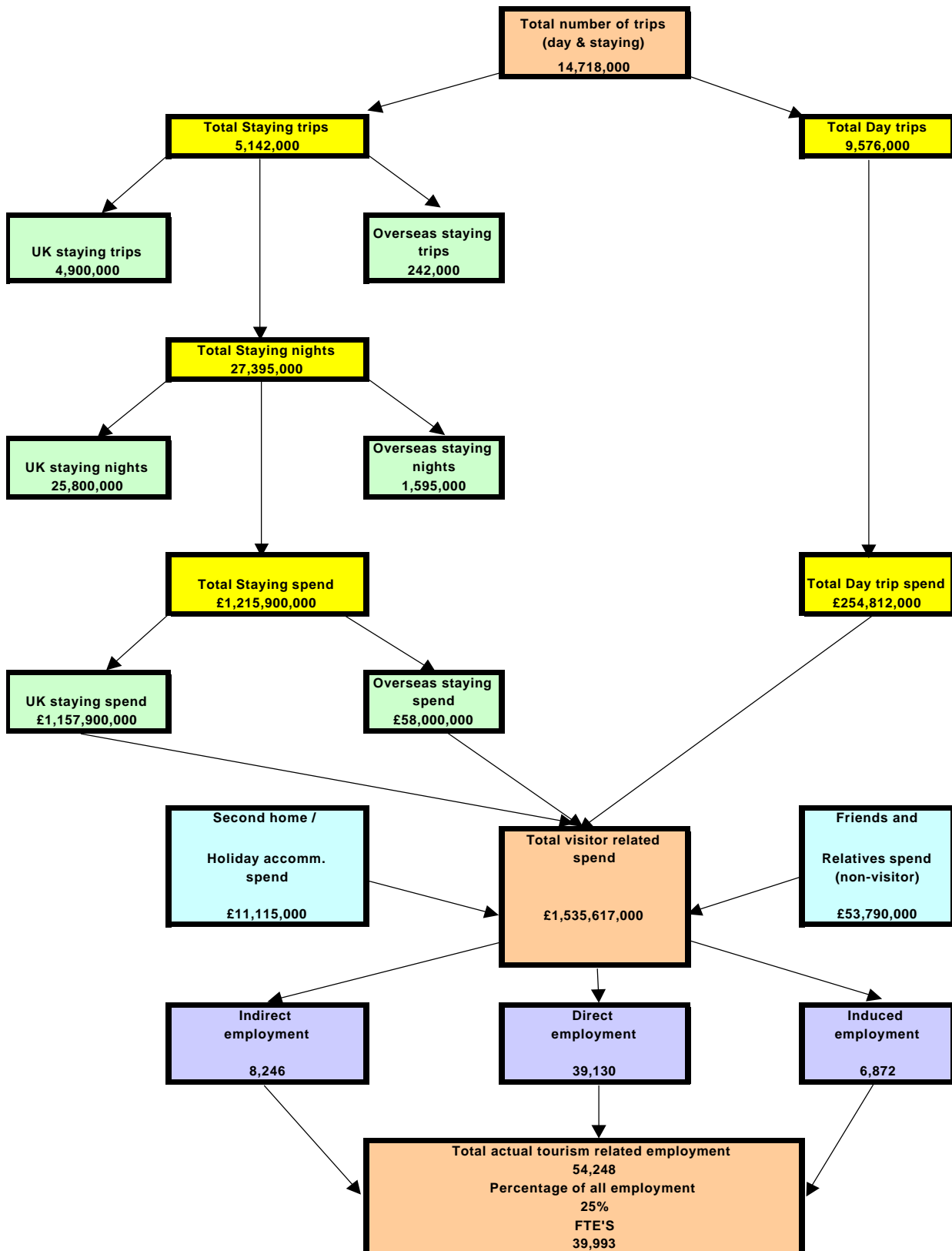
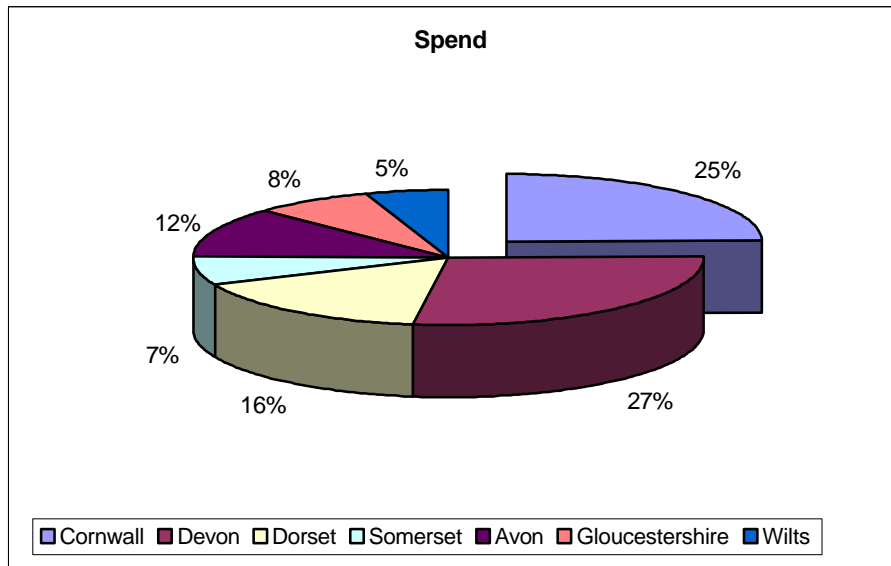
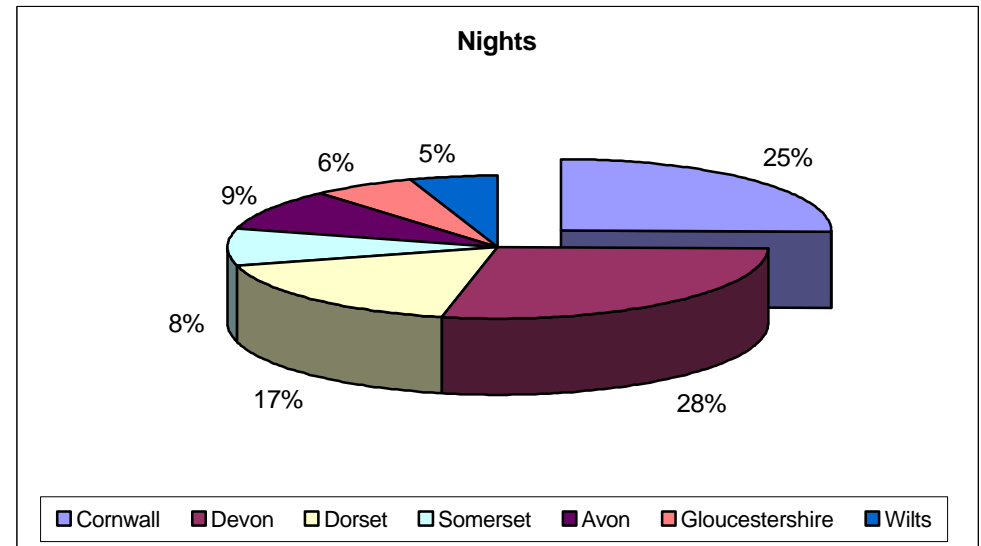
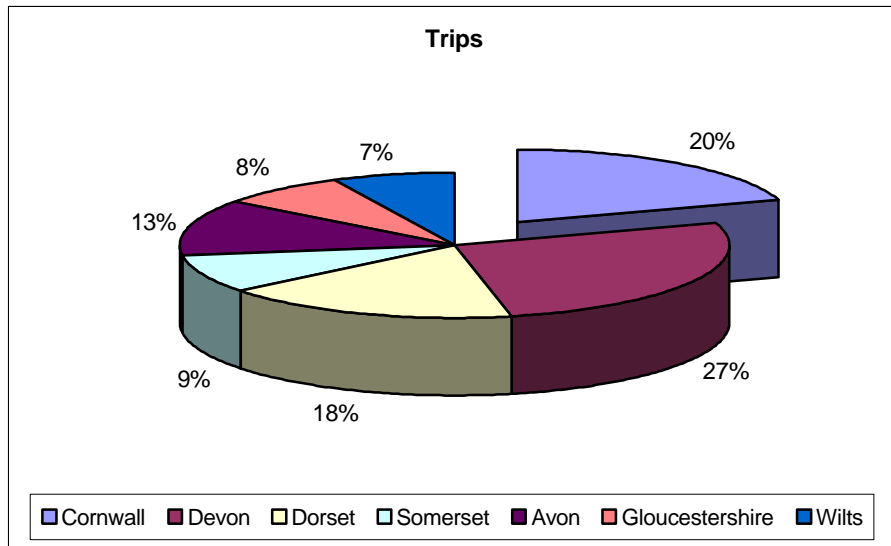


## **4. Cornwall Economic Overview**

# Cornwall: Facts as a glance



## Cornwall: Staying visitors in context



	Trips	Nights	Spend
<b>Cornwall</b>	<b>5,142,000</b>	<b>27,395,000</b>	<b>£1,215,900,000</b>
<b>Devon</b>	<b>6,824,000</b>	<b>30,331,000</b>	<b>£1,343,600,000</b>
<b>Dorset</b>	<b>4,520,000</b>	<b>18,684,000</b>	<b>£794,600,000</b>
<b>Somerset</b>	<b>2,185,000</b>	<b>9,063,000</b>	<b>£340,011,000</b>
<b>Avon</b>	<b>3,238,000</b>	<b>10,111,000</b>	<b>£576,927,000</b>
<b>Gloucestershire</b>	<b>1,938,000</b>	<b>6,701,000</b>	<b>£370,200,000</b>
<b>Wilts</b>	<b>1,843,000</b>	<b>5,749,000</b>	<b>£259,500,000</b>
<b>TOTALS</b>	<b>25,690,000</b>	<b>108,034,000</b>	<b>£4,900,738,000</b>

