

4.2 Bristol, Bath, North Somerset and South Gloucestershire

Formerly known as Avon, and also known as the West of England partnership, the unitary authorities in and around Bath and Bristol are host to a bewildering array of attractions, urban landscapes, traditional seaside resorts and industrial heritage. Moreover, the rural and inland landscape around the urban centres is one of winding, narrow lanes and picturesque villages ensuring that the authorities that make up the 'former Avon' offer unparalleled diversity and contrast.

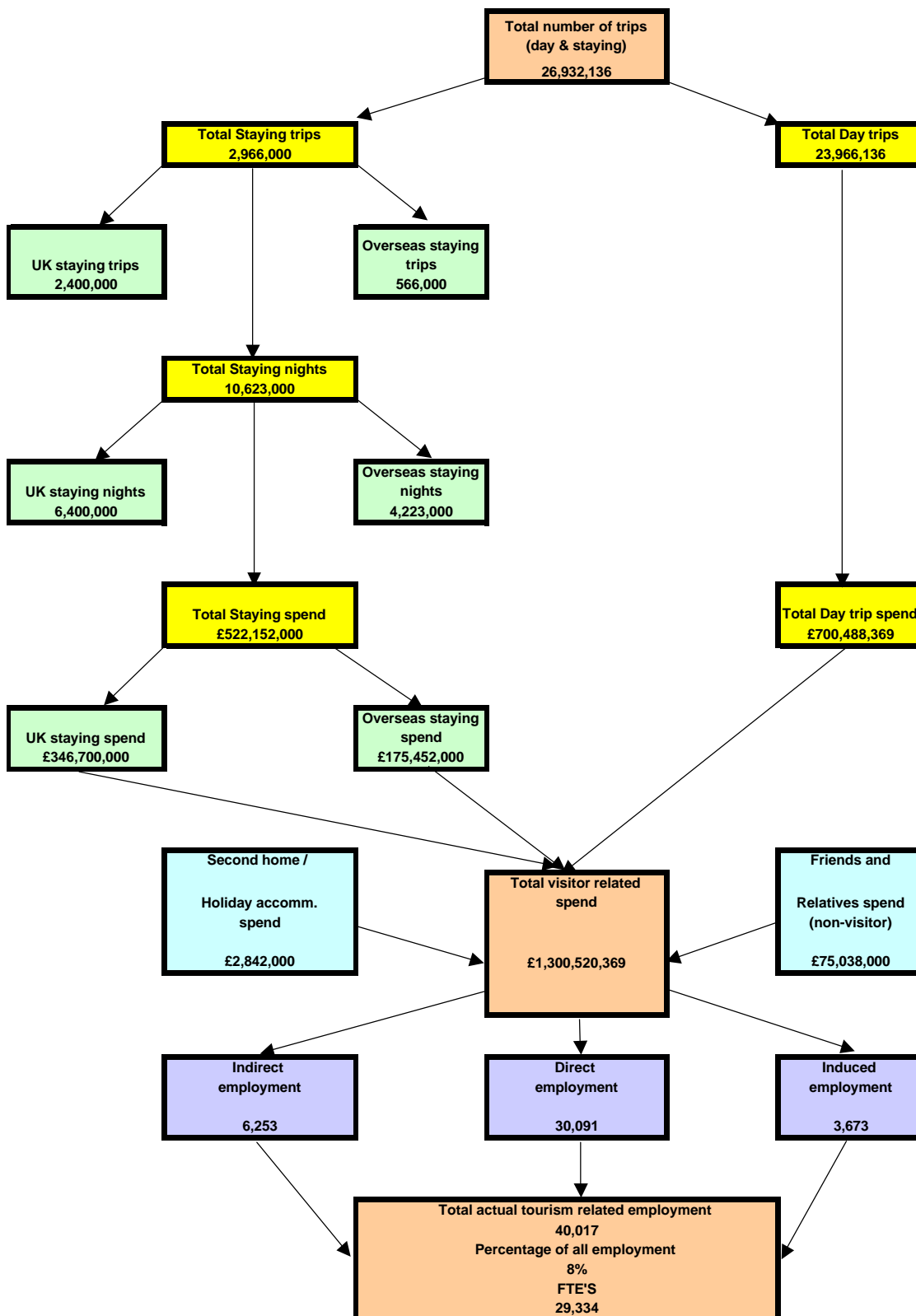
Brunel made his mark on Bristol in the 19th century, and provides the focus for the area's industrial heritage. Achievements include the suspension bridge at Clifton, the SS Great Britain and the Great Western Railway. Bristol is also a great trading port and was the departure point for 'New World' adventurers, landing point for exotic goods and a focus of industrial innovation. Bristol's more contemporary attractions include @Bristol, the newly opened British Empire and Commonwealth Museum and Bristol Zoo.

Bath possesses a vitality and energy that larger cities would be hard-pressed to match. As a World Heritage Site, Bath has some of the most famous architectural masterpieces in Europe such as the Roman Baths & Pump Room, Royal Crescent, Bath Abbey and Pulteney Bridge. Indeed, its Roman and Georgian past has endowed the city with a heritage unsurpassed in the South West, and the newly opened Thermae Bath Spa has brought together a Roman heritage with 21st century facilities.

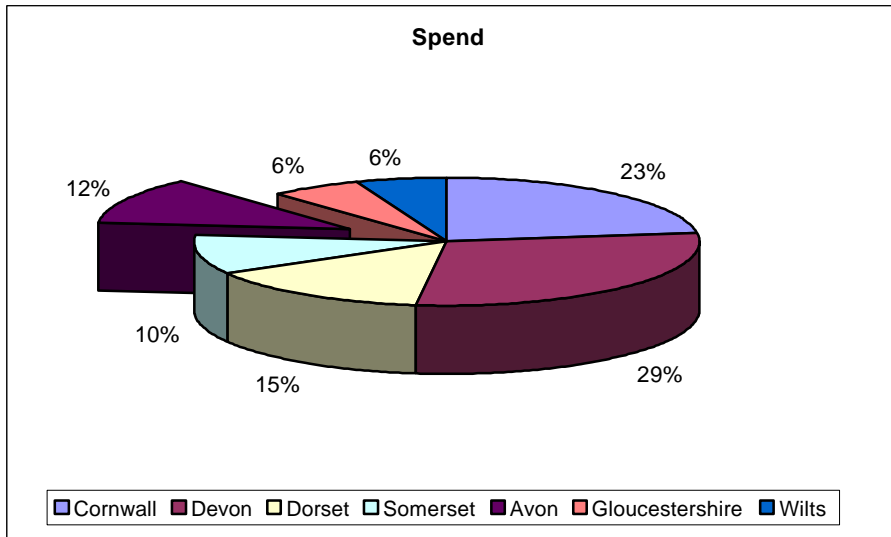
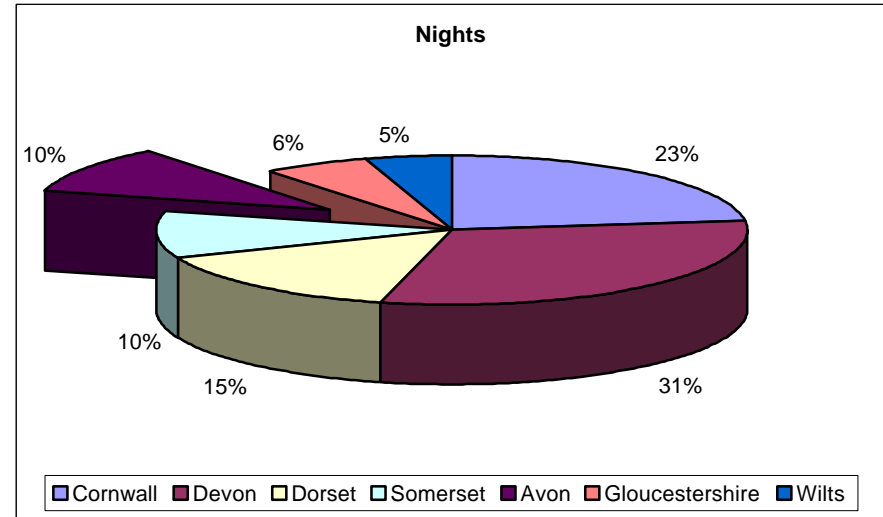
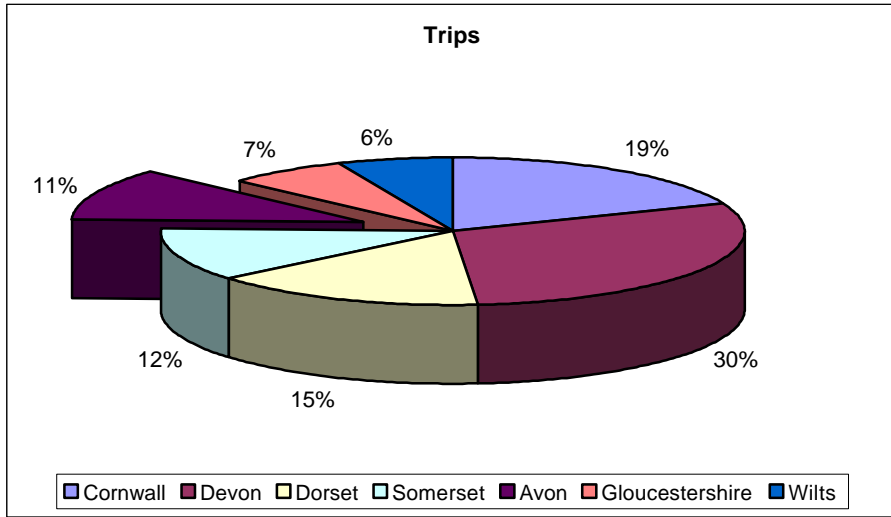
South Gloucestershire, by contrast, is more than 75% rural in character and access to the countryside is an important and valued amenity for the area. That said, South Gloucestershire is also home to one of the most prestigious shopping centres in the region, Cribbs Causeway, which has an important influence on day trips in the whole South West region.

