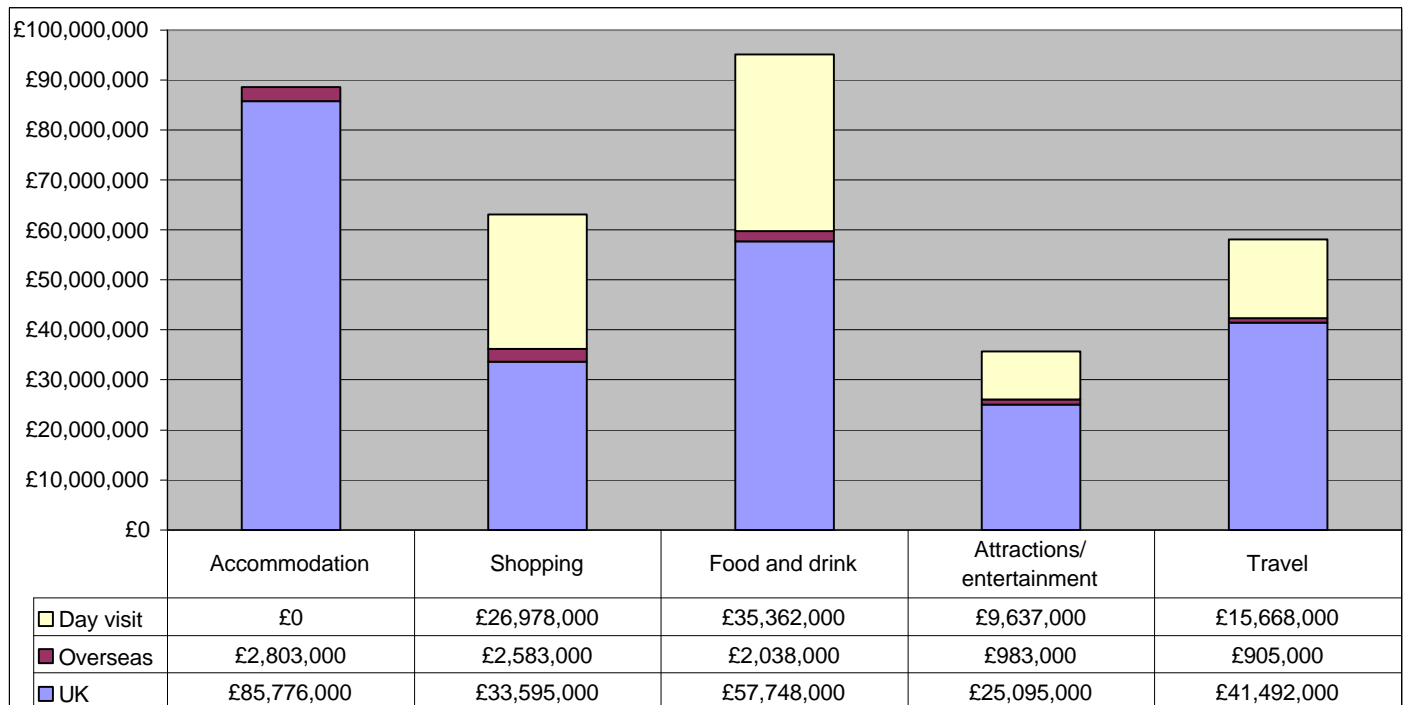


Restormel Briefing

Day visits



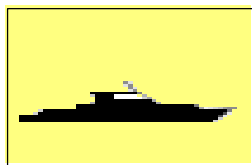
Expenditure associated with trips



Other tourism related spend



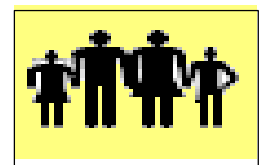
Second Homes
£296,000



Boats
£3,150,000



Static Vans
£0



VFR
£12,220,000

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	7,330	2,189	9,519
Indirect	1,452	306	1,758
Induced	718	48	766
Total	9,499	2,543	12,043
Estimated number of FTE's			8.722