## Cornwall: Staying visitors in detail

### KEY FACTS:

- **Cornwall generates 20%, 25% and 25% 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 and the county has the highest average length of stay per trip in the region (5.27 nights).**
- **Approximately half of all trips to the county are spent in serviced accommodation (28%) or staying with friends and relatives (21%).**
- **Whilst the serviced accommodation sector is the most important to Cornwall in terms of volume and value the self-catering accommodation sector generates 23% of nights and 24% of spend in the county.**

#### Trips, nights and spend by accommodation (Domestic tourists)

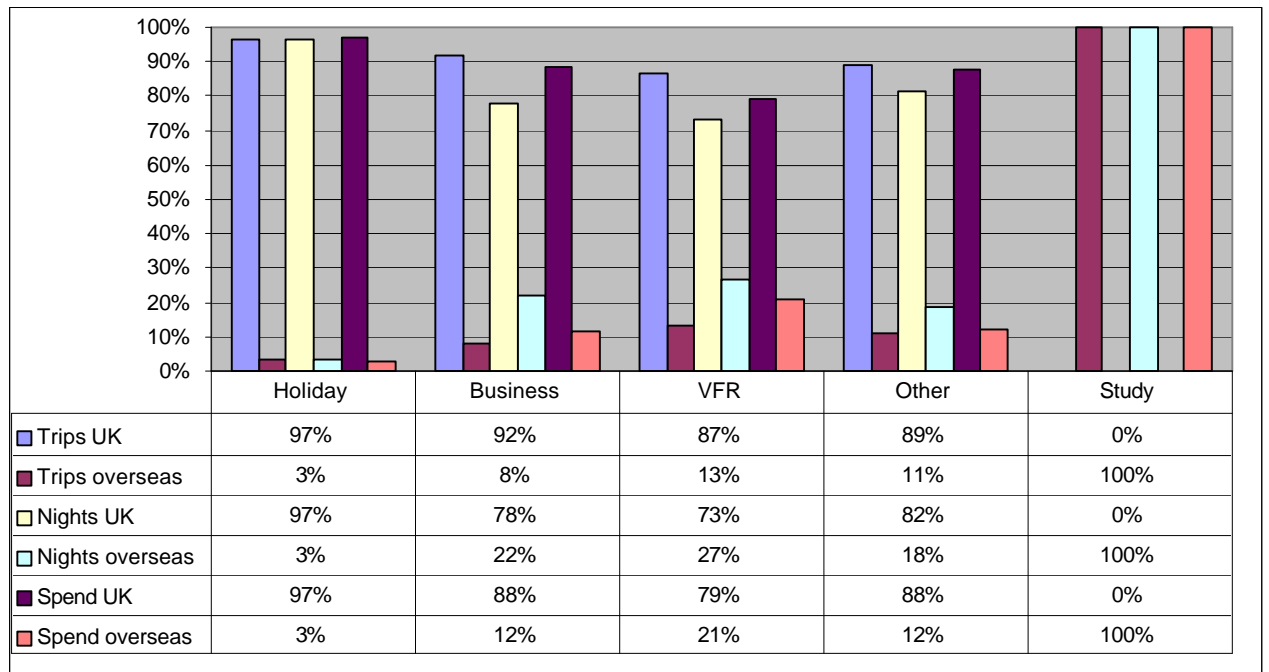
	Trips	Nights	Spend
Serviced	1,350,000	4,824,000	£386,164,000
Self catering	846,000	6,174,000	£288,355,000
Touring caravans /tents	521,000	3,670,000	£90,046,000
Static vans/holiday centres	744,000	4,790,000	£191,237,000
Group/campus	28,000	133,000	£10,798,000
Paying guest in private house	0	0	£0
Second homes	122,000	681,000	£32,893,000
Boat moorings	38,000	122,000	£3,760,000
Other	238,000	1,079,000	£37,639,000
Staying with friends and relatives	1,013,000	4,327,000	£117,008,000
<b>Total</b>	<b>4,900,000</b>	<b>25,800,000</b>	<b>£1,157,900,000</b>

#### Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	94,000	295,000	£17,699,000
Self catering	19,000	149,000	£6,144,000
Touring caravans /tents	23,000	136,000	£3,262,000
Static vans/holiday centres	2,000	18,000	£70,000
Group/campus	4,000	81,000	£3,396,000
Paying guest in private house	10,000	138,000	£6,224,000
Second homes	8,000	102,000	£4,013,000
Boat moorings	0	0	£0
Other	5,000	15,000	£174,000
Staying with friends and relatives	78,000	660,000	£17,017,000
<b>Total</b>	<b>242,000</b>	<b>1,595,000</b>	<b>£58,000,000</b>

NOTE – Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

### Trips, nights and spend by purpose



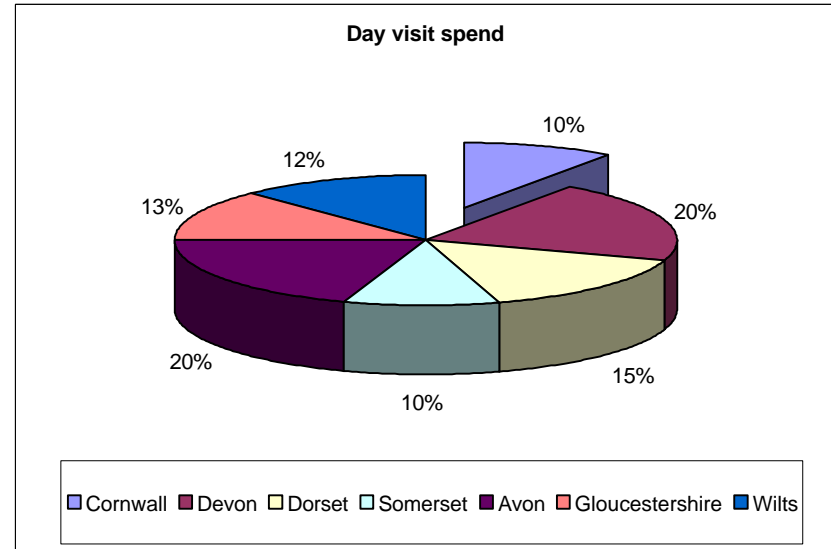
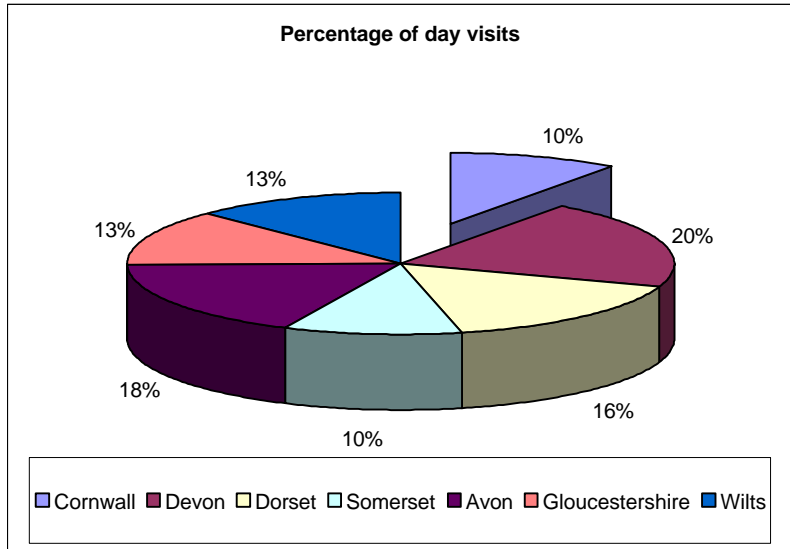
### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	4,177,000	23,531,000	£1,034,877,000
Business	187,000	437,000	£52,447,000
VFR	465,000	1,476,000	£53,547,000
Other	71,000	356,000	£17,029,000
Study	0	0	£0
<b>Total</b>	<b>4,900,000</b>	<b>25,800,000</b>	<b>£1,157,900,000</b>

### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	141,000	798,000	£32,148,000
Business	17,000	125,000	£6,931,000
VFR	72,000	534,000	£14,385,000
Other	9,000	80,000	£2,372,000
Study	2,000	58,000	£2,164,000
<b>Total</b>	<b>242,000</b>	<b>1,595,000</b>	<b>£58,000,000</b>

## Cornwall: Day visits in context

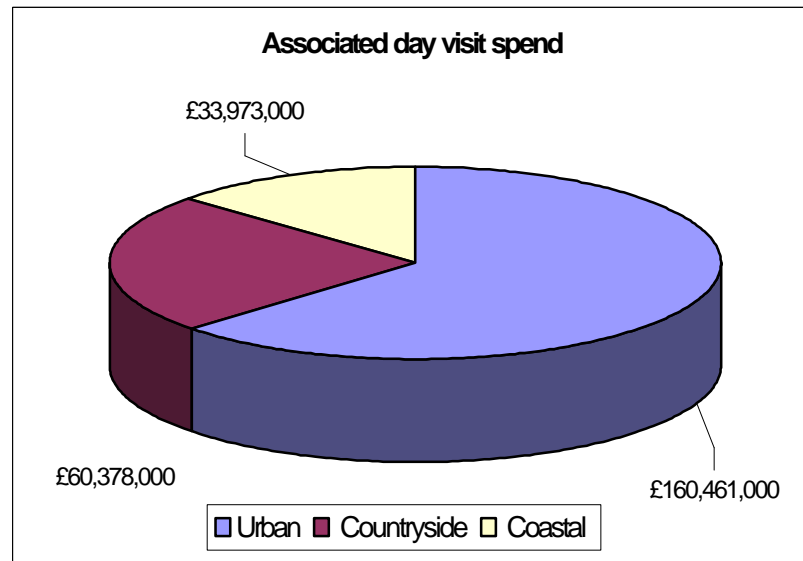
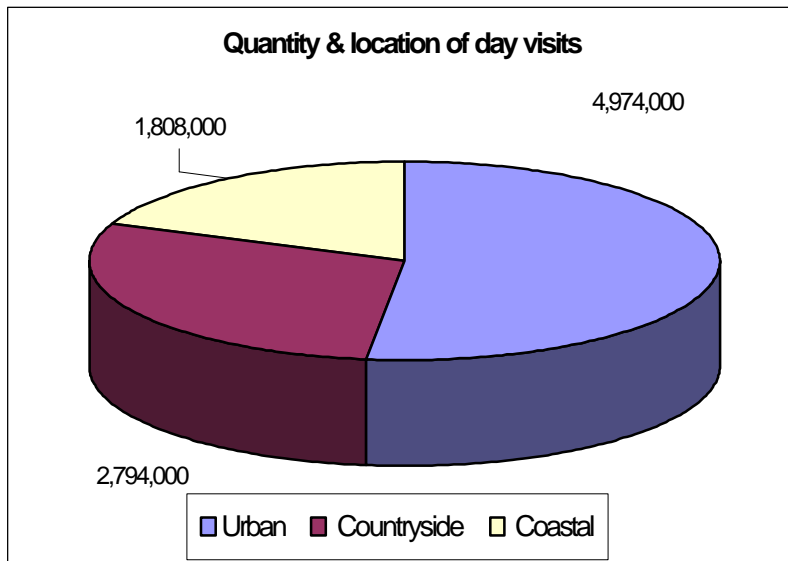