North Somerset has a little bit of everything for the tourist. There are miles of safe sandy beaches, countryside to explore and an unrivalled choice of accommodation from campsites to large hotels. Many visitors to the area focus their holiday on Weston-super-Mare's seafront and beach but there are also magnificent coastline walks and the seaside towns of Clevedon and Portishead to attract the staying and day visitor alike.

Former Avon (West of England marketing partnership): Facts at a glance



Former Avon (West of England marketing partnership): 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

Former Avon (West of England marketing partnership): Staying visitors in detail

KEY FACTS:

- **Former Avon (West of England marketing partnership) generates 11% (2.9 million) of trips, 10% (10.6 million) of nights and 12% (£522.1 million) of spend in the South West region**
- **The domestic market is the biggest generator of trips (2.4 million), nights (6.4 million) and spend (£346.7 million)**
- **The VFR sector is the most important in terms of domestic trip generation (1.1 million), whereas the serviced accommodation sector is most important in terms of income generation (£184.4 million)**

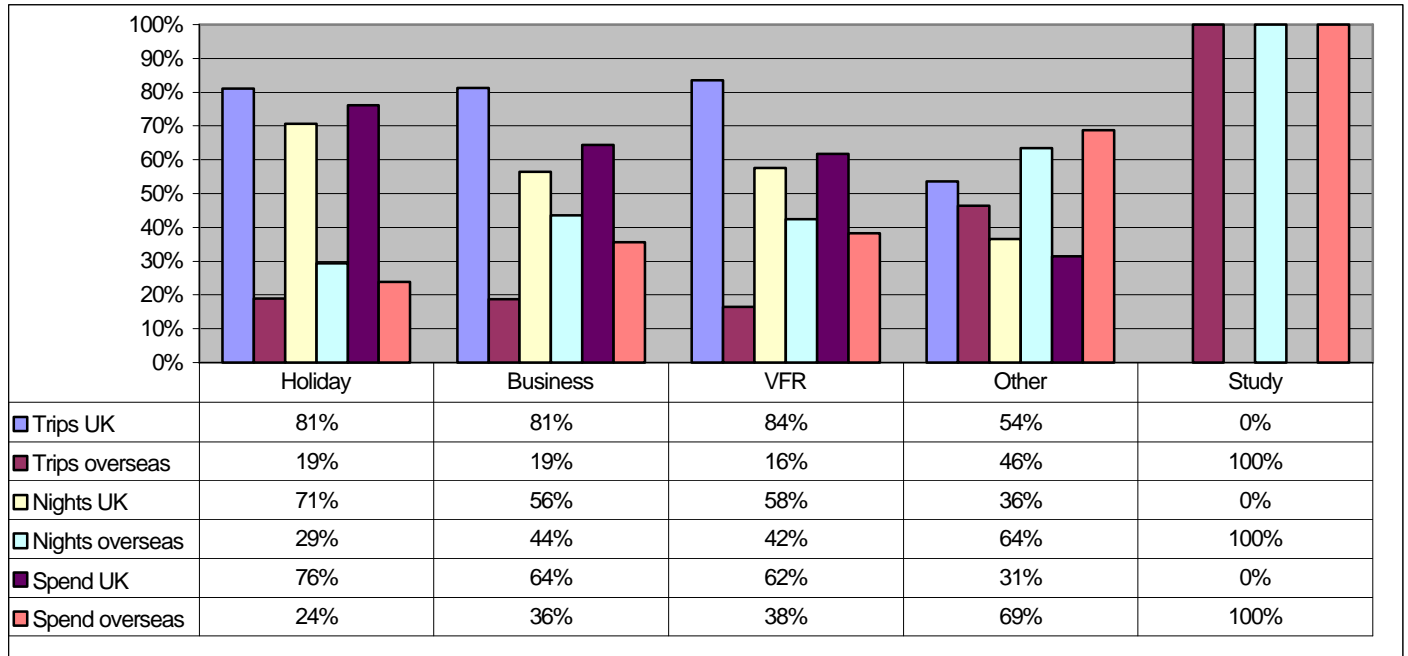
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	794,000	1,817,000	£184,429,000
Self catering	103,000	455,000	£21,156,000
Touring caravans /tents	52,000	220,000	£5,932,000
Static vans/holiday centres	27,000	122,000	£3,632,000
Group/campus	14,000	116,000	£3,820,000
Second homes	22,000	81,000	£1,989,000
Boat moorings	9,000	44,000	£1,504,000
Other	210,000	687,000	£22,918,000
Staying with friends and relatives	1,170,000	2,858,000	£101,319,000
Total	2,400,000	6,400,000	£346,700,000

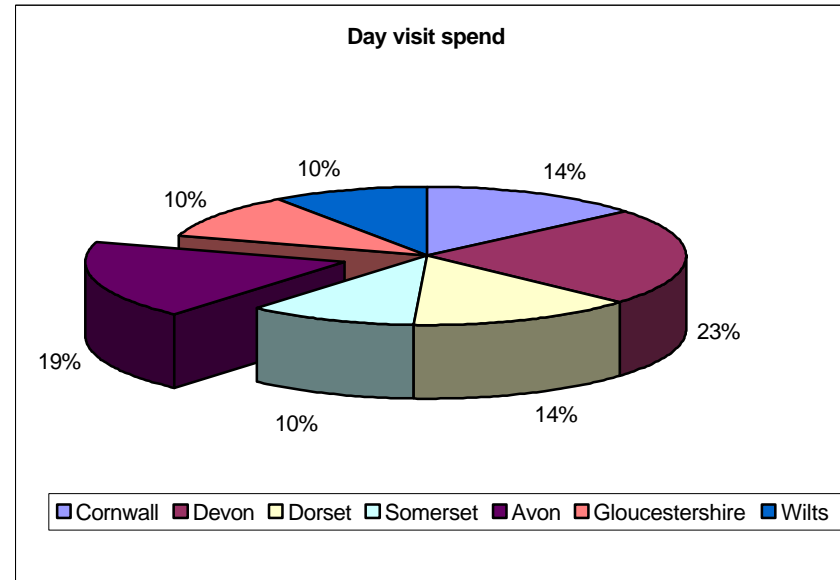
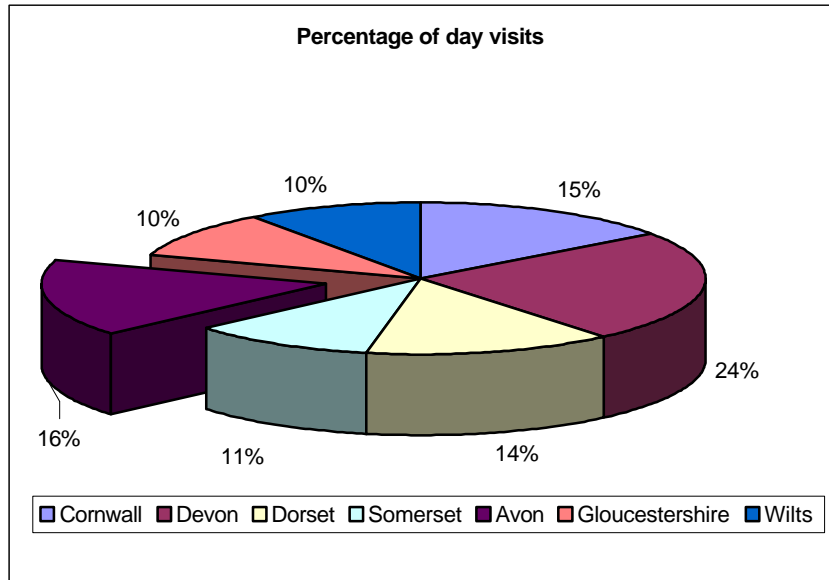
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	297,000	1,183,000	£85,926,000
Self catering	8,000	329,000	£8,840,000
Touring caravans /tents	3,000	28,000	£498,000
Static vans/holiday centres	0	2,000	£40,000
Group/campus	43,000	636,000	£19,297,000
Second homes	7,000	146,000	£2,060,000
Boat moorings	0	0	£0
Other	13,000	63,000	£3,168,000
Staying with friends and relatives	196,000	1,836,000	£55,624,000
Total	566,000	4,223,000	£175,452,000