	<b>Trips</b>	<b>Spend</b>
<b>Cornwall</b>	<b>9,576,000</b>	<b>£254,812,000</b>
<b>Devon</b>	19,333,000	£524,256,680
<b>Dorset</b>	15,333,000	£390,968,870
<b>Somerset</b>	9,927,000	£262,019,000
<b>Avon</b>	17,059,000	£509,903,240
<b>Gloucestershire</b>	12,019,000	£328,573,000
<b>Wilts</b>	11,936,000	£317,162,000
<b>Totals</b>	<b>95,183,000</b>	<b>£2,587,694,790</b>

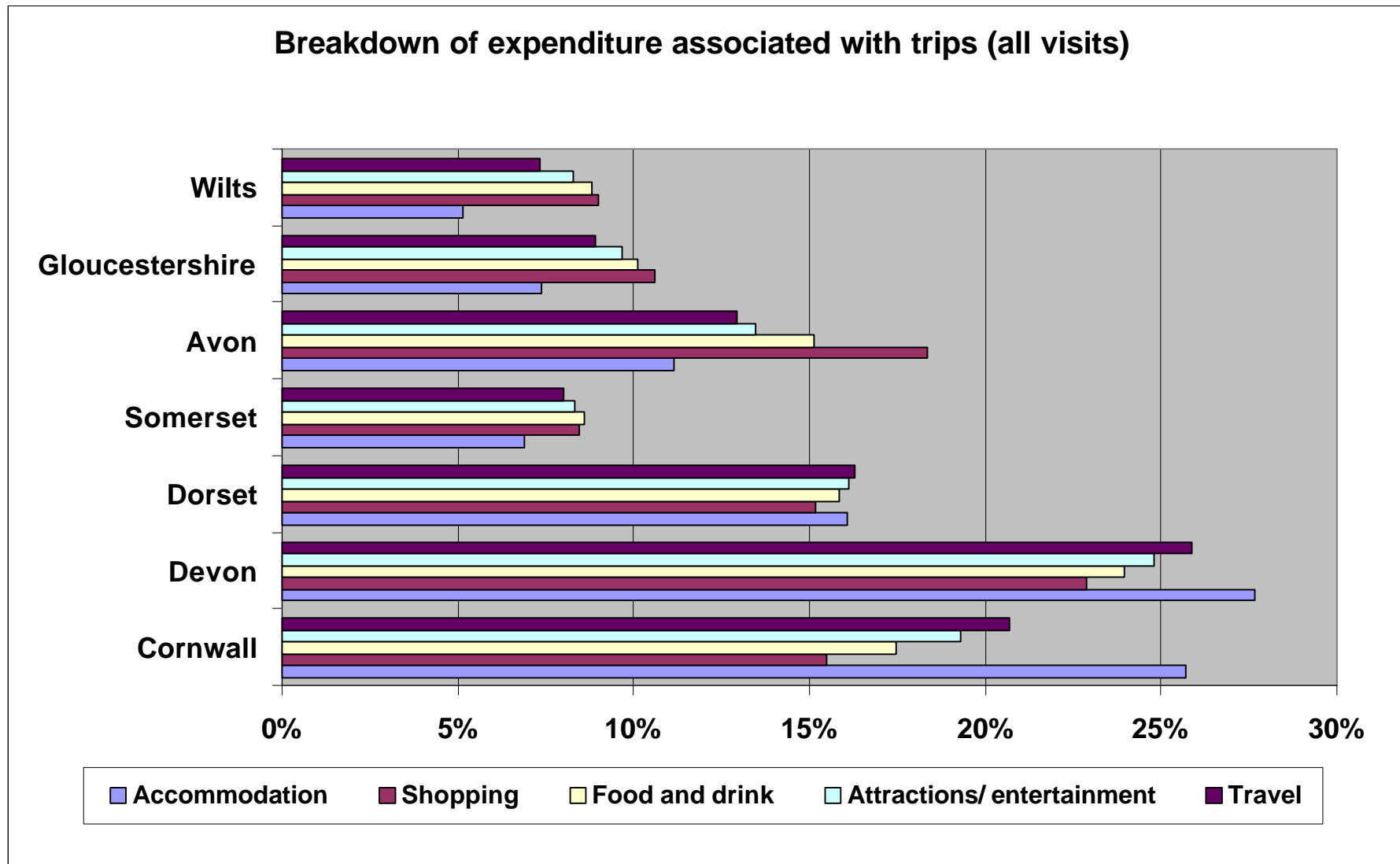
## Cornwall: Day visits in detail

### KEY FACTS:

- Cornwall accounts for 10% and 10% of day trips and spend respectively to the South West region.
- More than half of day trips in Cornwall are to urban locations.
- The average spend per day visit is £26.61.



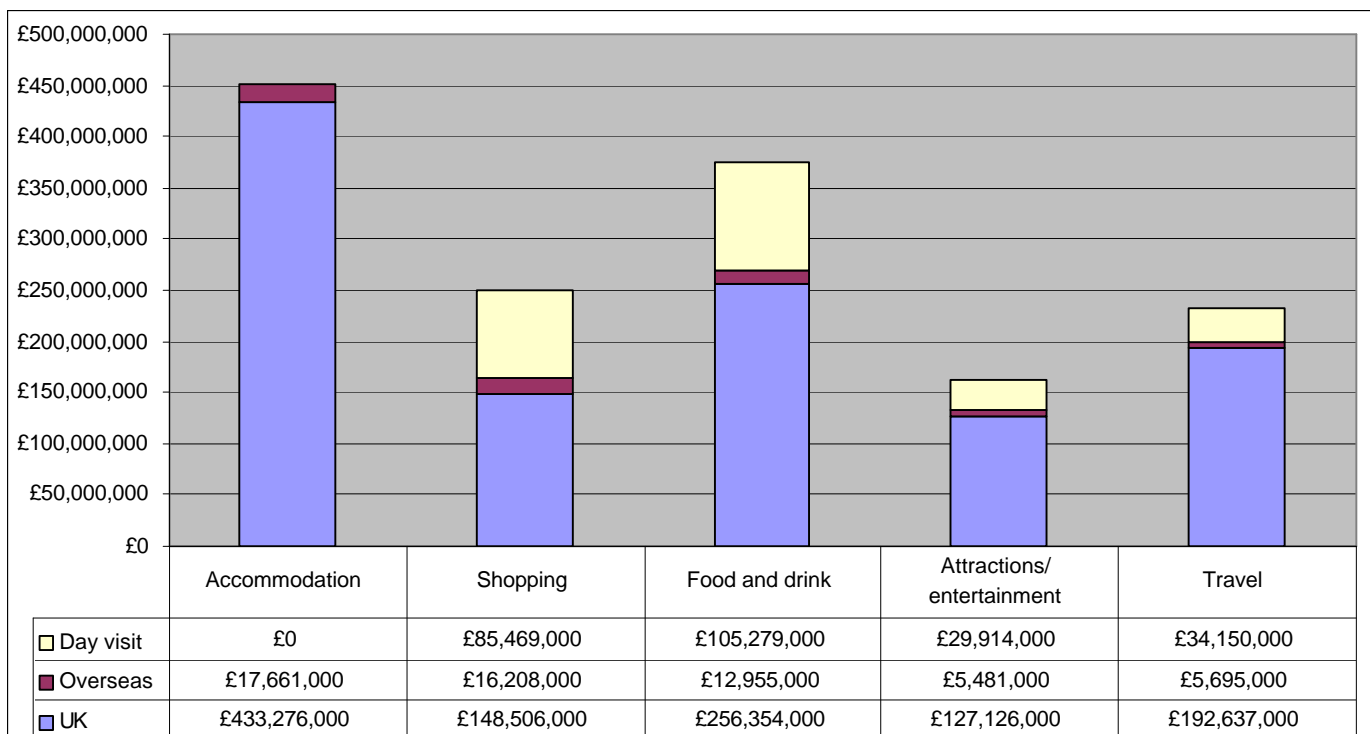
**Cornwall: Breakdown of expenditure associated with trips in context**