Trips, nights and spend by purpose



Former Avon (West of England marketing partnership): Day visits in context

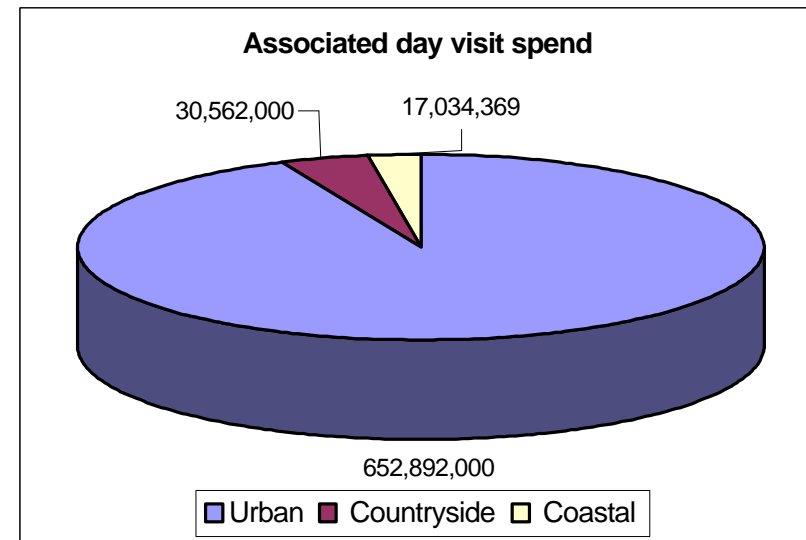
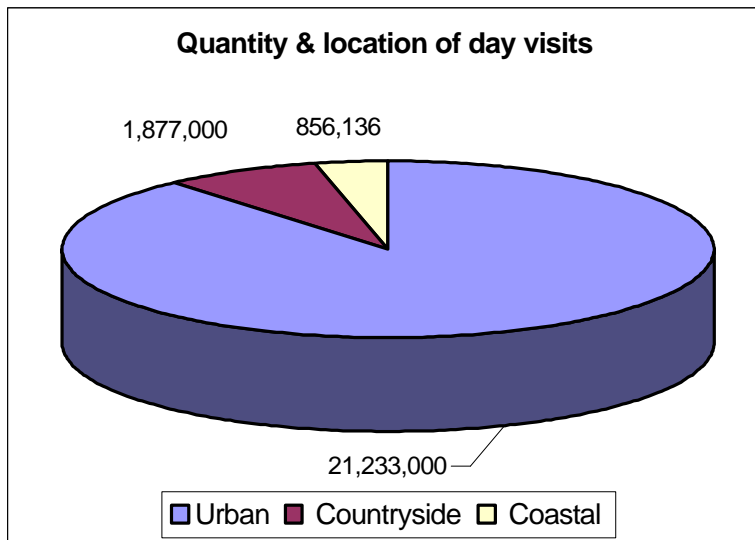


	Trips	Spend
Cornwall	22,411,500	£528,605,899
Devon	35,268,897	£853,731,090
Dorset	20,929,672	£535,177,761
Somerset	16,065,096	£393,181,000
Avon	23,966,136	£700,488,369
Gloucestershire	15,146,000	£394,634,000
Wilts	14,760,000	£366,251,000
Totals	148,547,300	£3,772,069,119

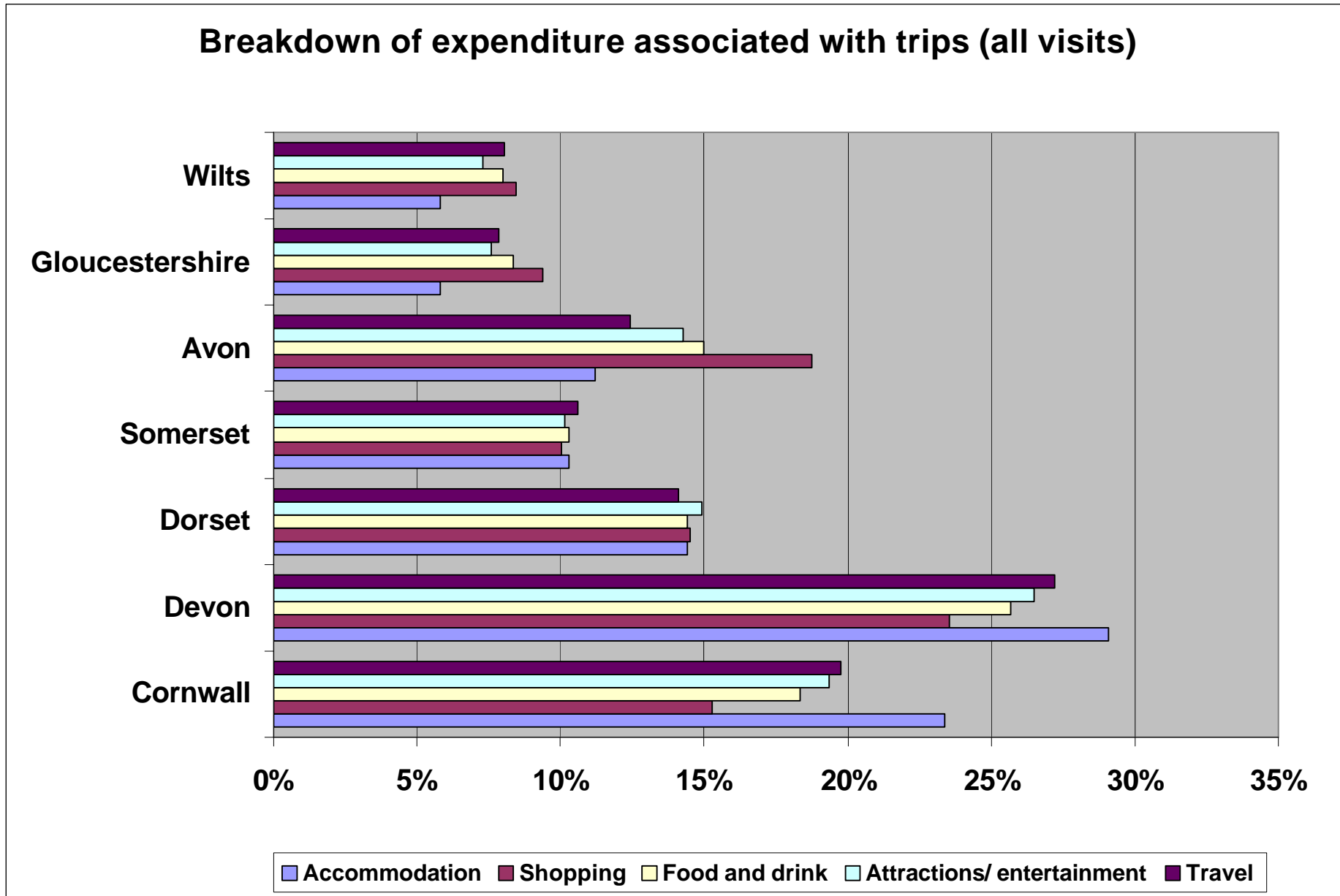
Former Avon (West of England marketing partnership): Day visits in detail

KEY FACTS:

- Former Avon accounts for 16% (23.9 million) of day trips and 19% of spend (£700.4 million) in the South West region
- The largest proportion of day trips are urban (21.2 million)
- Day trip spend is highest amongst those going to urban areas (£652.8 million)



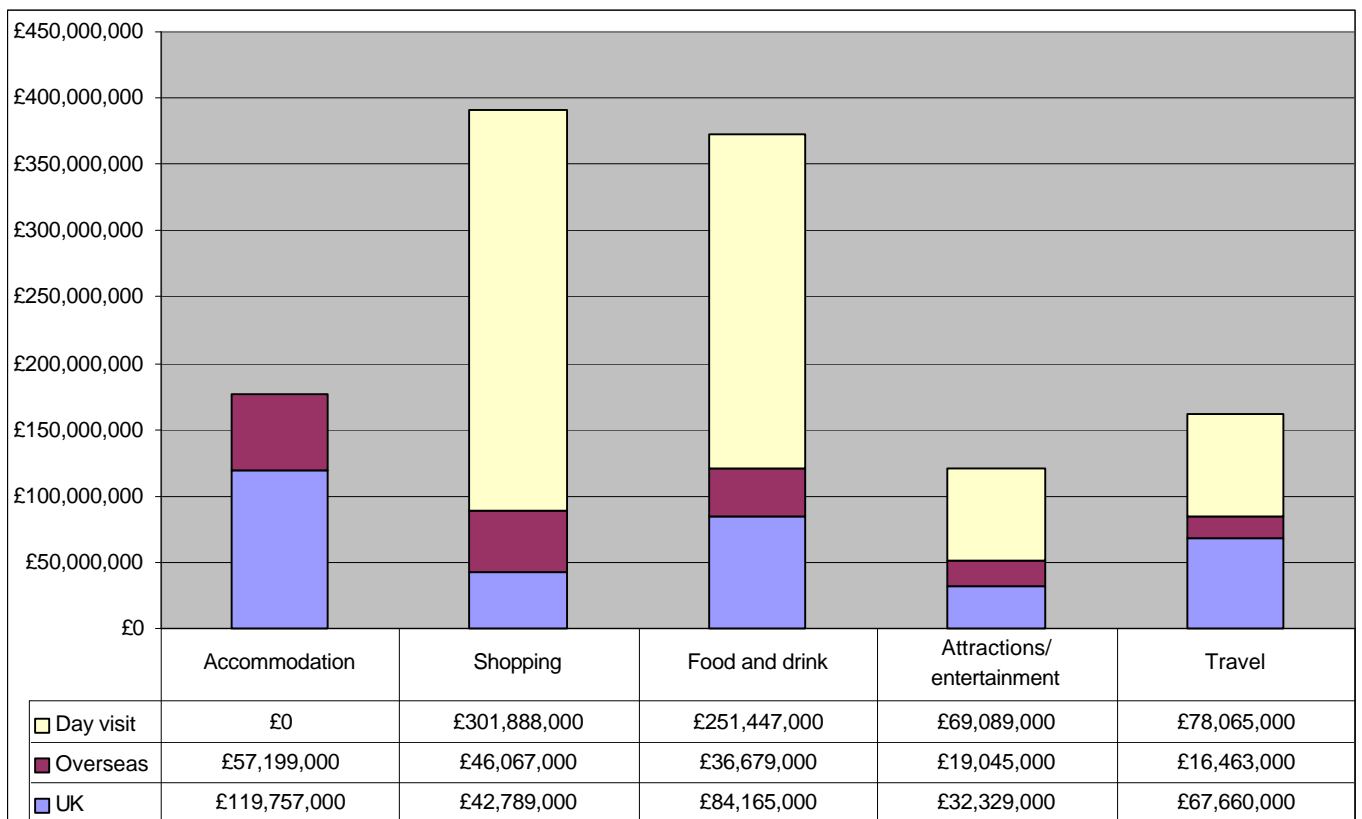
Former Avon (West of England marketing partnership): Breakdown of expenditure associated with trips in context



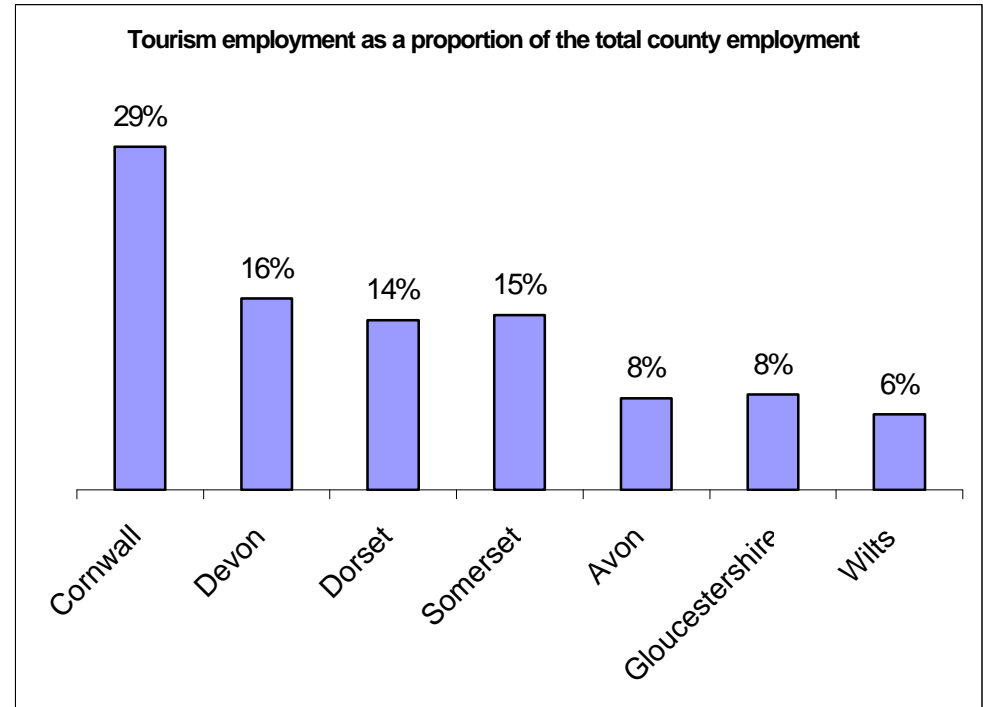
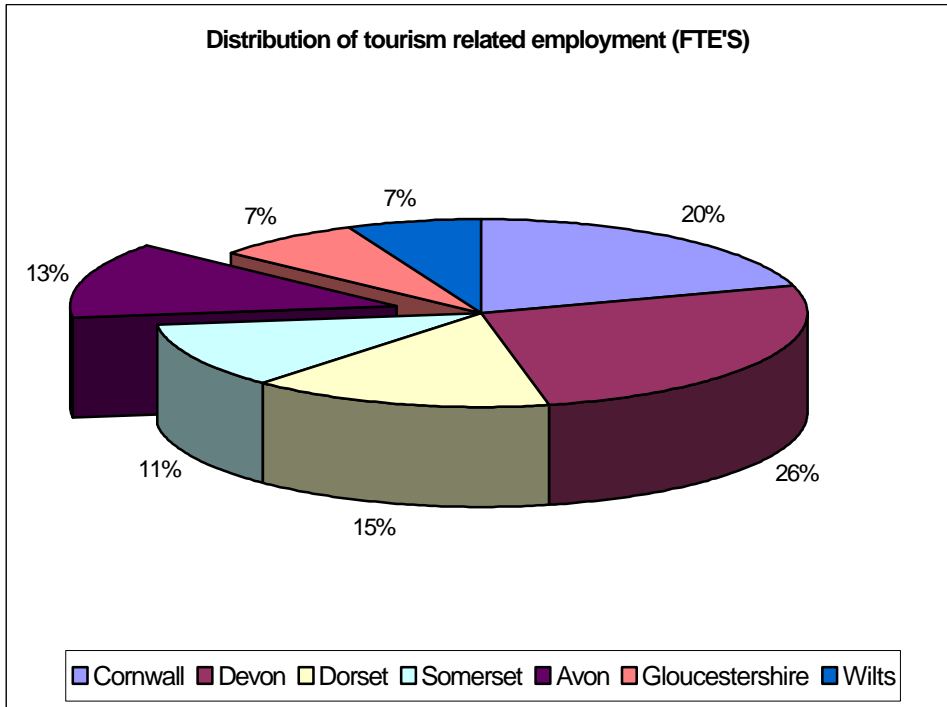
Former Avon (West of England marketing partnership): Breakdown of expenditure associated with trips in detail

KEY FACTS:

- **The largest proportion of tourism expenditure is spent on shopping**
- **Domestic and overseas staying visitors spent the largest portion of their expenditure on accommodation (£119.7 million and £57.1 million respectively)**



Former Avon (West of England marketing partnership): 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

**Former Avon (West of England marketing partnership):
Employment in detail**

KEY FACTS:

- **Former Avon has 13% of tourism jobs in the region, equating to 29,334 FTEs**
- **8% of employment is related to tourism**
- **The largest proportion of jobs directly related to tourism in Avon is in the catering sector (7,534)**

Total employment related to tourism spending (estimated actual)

	Staying tourists	Day visitors	Total
Direct	14,292	15,799	30,091
Indirect	3,332	2,920	6,253
Induced	2,942	732	3,673
Totals	20,566	19,451	40,017

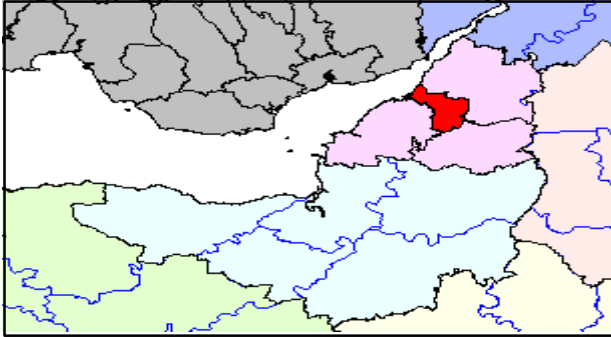
Total employment related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	9,980	10,648	20,627
Indirect	2,923	2,562	5,485
Induced	2,581	642	3,222
Totals	15,483	13,851	29,334

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

	Staying	Day	Total
Accommodation	3,663	103	3,766
Retailing	1,048	3,559	4,607
Catering	2,446	5,089	7,534
Attractions/entertainment	1,030	1,438	2,468
Transport	495	459	954
Arising from non trip spend	1,298	0	1,298
Totals	9,980	10,648	20,627

Bristol Briefing



KEY FACTS

1,168,000 trips by staying visitors
 4,834,000 staying visitor nights
 £228,919,000 spend by staying visitors
 8,371,000 day visits
 £257,403,000 spend by day visitors
 £33,419,000 other tourism related spend
 17,862 jobs related to tourism spending
 9% of employment is supported by tourism

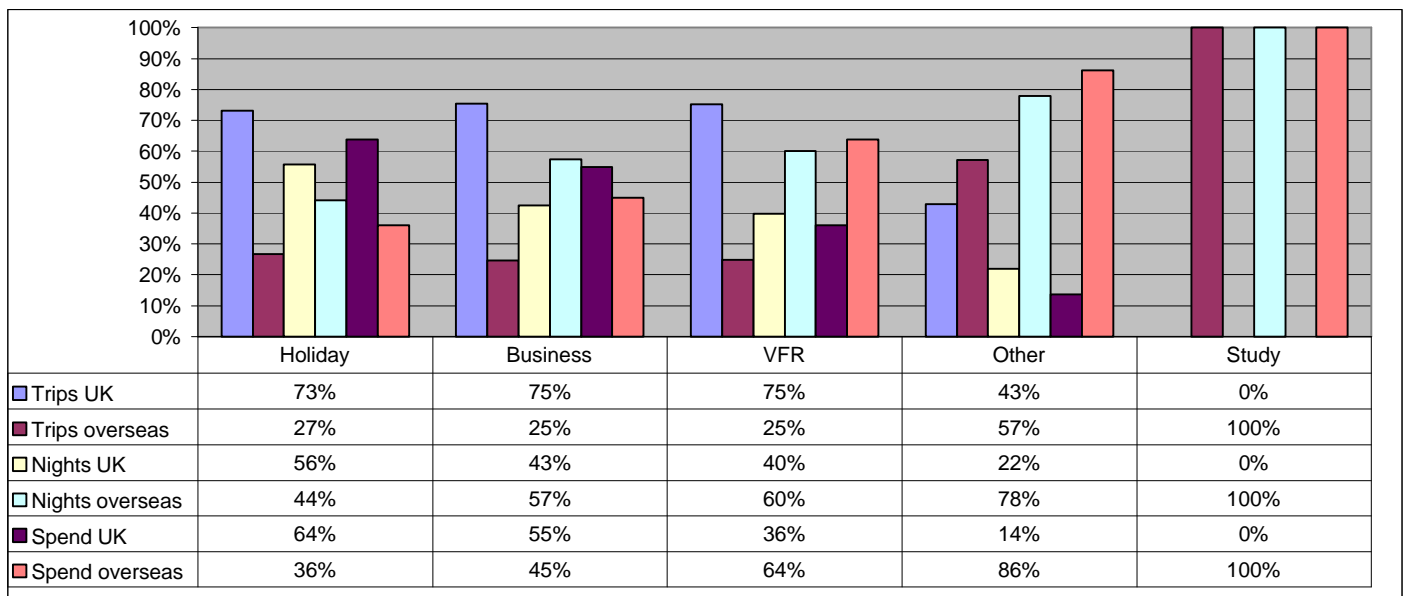
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	274,000	628,000	£63,749,000
Self catering	34,000	153,000	£7,106,000
Touring caravans /tents	1,000	6,000	£154,000
Static vans/holiday centres	0	0	£0
Group/campus	5,000	38,000	£1,244,000
Second homes	5,000	20,000	£484,000
Boat moorings	5,000	23,000	£787,000
Other	81,000	265,000	£8,849,000
Staying with friends and relatives	452,000	1,103,000	£39,122,000
Total	858,000	2,236,000	£121,495,000