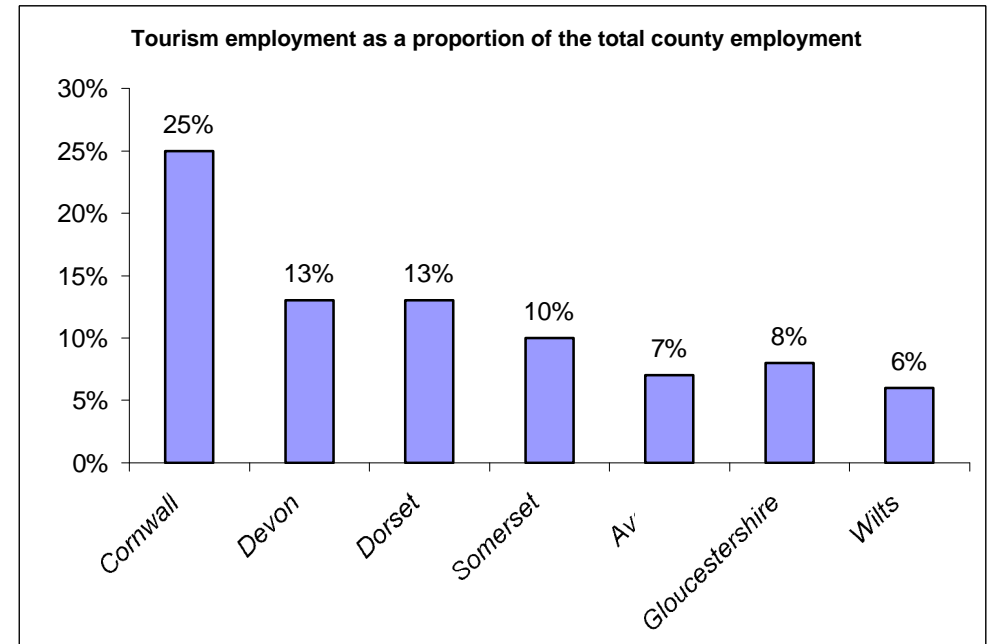
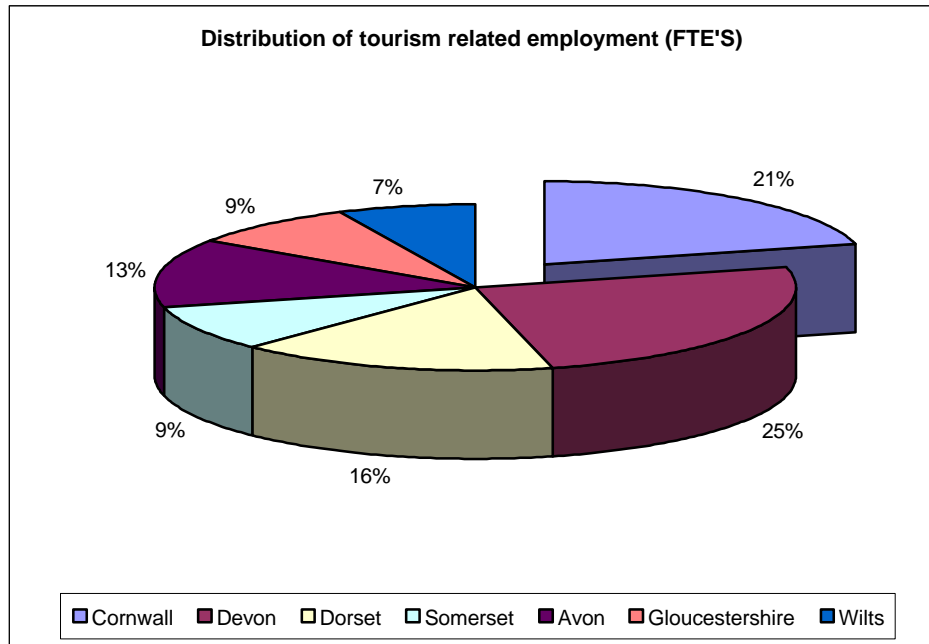
## Cornwall: Breakdown of expenditure associated with trips

### KEY FACTS:

- **The largest proportion of all tourism expenditure in Cornwall is on accommodation.**
- **The domestic visitor market accounts for 79% of tourism spend in the county.**
- **Day visitor spend was highest on shopping.**



## Cornwall: Employment in context



	Number of FTE's
<b>Cornwall</b>	<b>39,993</b>
<b>Devon</b>	<b>47,083</b>
<b>Dorset</b>	<b>30,398</b>
<b>Somerset</b>	<b>16,822</b>
<b>Avon</b>	<b>24,792</b>
<b>Gloucestershire</b>	<b>16,462</b>
<b>Wilts</b>	<b>12,956</b>
<b>Totals</b>	<b>188,506</b>

## Cornwall: Employment in detail

### KEY FACTS:

- *Cornwall accounts for 21% of the total employment related to tourism spending in the South West and 25% of all employment in the county.*
- *Some 26,732 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 accommodation sector (10,293 FTE's).*

#### Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	33,029	6,100	39,130
Indirect	7,188	1,058	8,246
Induced	6,595	278	6,872
<b>Totals</b>	<b>46,812</b>	<b>7,436</b>	<b>54,248</b>

#### Estimated number of full time jobs related to tourism spending ( FTE's )

	Staying tourists	Day visitors	Total
Direct	22,619	4,113	26,732
Indirect	6,305	928	7,233
Induced	5,785	244	6,028
<b>Totals</b>	<b>34,708</b>	<b>5,285</b>	<b>39,993</b>

#### Direct employment in businesses in receipt of visitor expenditure - Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	10,245	47	10,293
Retailing	2,124	1,102	3,226
Catering	5,635	2,203	7,837
Attractions/entertainment	2,391	556	2,947
Transport	1,193	205	1,399
Arising from non trip spend	1,030	0	1,030
<b>Totals</b>	<b>22,619</b>	<b>4,113</b>	<b>26,732</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

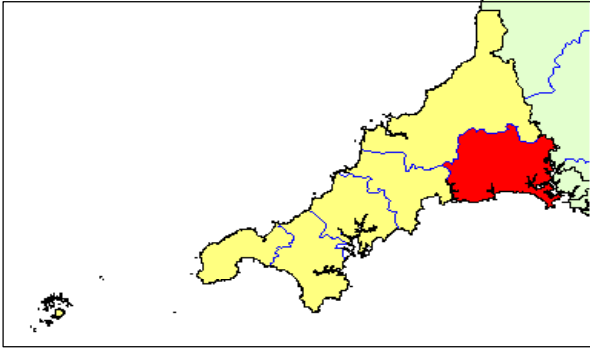
## Cornwall Summary

### Key facts for comparison

	2001	2003	% difference
Domestic trips	4,800,000	4,900,000	2%
Domestic nights	22,700,000	25,800,000	14%
Domestic spend	£979,700,000	£1,157,900,000	18%
Overseas trips	200,000	242,000	21%
Overseas nights	1,475,000	1,595,000	8%
Overseas spend	£55,000,000	£58,000,000	5%
Other tourism related spend	£76,177,000	£64,905,000	-15%
Tourism related jobs (Estimated actual)	62,838	54,248	-14%
% of employment supported by tourism	29%	25%	-4%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report

## Caradon Briefing 2003



### KEY FACTS

**585,000** trips by staying visitors  
**3,201,000** staying visitor nights  
**£129,300,000** spend by staying visitors  
**1,528,000** day visits  
**£39,471,000** spend by day visitors  
**£9,577,000** other tourism related spend  
**5,656** jobs related to tourism spending  
**16%** of employment is supported by tourism

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	87,000	310,000	£24,836,000
Self catering	93,000	681,000	£31,813,000
Touring caravans /tents	51,000	363,000	£8,897,000
Static vans/holiday centres	106,000	683,000	£27,249,000
Group/campus	2,000	10,000	£793,000
Paying guests in private homes	0	0	£0
Second homes	19,000	106,000	£5,105,000
Boat moorings	3,000	8,000	£262,000
Other	38,000	171,000	£5,981,000
Staying with friends and relatives (VFR)	161,000	688,000	£18,592,000
<b>Total</b>	<b>560,000</b>	<b>3,020,000</b>	<b>£123,528,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	6,000	19,000	£1,158,000
Self catering	2,000	16,000	£678,000
Touring caravans /tents	2,000	13,000	£322,000
Static vans/holiday centres	0	3,000	£10,000
Group/campus	0	6,000	£249,000
Paying guests in private homes	0	0	£0
Second homes	1,000	16,000	£623,000
Boat moorings	0	0	£0
Other	1,000	2,000	£28,000
Staying with friends and relatives (VFR)	12,000	105,000	£2,704,000
<b>Total</b>	<b>25,000</b>	<b>181,000</b>	<b>£5,772,000</b>

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	469,000	2,708,000	£111,334,000
Business	5,000	13,000	£1,458,000
VFR	74,000	240,000	£8,145,000
Other	11,000	58,000	£2,590,000
Study	0	0	£0
<b>Total</b>	<b>560,000</b>	<b>3,020,000</b>	<b>£123,528,000</b>

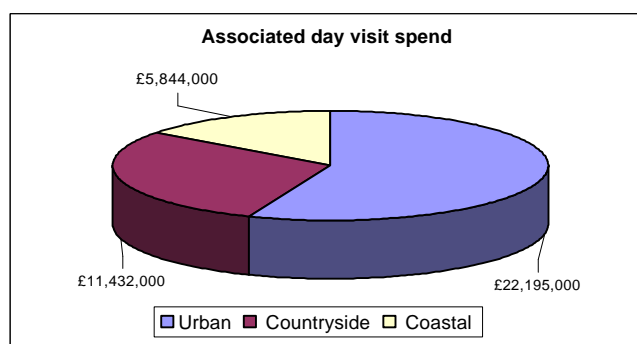
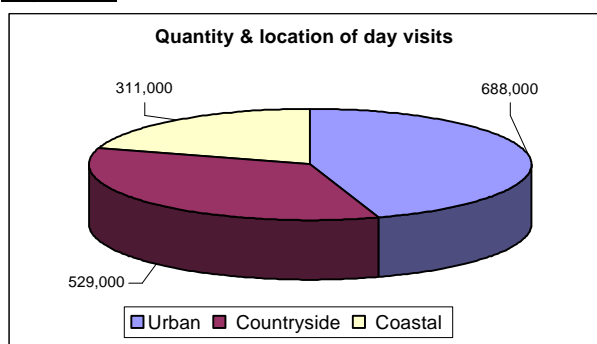
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

### Trips, nights and spend by purpose (Overseas Tourists)

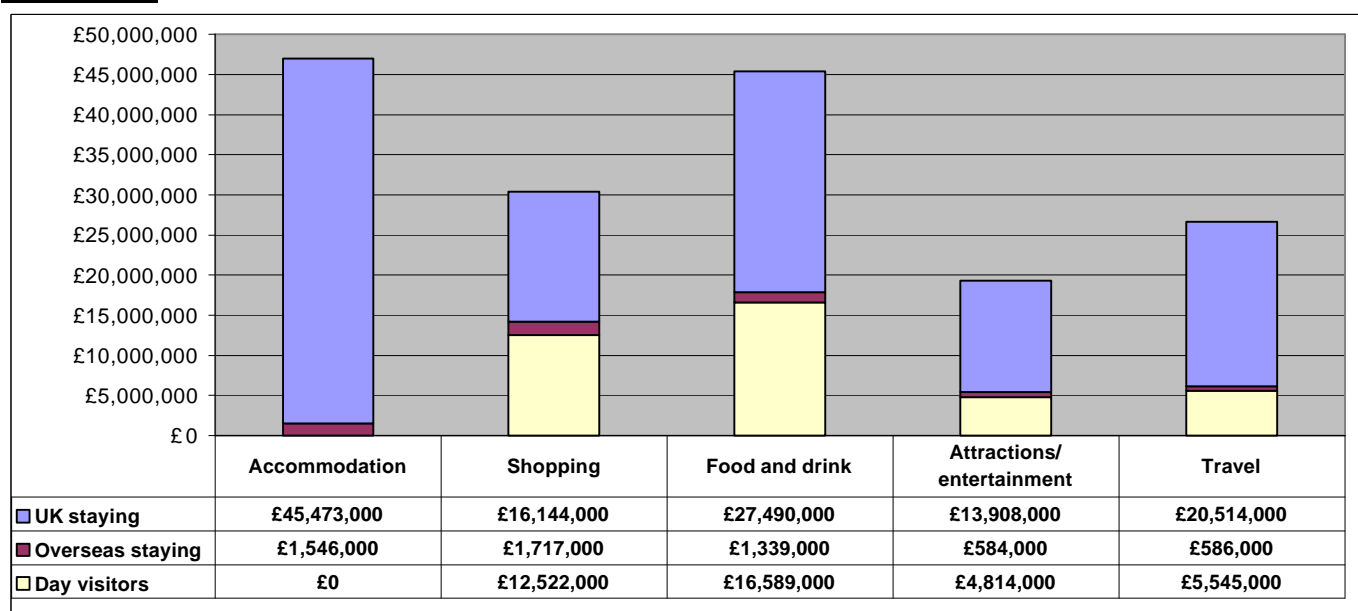
	Trips	Nights	Spend
Holiday	12,000	72,000	£2,813,000
Business	1,000	4,000	£217,000
VFR	12,000	91,000	£2,354,000
Other	1,000	14,000	£388,000
Study	0	0	£0
<b>Total</b>	<b>25,000</b>	<b>181,000</b>	<b>£5,772,000</b>

# Caradon Briefing 2003

## Day visits



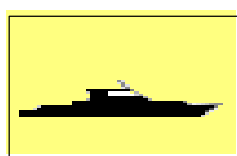
## Visitor spend



## Other tourism related spend



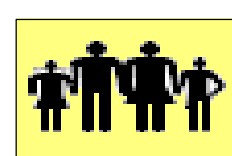
**Second Homes**  
£464,000



**Boats**  
£566,000



**Static Vans**  
£0



**VFR**  
£8,547,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

## Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,883	1,030	4,912
Indirect jobs	470	91	561
Induced jobs	175	7	183
<b>Total</b>	<b>4,528</b>	<b>1,128</b>	<b>5,656</b>

**Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 4,012**

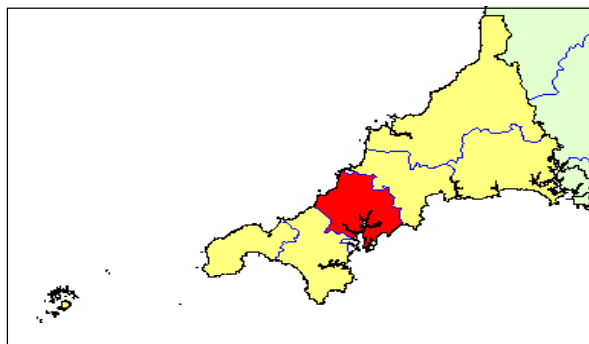
## Caradon Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	572,000	560,000	-2%
Domestic nights	2,713,000	3,020,000	11%
Domestic spend	£108,103,000	£123,528,000	14%
<b>Overseas</b>			
Overseas trips	22,000	25,000	14%
Overseas nights	169,000	181,000	7%
Overseas spend	£6,069,000	£5,772,000	-5%
<b>Other tourism related spend</b>			
Other tourism related spend	£11,726,000	£9,577,000	-18%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	6,822	5,656	-17%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	18%	16%	-2%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**

## Carrick Briefing 2003



<b>KEY FACTS</b>
777,000 trips by staying visitors
4,114,000 staying visitor nights
£172,232,000 spend by staying visitors
294,000 day visits
£5,524,000 spend by day visitors
£13,356,000 other tourism related spend
7,692 jobs related to tourism spending
21% of employment is supported by tourism

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	175,000	627,000	£50,185,000
Self catering	107,000	783,000	£36,569,000
Touring caravans /tents	103,000	723,000	£17,746,000
Static vans/holiday centres	97,000	625,000	£24,964,000
Group/campus	1,000	2,000	£198,000
Paying guests in private homes	0	0	£ 0
Second homes	22,000	124,000	£5,997,000
Boat moorings	16,000	51,000	£1,565,000
Other	42,000	189,000	£6,598,000
Staying with friends and relatives (VFR)	178,000	759,000	£20,510,000
<b>Total</b>	<b>740,000</b>	<b>3,883,000</b>	<b>£164,331,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	14,000	44,000	£2,663,000
Self catering	2,000	19,000	£779,000
Touring caravans /tents	5,000	27,000	£643,000
Static vans/holiday centres	0	2,000	£9,000
Group/campus	0	1,000	£62,000
Paying guests in private homes	0	0	£ 0
Second homes	1,000	19,000	£732,000
Boat moorings	0	0	£ 0
Other	1,000	3,000	£31,000
Staying with friends and relatives (VFR)	14,000	116,000	£2,983,000
<b>Total</b>	<b>37,000</b>	<b>231,000</b>	<b>£7,901,000</b>

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	590,000	3,419,000	£137,858,000
Business	56,000	135,000	£14,814,000
VFR	82,000	266,000	£8,846,000
Other	12,000	64,000	£2,813,000
Study	0	0	£ 0
<b>Total</b>	<b>740,000</b>	<b>3,883,000</b>	<b>£164,331,000</b>

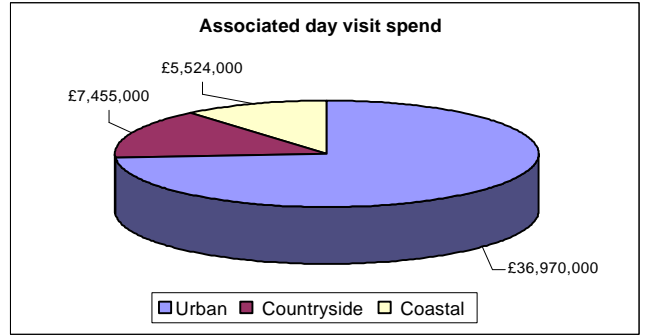
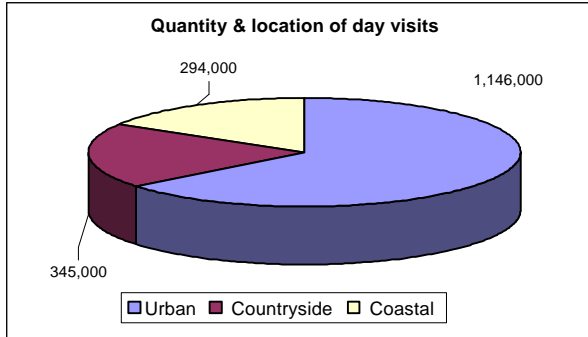
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	17,000	89,000	£3,279,000
Business	6,000	42,000	£2,112,000
VFR	13,000	87,000	£2,155,000
Other	2,000	13,000	£355,000
Study	0	0	£ 0
<b>Total</b>	<b>37,000</b>	<b>231,000</b>	<b>£7,901,000</b>