Trips, nights and spend by accommodation (Overseas tourists)

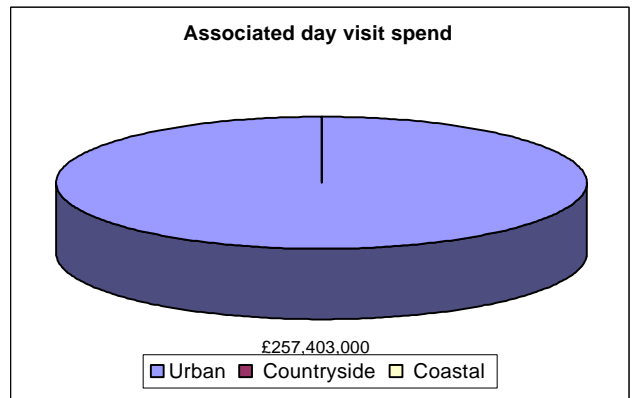
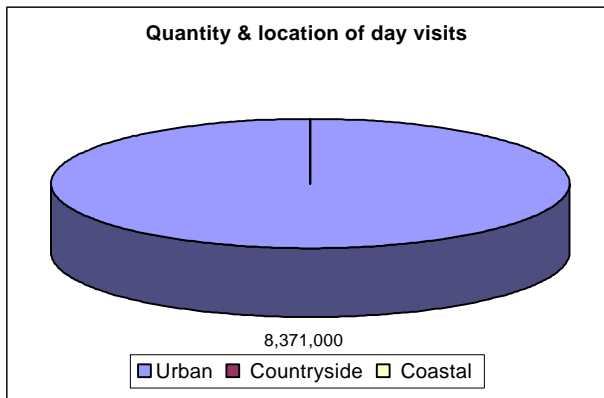
	Trips	Nights	Spend
Serviced	152,000	691,000	£50,207,000
Self catering	4,000	171,000	£4,576,000
Touring caravans /tents	0	2,000	£31,000
Static vans/holiday centres	0	0	£0
Group/campus	14,000	241,000	£7,303,000
Second homes	2,000	56,000	£792,000
Boat moorings	0	0	£0
Other	8,000	48,000	£2,424,000
Staying with friends and relatives	130,000	1,389,000	£42,090,000
Total	310,000	2,598,000	£107,424,000

Trips, nights and spend by purpose

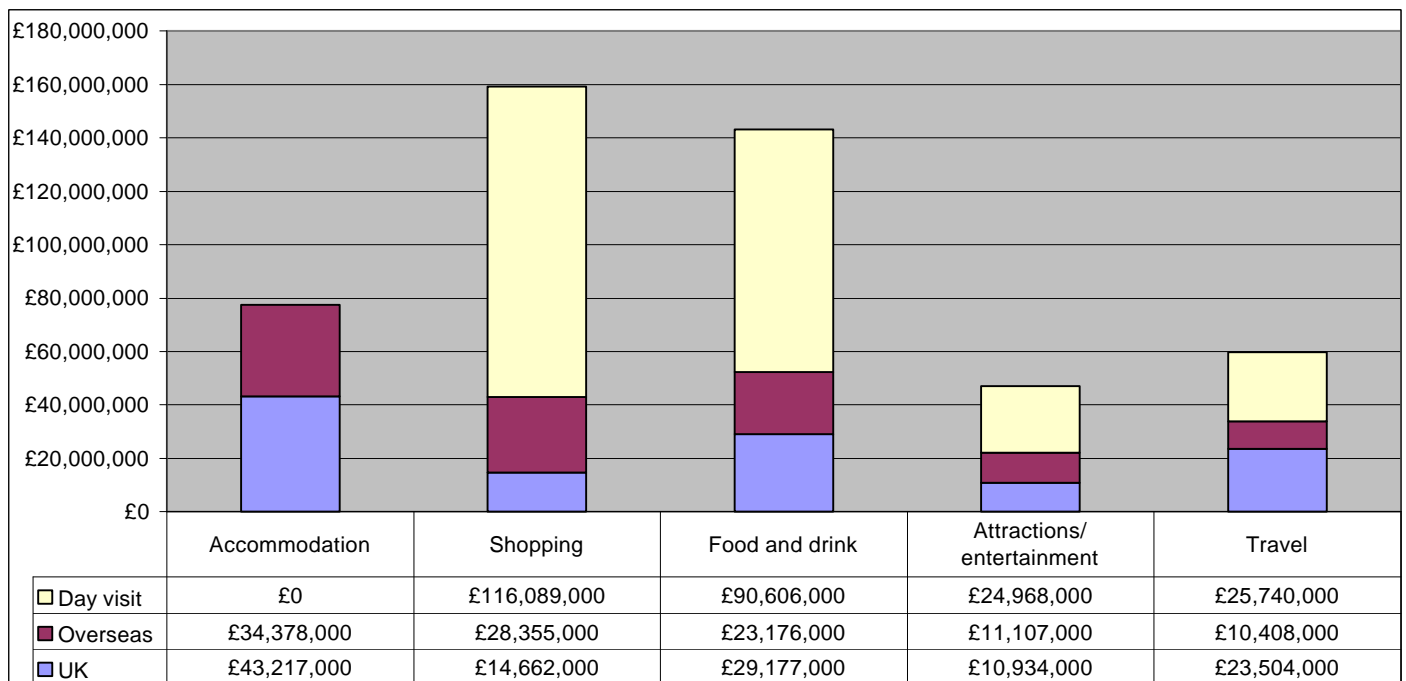


Bristol Briefing

Day visits



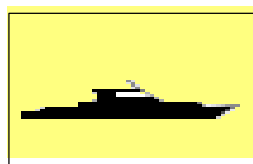
Expenditure associated with trips



Other tourism related spend



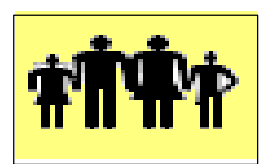
Second Homes
£227,000



Boats
£1,000,000



Static Vans
£0



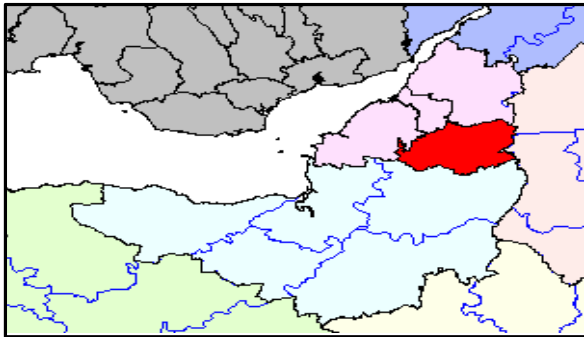
VFR
£32,192,000

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	6,090	5,712	11,802
Indirect	1,462	2,920	4,382
Induced	946	732	1,678
Total	8,498	9,364	17,862
Estimated number of FTE's			13,416

Bath & North East Somerset Briefing



KEY FACTS

743,000 trips by staying visitors
 2,668,000 staying visitor nights
 £132,855,000 spend by staying visitors
 5,431,000 day visits
 £159,256,000 spend by day visitors
 £15,256,000 other tourism related spend
 12,080 jobs related to tourism spending
 14% of employment is supported by tourism