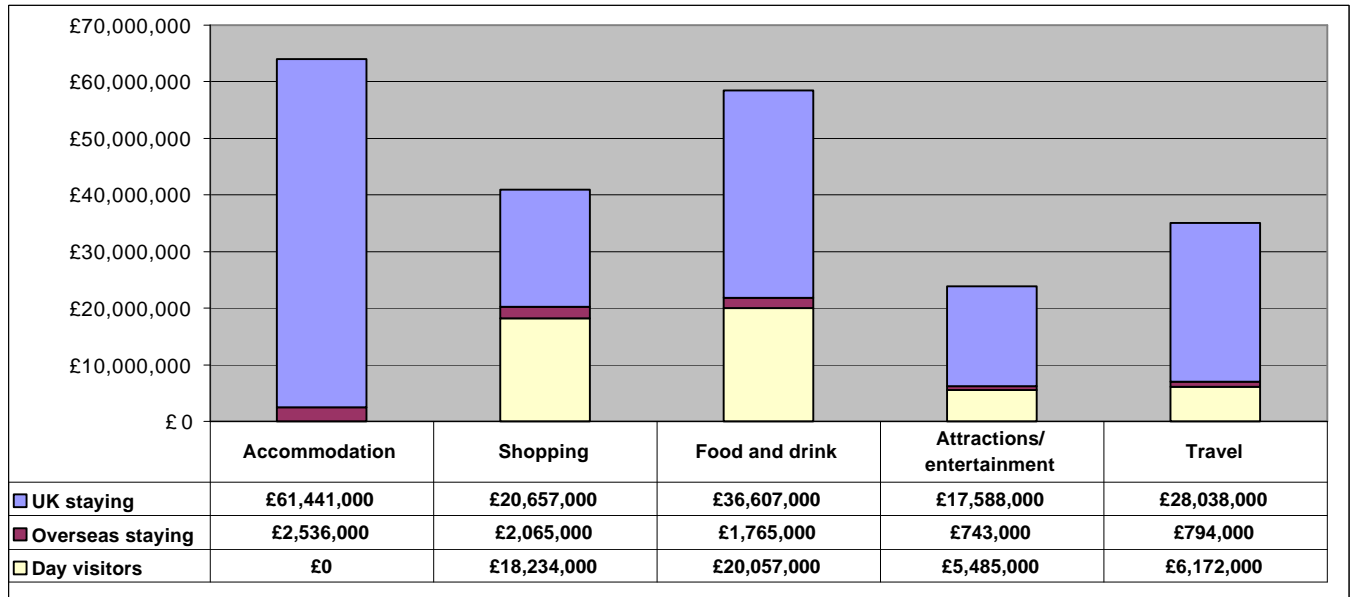
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# Carrick Briefing 2003

## Day visits



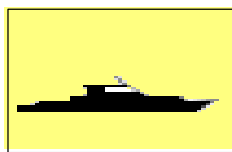
## Visitor spend



## Other tourism related spend



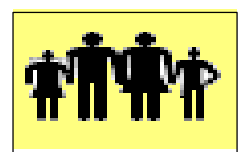
**Second Homes**  
£545,000



**Boats**  
£3,382,000



**Static Vans**  
£0



**VFR**  
£9,429,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

## Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,777	1,222	6,000
Indirect jobs	912	170	1,082
Induced jobs	582	29	611
<b>Total</b>	<b>6,271</b>	<b>1,421</b>	<b>7,692</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>5,593</b>

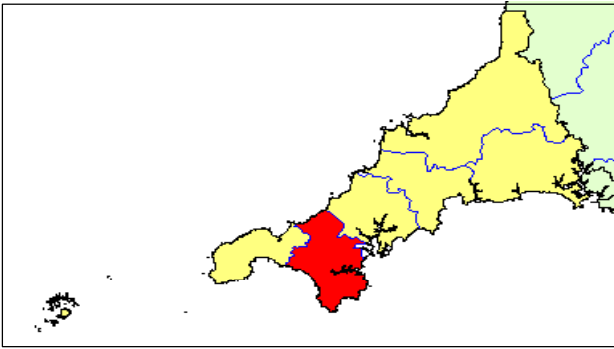
## Carrick Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	759,000	740,000	-3%
Domestic nights	3,525,000	3,883,000	10%
Domestic spend	£146,854,000	£164,331,000	12%
<b>Overseas</b>			
Overseas trips	34,000	37,000	9%
Overseas nights	239,000	231,000	-3%
Overseas spend	£8,914,000	£7,901,000	-11%
<b>Other tourism related spend</b>			
Other tourism related spend	£15,235,000	£13,356,000	-12%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	10,203	7,692	-25%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	30%	21%	-9%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**

## Kerrier Briefing 2003



<b>KEY FACTS</b>
541,000 trips by staying visitors
2,952,000 staying visitor nights
£115,582,000 spend by staying visitors
1,415,000 day visits
£37,991,000 spend by day visitors
£10,684,000 other tourism related spend
5,509 jobs related to tourism spending
14% of employment is supported by tourism

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	57,000	202,000	£16,207,000
Self catering	111,000	809,000	£37,768,000
Touring caravans /tents	35,000	248,000	£6,082,000
Static vans/holiday centres	64,000	414,000	£16,537,000
Group/campus	1,000	7,000	£553,000
Paying guests in private homes	0	0	£ 0
Second homes	15,000	81,000	£3,924,000
Boat moorings	2,000	6,000	£185,000
Other	44,000	199,000	£6,947,000
Staying with friends and relatives (VFR)	187,000	799,000	£21,596,000
<b>Total</b>	<b>516,000</b>	<b>2,765,000</b>	<b>£109,798,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	5,000	15,000	£927,000
Self catering	2,000	20,000	£805,000
Touring caravans /tents	2,000	9,000	£220,000
Static vans/holiday centres	0	2,000	£6,000
Group/campus	0	4,000	£174,000
Paying guests in private homes	0	0	£ 0
Second homes	1,000	12,000	£479,000
Boat moorings	0	0	£ 0
Other	1,000	3,000	£32,000
Staying with friends and relatives (VFR)	14,000	122,000	£3,141,000
<b>Total</b>	<b>25,000</b>	<b>187,000</b>	<b>£5,784,000</b>

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	406,000	2,386,000	£94,644,000
Business	11,000	27,000	£2,890,000
VFR	86,000	284,000	£9,304,000
Other	13,000	69,000	£2,959,000
Study	0	0	£ 0
<b>Total</b>	<b>516,000</b>	<b>2,765,000</b>	<b>£109,798,000</b>

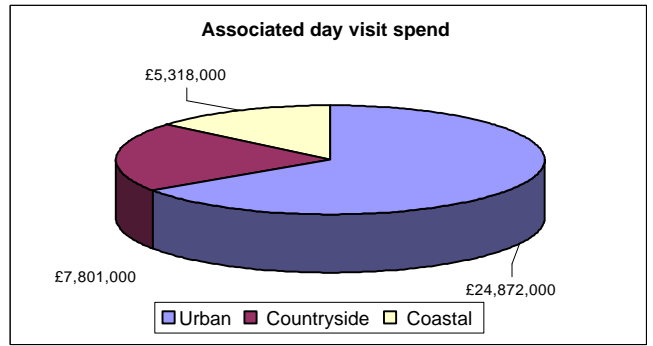
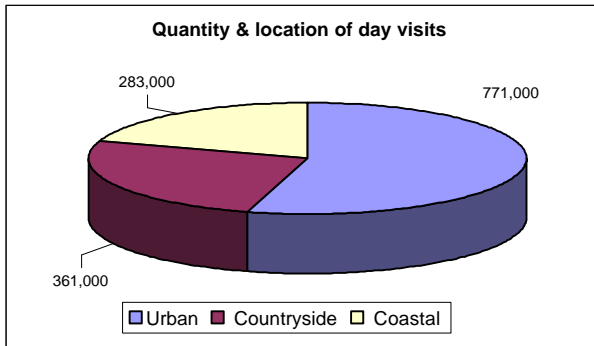
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	9,000	56,000	£2,123,000
Business	1,000	10,000	£527,000
VFR	13,000	105,000	£2,690,000
Other	2,000	16,000	£444,000
Study	0	0	£ 0
<b>Total</b>	<b>25,000</b>	<b>187,000</b>	<b>£5,784,000</b>

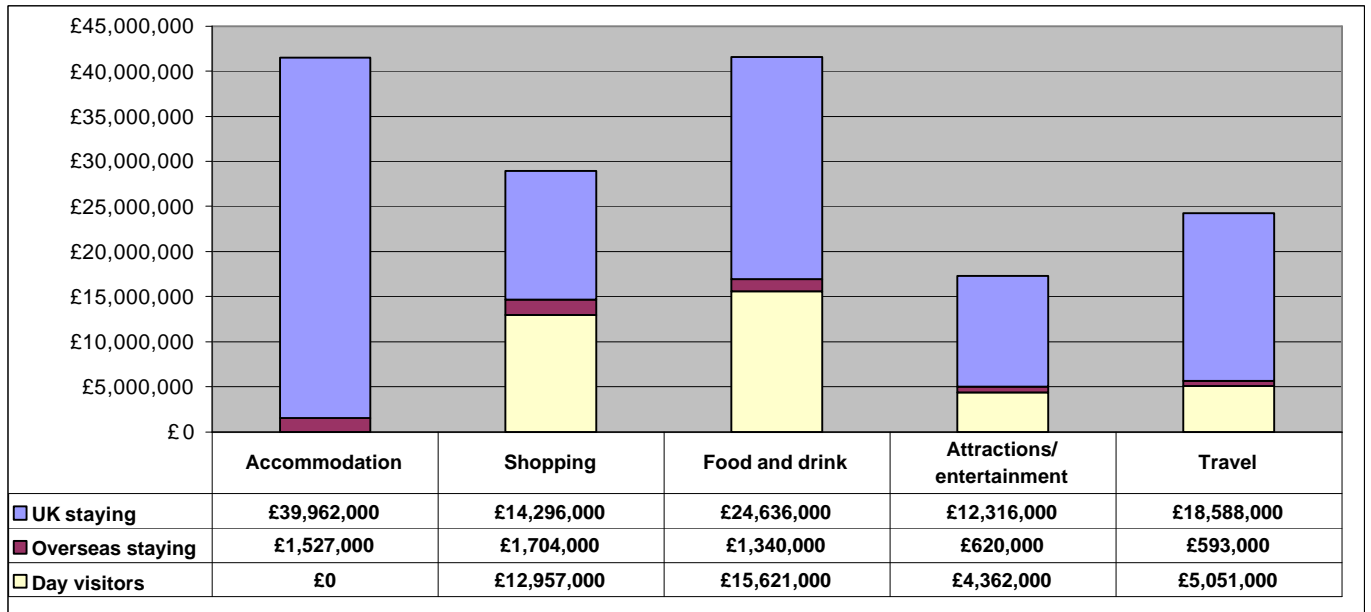
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# Kerrier Briefing 2003