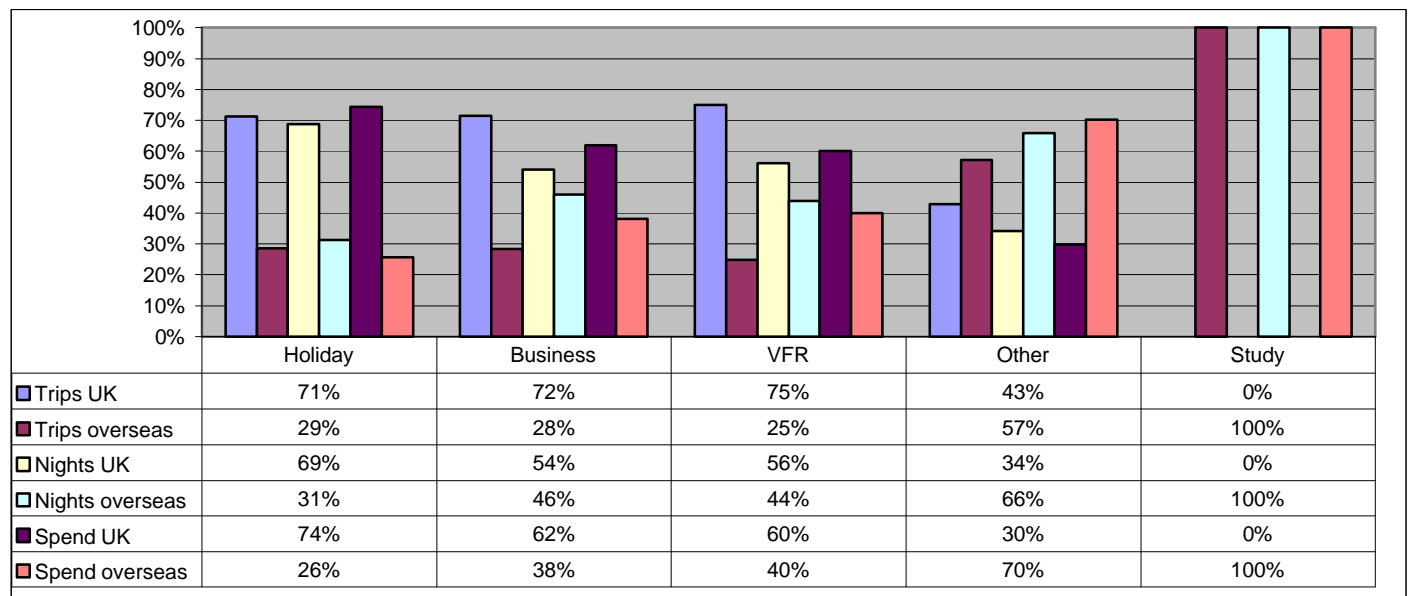
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	202,000	462,000	£46,865,000
Self catering	39,000	174,000	£8,072,000
Touring caravans /tents	23,000	97,000	£2,618,000
Static vans/holiday centres	0	0	£0
Group/campus	10,000	78,000	£2,576,000
Second homes	10,000	37,000	£907,000
Boat moorings	2,000	12,000	£402,000
Other	36,000	118,000	£3,937,000
Staying with friends and relatives	201,000	491,000	£17,403,000
Total	523,000	1,468,000	£82,779,000

Trips, nights and spend by accommodation (Overseas tourists)

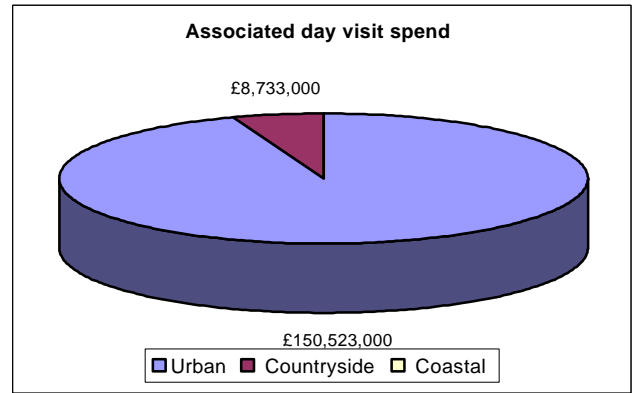
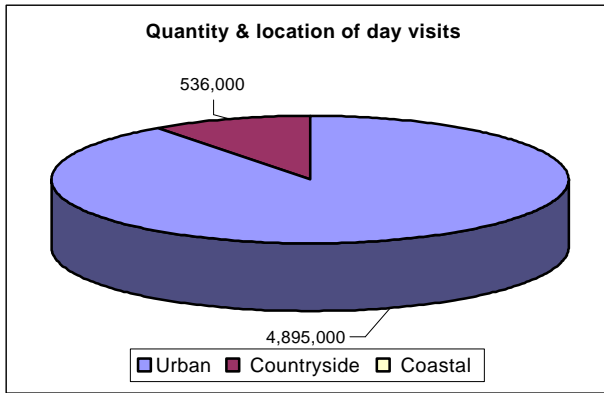
	Trips	Nights	Spend
Serviced	125,000	355,000	£25,806,000
Self catering	4,000	112,000	£2,995,000
Touring caravans /tents	3,000	17,000	£299,000
Static vans/holiday centres	0	0	£0
Group/campus	27,000	287,000	£8,714,000
Second homes	4,000	61,000	£855,000
Boat moorings	0	0	£0
Other	3,000	12,000	£621,000
Staying with friends and relatives	53,000	356,000	£10,786,000
Total	220,000	1,200,000	£50,076,000

Trips, nights and spend by purpose

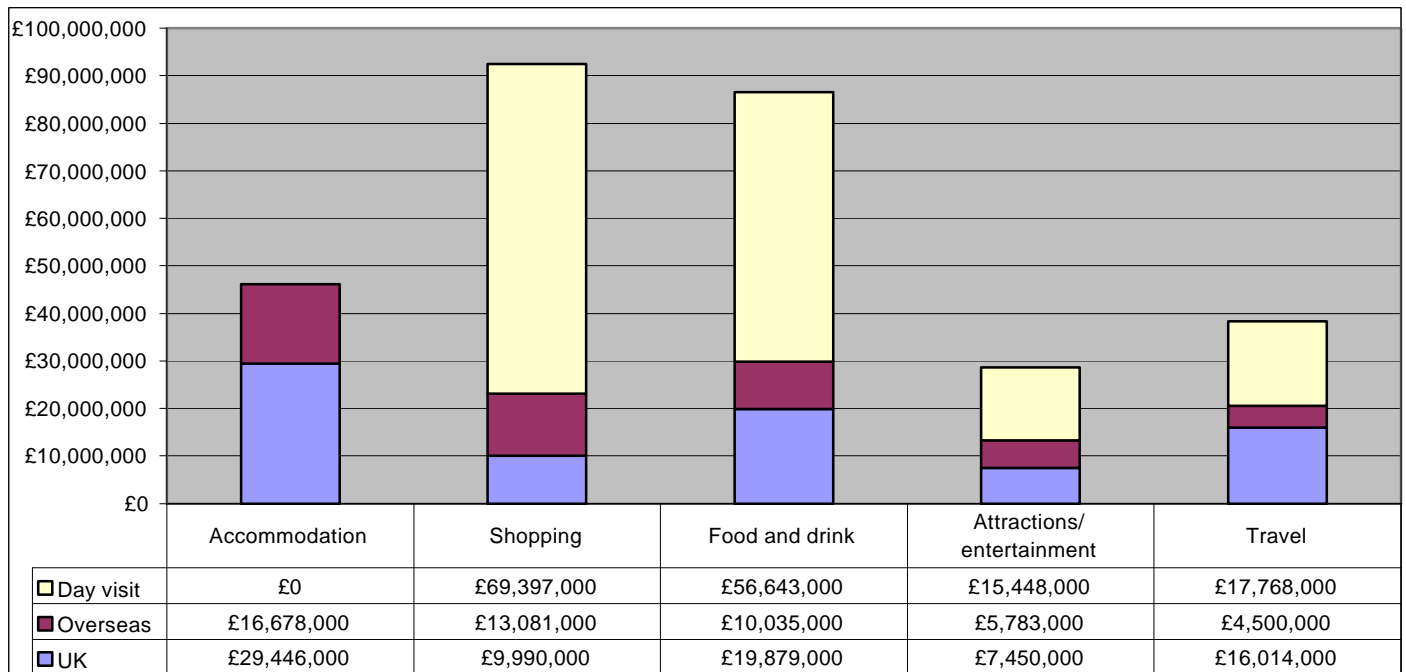


Bath & North East Somerset Briefing

Day visits



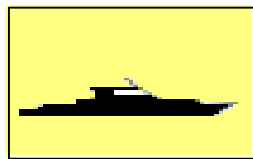
Expenditure associated with trips



Other tourism related spend



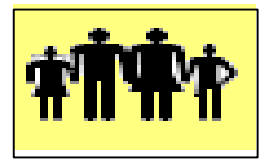
Second Homes
£425,000



Boats
£510,000



Static Vans
£0



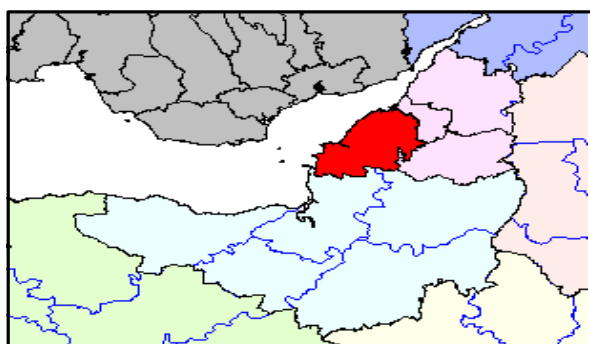
VFR
£14,321,000

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	3,705	3,708	7,413
Indirect	657	2,920	3,577
Induced	358	732	1,090
Total	4,720	7,361	12,080
Estimated number of FTE's			9,162

North Somerset Briefing



KEY FACTS
526,000 trips by staying visitors
1,619,000 staying visitor nights
£81,108,000 spend by staying visitors
4,051,000 day visits
£104,669,000 spend by day visitors
£13,168,000 other tourism related spend
4,888 jobs related to tourism spending
5% of employment is supported by tourism