## Day visits



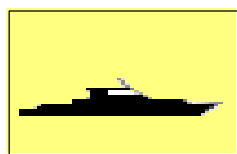
## Visitor spend



## Other tourism related spend



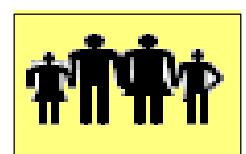
**Second Homes**  
£356,000



**Boats**  
£400,000



**Static Vans**  
£0



**VFR**  
£9,928,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

## Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,376	959	4,336
Indirect jobs	612	130	742
Induced jobs	408	23	431
<b>Total</b>	<b>4,396</b>	<b>1,113</b>	<b>5,509</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>4,003</b>

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

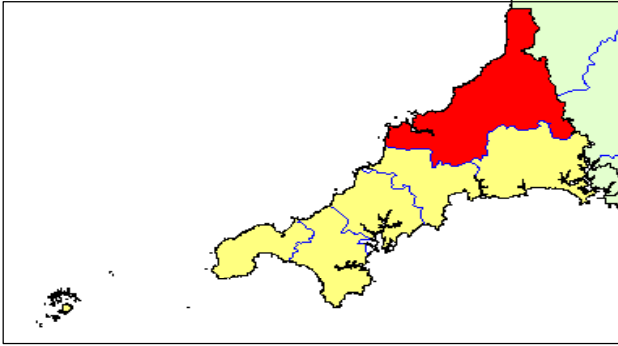
## Kerrier Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	524,000	516,000	-2%
Domestic nights	2,384,000	2,765,000	16%
Domestic spend	£92,546,000	£109,798,000	19%
<b>Overseas</b>			
Overseas trips	20,000	25,000	25%
Overseas nights	163,000	187,000	15%
Overseas spend	£5,731,000	£5,784,000	1%
<b>Other tourism related spend</b>			
Other tourism related spend	£12,794,000	£10,684,000	-16%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	6,410	5,509	-14%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	16%	14%	-2%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**

## North Cornwall Briefing 2003



<b>KEY FACTS</b>
1,118,000 trips by staying visitors
6,327,000 staying visitor nights
£287,041,000 spend by staying visitors
1,945,000 day visits
£49,867,000 spend by day visitors
£9,842,000 other tourism related spend
10,372 jobs related to tourism spending
31% of employment is supported by tourism

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	273,000	976,000	£78,158,000
Self catering	307,000	2,237,000	£104,471,000
Touring caravans /tents	116,000	820,000	£20,114,000
Static vans/holiday centres	134,000	865,000	£34,550,000
Group/campus	13,000	60,000	£4,838,000
Paying guests in private homes	0	0	£ 0
Second homes	34,000	188,000	£9,062,000
Boat moorings	2,000	6,000	£176,000
Other	38,000	173,000	£6,045,000
Staying with friends and relatives (VFR)	163,000	695,000	£18,793,000
<b>Total</b>	<b>1,079,000</b>	<b>6,020,000</b>	<b>£276,206,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	8,000	26,000	£1,591,000
Self catering	7,000	54,000	£2,226,000
Touring caravans /tents	5,000	30,000	£729,000
Static vans/holiday centres	0	3,000	£13,000
Group/campus	2,000	36,000	£1,522,000
Paying guests in private homes	1,000	20,000	£889,000
Second homes	2,000	28,000	£1,106,000
Boat moorings	0	0	£ 0
Other	1,000	2,000	£28,000
Staying with friends and relatives (VFR)	12,000	106,000	£2,733,000
<b>Total</b>	<b>39,000</b>	<b>307,000</b>	<b>£10,835,000</b>

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	951,000	5,608,000	£251,402,000
Business	42,000	104,000	£12,708,000
VFR	75,000	248,000	£9,178,000
Other	11,000	60,000	£2,919,000
Study	0	0	£ 0
<b>Total</b>	<b>1,079,000</b>	<b>6,020,000</b>	<b>£276,206,000</b>

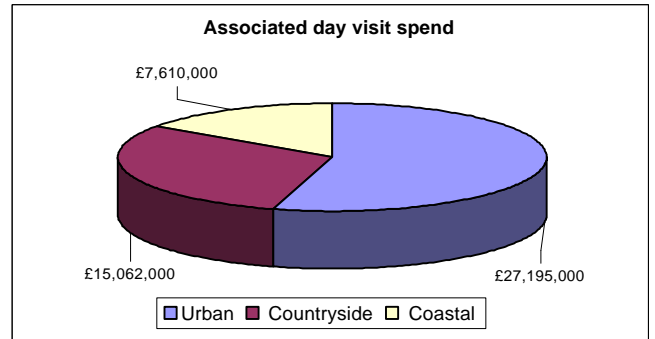
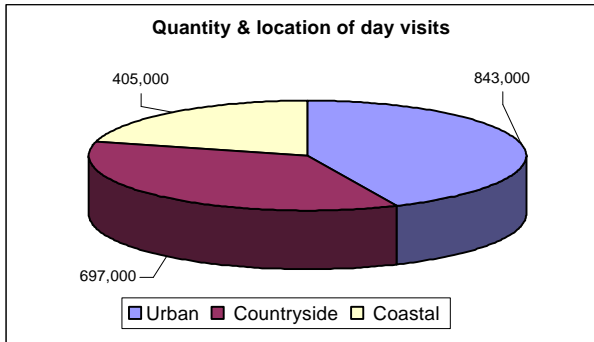
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	23,000	149,000	£5,891,000
Business	2,000	15,000	£790,000
VFR	12,000	96,000	£2,543,000
Other	1,000	14,000	£419,000
Study	1,000	33,000	£1,191,000
<b>Total</b>	<b>39,000</b>	<b>307,000</b>	<b>£10,835,000</b>

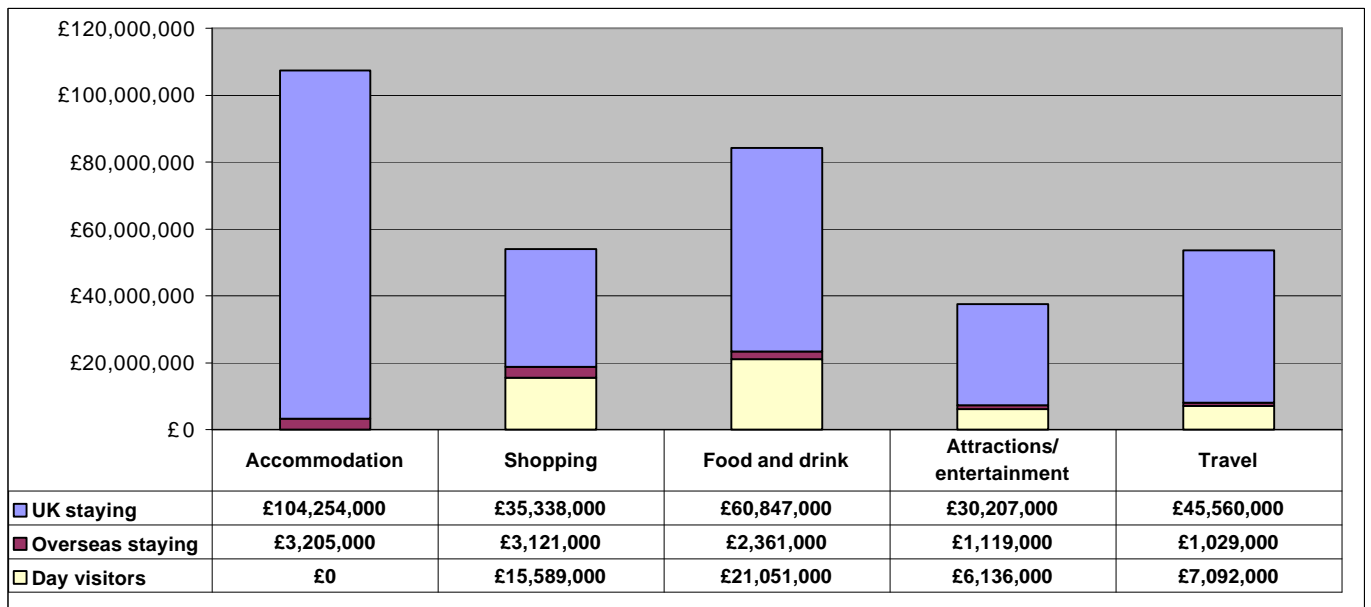
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# North Cornwall Briefing 2003

## Day visits



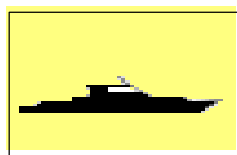
## Visitor spend



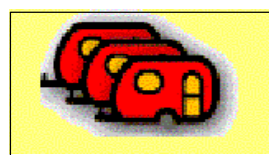
## Other tourism related spend



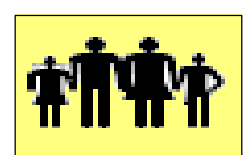
**Second Homes**  
£823,000



**Boats**  
£380,000



**Static Vans**  
£0



**VFR**  
£8,639,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

## Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	7,687	1,199	8,886
Indirect jobs	1,012	116	1,127
Induced jobs	350	9	359
<b>Total</b>	<b>9,048</b>	<b>1,324</b>	<b>10,372</b>

**Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 7,360**

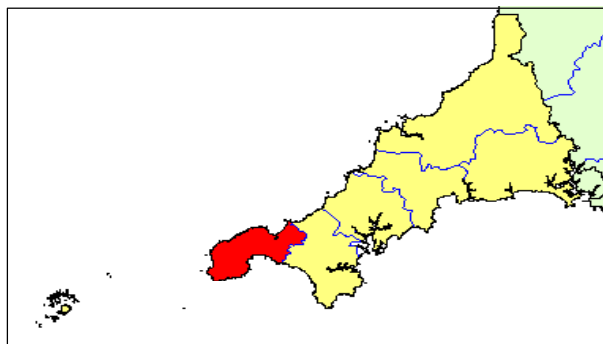
## North Cornwall Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	982,000	1,079,000	10%
Domestic nights	5,068,000	6,020,000	19%
Domestic spend	£215,656,000	£276,206,000	28%
Overseas trips	35,000	39,000	11%
Overseas nights	301,000	307,000	2%
Overseas spend	£11,182,000	£10,835,000	-3%
Other tourism related spend	£11,847,000	£9,842,000	-17%
Tourism related jobs (Estimated actual)	11,465	10,372	-10%
% of employment supported by tourism	33%	31%	-2%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**