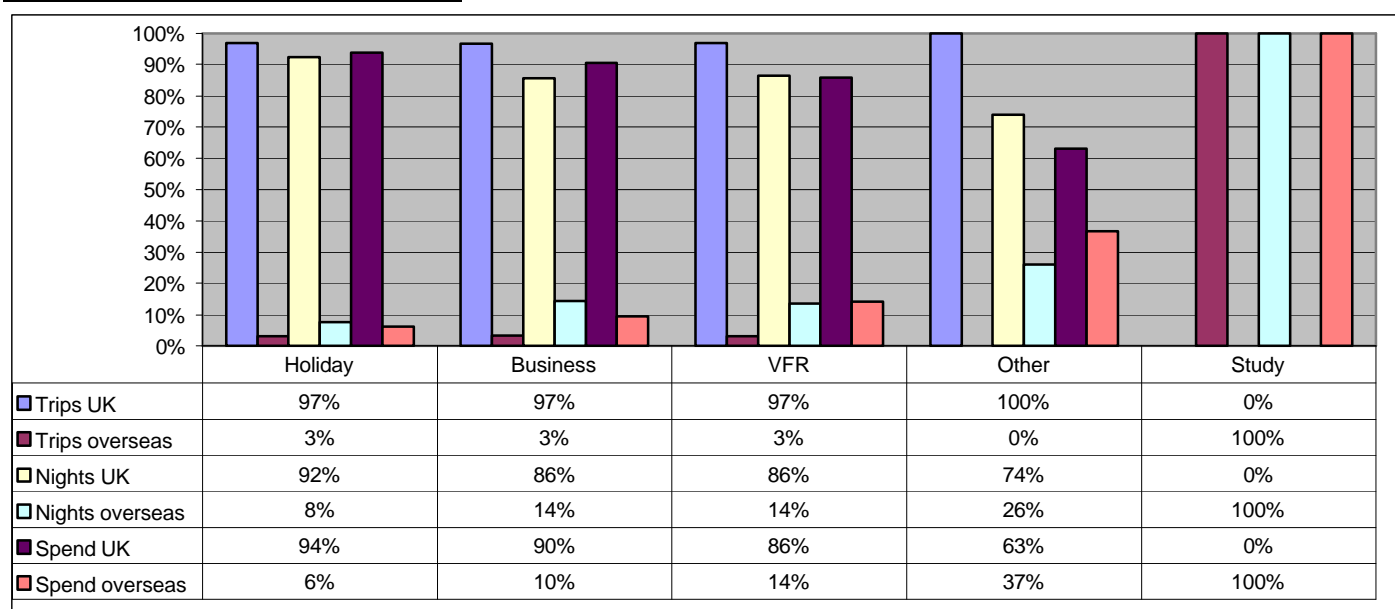
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	158,000	361,000	£36,681,000
Self catering	21,000	94,000	£4,368,000
Touring caravans /tents	28,000	117,000	£3,160,000
Static vans/holiday centres	27,000	122,000	£3,632,000
Group/campus	0	0	£0
Second homes	6,000	21,000	£511,000
Boat moorings	2,000	9,000	£315,000
Other	41,000	133,000	£4,450,000
Staying with friends and relatives	227,000	555,000	£19,674,000
Total	509,000	1,413,000	£72,791,000

Trips, nights and spend by accommodation (Overseas tourists)

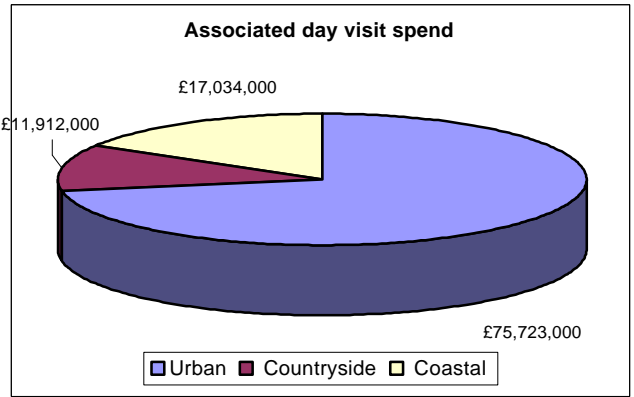
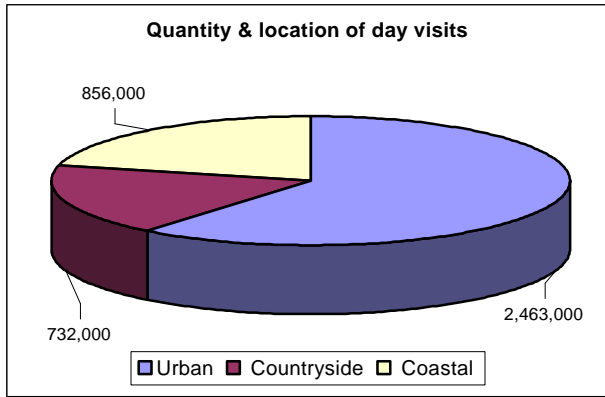
	Trips	Nights	Spend
Serviced	9,000	55,000	£4,018,000
Self catering	0	24,000	£652,000
Touring caravans /tents	0	3,000	£50,000
Static vans/holiday centres	0	0	£4,000
Group/campus	0	0	£0
Second homes	0	13,000	£177,000
Boat moorings	0	0	£0
Other	0	3,000	£141,000
Staying with friends and relatives	7,000	108,000	£3,275,000
Total	17,000	206,000	£8,317,000

Trips, nights and spend by purpose

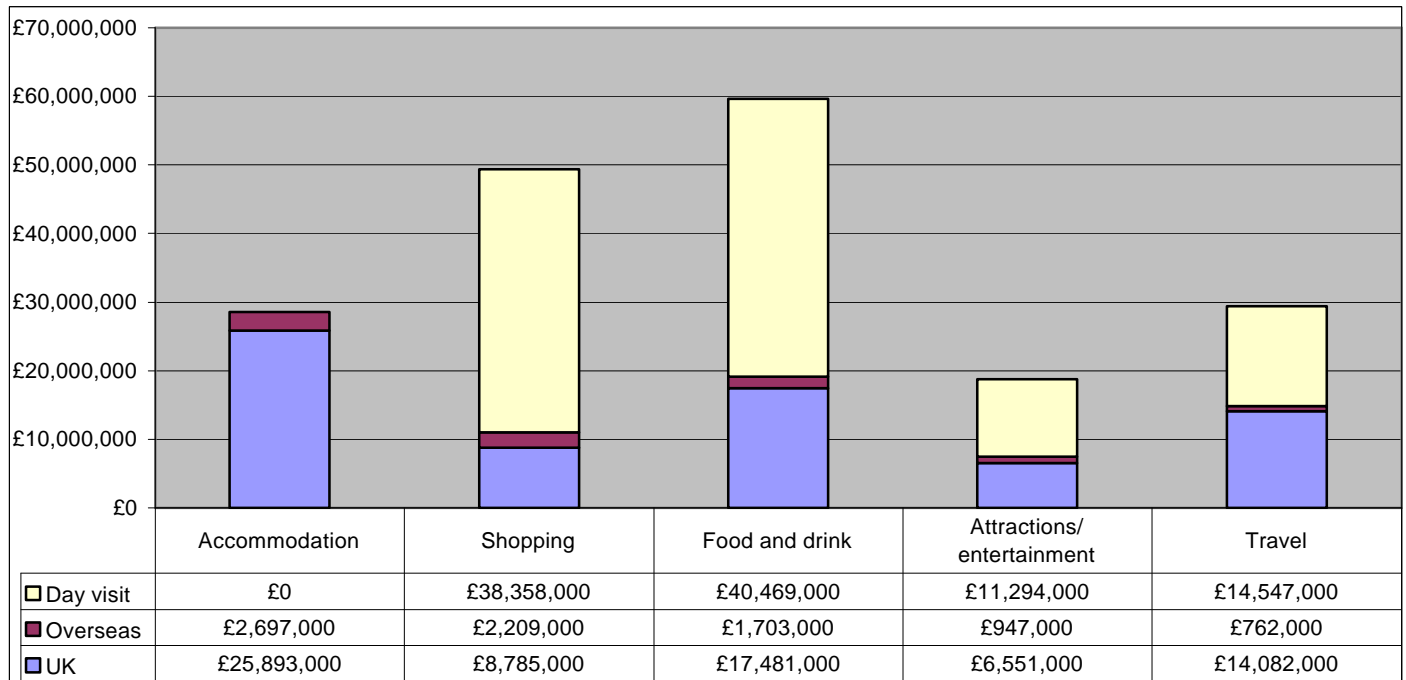


North Somerset Briefing

Day visits



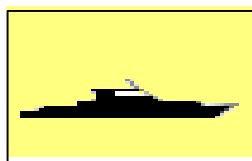
Expenditure associated with trips



Other tourism related spend



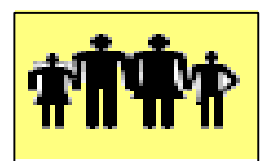
Second Homes
£239,000



Boats
£400,000



Static Vans
£0



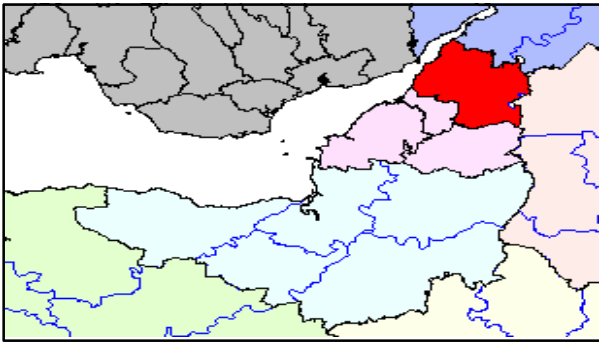
VFR
£12,529,000

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	1,832	1,952	3,784
Indirect	493	365	858
Induced	197	49	246
Total	2,522	2,366	4,888
Estimated number of FTE's			3,579

South Gloucestershire Briefing



KEY FACTS
531,000 trips by staying visitors
1,500,000 staying visitor nights
£78,929,000 spend by staying visitors
6,113,000 day visits
£179,160,000 spend by day visitors
£16,038,000 other tourism related spend
7,447 jobs related to tourism spending
6% of employment is supported by tourism

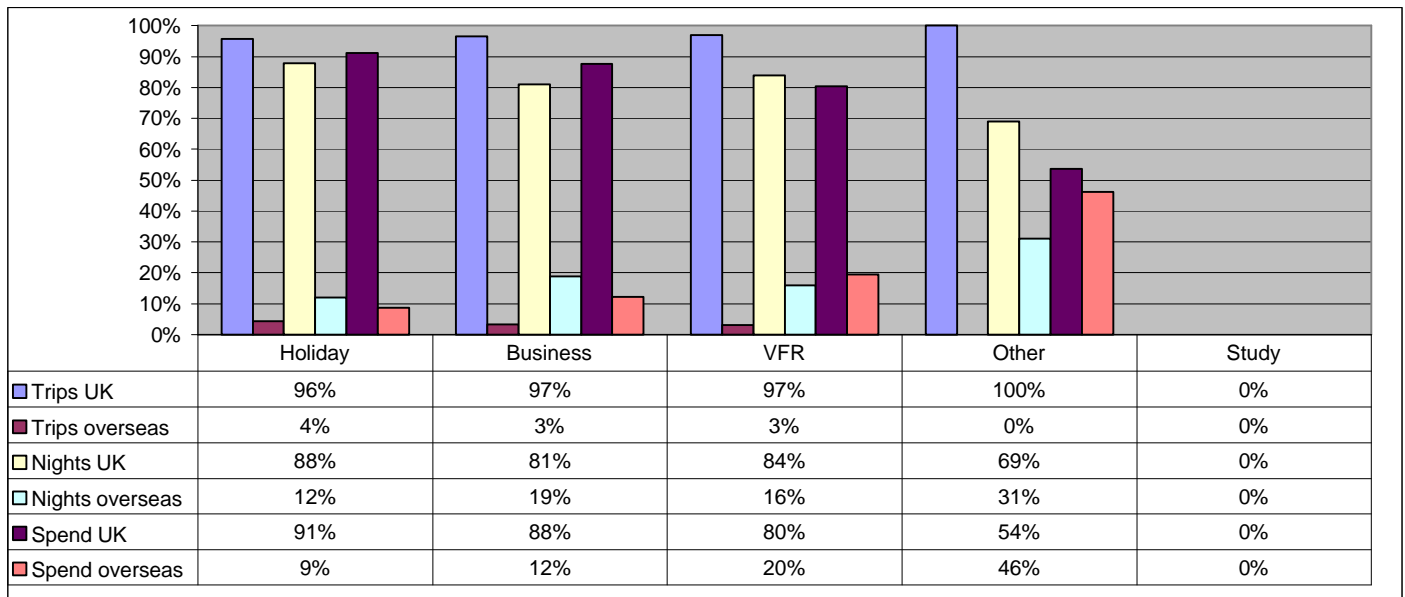
Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	160,000	366,000	£37,135,000
Self catering	8,000	35,000	£1,610,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	1,000	4,000	£88,000
Boat moorings	0	0	£0
Other	52,000	170,000	£5,682,000
Staying with friends and relatives	290,000	709,000	£25,120,000
Total	511,000	1,283,000	£69,635,000

Trips, nights and spend by accommodation (Overseas tourists)

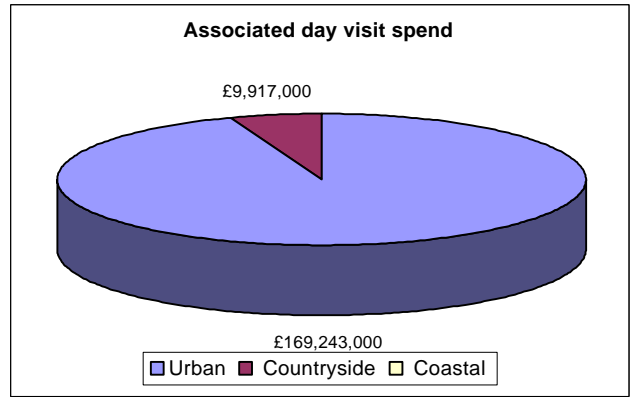
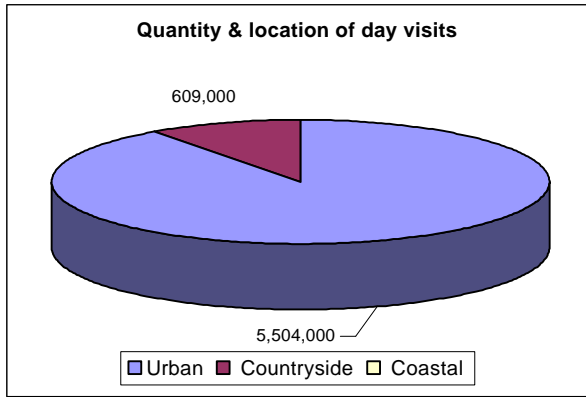
	Trips	Nights	Spend
Serviced	10,000	64,000	£4,662,000
Self catering	0	9,000	£241,000
Touring caravans /tents	0	0	£0
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Second homes	0	2,000	£31,000
Boat moorings	0	0	£0
Other	0	4,000	£179,000
Staying with friends and relatives	9,000	138,000	£4,181,000
Total	20,000	217,000	£9,294,000

Trips, nights and spend by purpose

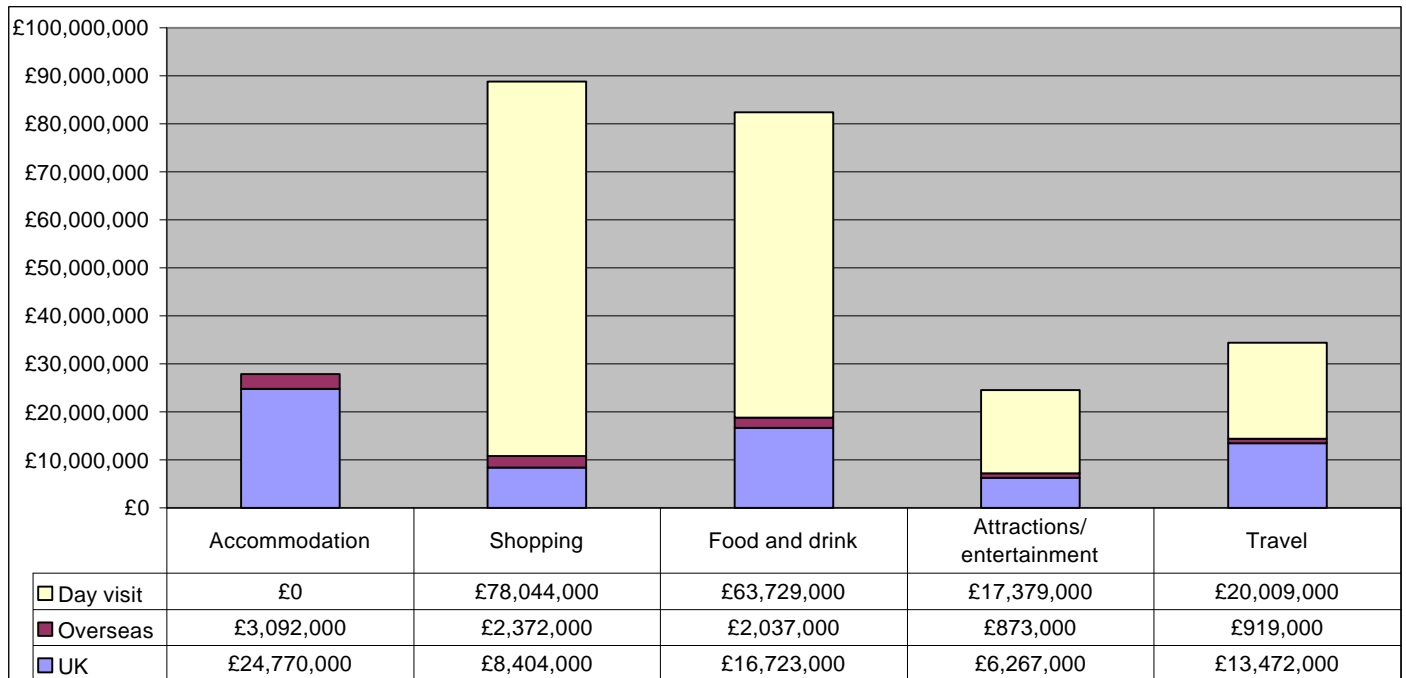


South Gloucestershire Briefing

Day visits



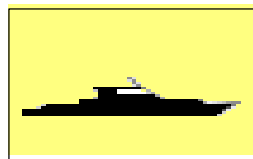
Expenditure associated with trips



Other tourism related spend



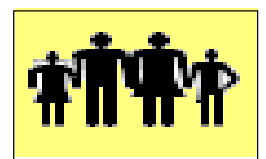
Second Homes
£41,000



Boats
£0



Static Vans
£0



VFR
£15,997,000

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	2,163	3,839	6,003
Indirect	466	605	1,071
Induced	276	97	373
Total	2,905	4,542	7,447
Estimated number of FTE's			5,380