## Penwith Briefing 2003



<u>KEY FACTS</u>
790,000 trips by staying visitors
4,298,000 staying visitor nights
£191,912,000 spend by staying visitors
1,096,000 day visits
£29,591,000 spend by day visitors
£7,394,000 other tourism related spend
7,109 jobs related to tourism spending
27% of employment is supported by tourism

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	191,000	683,000	£54,642,000
Self catering	124,000	904,000	£42,204,000
Touring caravans /tents	69,000	488,000	£11,983,000
Static vans/holiday centres	175,000	1,129,000	£45,056,000
Group/campus	4,000	18,000	£1,494,000
Paying guests in private homes	0	0	£ 0
Second homes	20,000	110,000	£5,311,000
Boat moorings	1,000	2,000	£69,000
Other	30,000	136,000	£4,731,000
Staying with friends and relatives (VFR)	127,000	544,000	£14,709,000
<b>Total</b>	<b>741,000</b>	<b>4,013,000</b>	<b>£180,200,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	28,000	88,000	£5,305,000
Self catering	3,000	22,000	£899,000
Touring caravans /tents	3,000	18,000	£434,000
Static vans/holiday centres	0	4,000	£17,000
Group/campus	1,000	11,000	£470,000
Paying guests in private homes	3,000	40,000	£1,778,000
Second homes	1,000	17,000	£648,000
Boat moorings	0	0	£ 0
Other	1,000	2,000	£22,000
Staying with friends and relatives (VFR)	10,000	83,000	£2,139,000
<b>Total</b>	<b>49,000</b>	<b>285,000</b>	<b>£11,712,000</b>

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	661,000	3,751,000	£167,401,000
Business	13,000	31,000	£3,725,000
VFR	59,000	187,000	£6,884,000
Other	9,000	45,000	£2,189,000
Study	0	0	£ 0
<b>Total</b>	<b>741,000</b>	<b>4,013,000</b>	<b>£180,200,000</b>

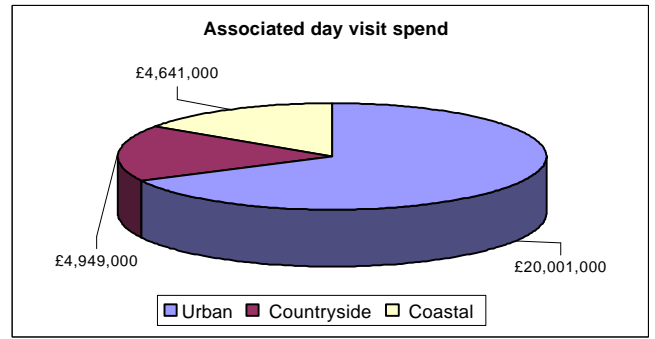
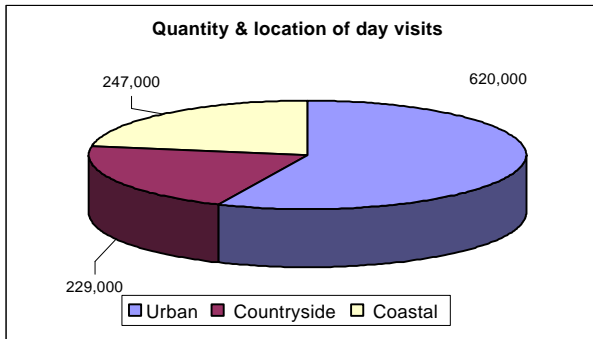
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	37,000	194,000	£8,496,000
Business	3,000	18,000	£1,068,000
VFR	9,000	63,000	£1,844,000
Other	1,000	9,000	£304,000
Study	0	0	£ 0
<b>Total</b>	<b>49,000</b>	<b>285,000</b>	<b>£11,712,000</b>

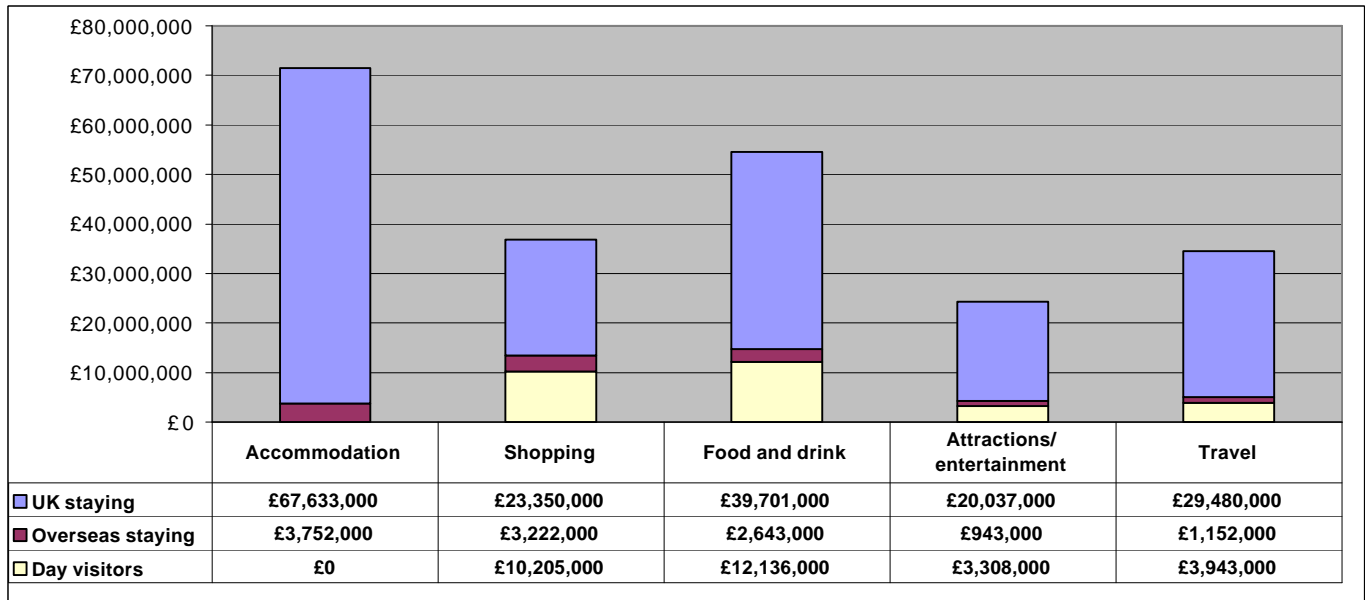
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# Penwith Briefing 2003

## Day visits



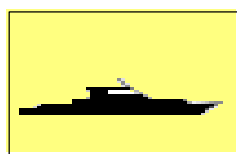
## Visitor spend



## Other tourism related spend



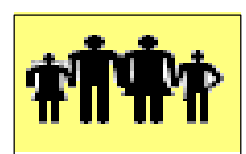
**Second Homes**  
£482,000



**Boats**  
£150,000



**Static Vans**  
£0



**VFR**  
£6,762,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

## Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,812	644	5,456
Indirect jobs	1,057	101	1,159
Induced jobs	481	14	494
<b>Total</b>	<b>6,350</b>	<b>759</b>	<b>7,109</b>

**Estimated number of full time jobs (FTE's) that the actual jobs total equates to: 5,173**

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

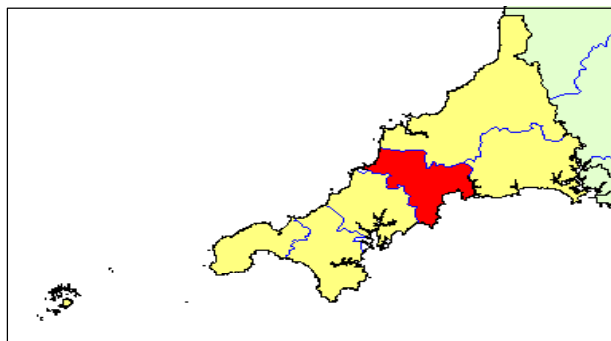
## Penwith Briefing 2003

### Key facts for comparison

	2001	2003	% difference
Domestic trips	694,000	741,000	7%
Domestic nights	3,393,000	4,013,000	18%
Domestic spend	£148,568,000	£180,200,000	21%
<b>Overseas</b>			
Overseas trips	47,000	49,000	4%
Overseas nights	315,000	285,000	-10%
Overseas spend	£12,345,000	£11,712,000	-5%
<b>Other tourism related</b>			
Other tourism related spend	£8,514,000	£7,394,000	-13%
<b>Employment</b>			
Tourism related jobs (Estimated actual)	8,077	7,109	-12%
<b>Summary</b>			
% of employment supported by tourism	34%	27%	-7%

**For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report**

## Restormel Briefing 2003



### KEY FACTS

1,219,000 trips by staying visitors  
 5,957,000 staying visitor nights  
 £288,622,000 spend by staying visitors  
 1,807,000 day visits  
 £47,943,000 spend by day visitors  
 £13,701,000 other tourism related spend  
 10,841 jobs related to tourism spending  
 26% of employment is supported by  
 tourism

### Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	507,000	1,811,000	£144,946,000
Self catering	71,000	517,000	£24,139,000
Touring caravans /tents	140,000	984,000	£24,134,000
Static vans/holiday centres	167,000	1,074,000	£42,881,000
Group/campus	8,000	36,000	£2,922,000
Paying guests in private homes	0	0	£ 0
Second homes	12,000	68,000	£3,263,000
Boat moorings	15,000	47,000	£1,457,000
Other	45,000	206,000	£7,175,000
Staying with friends and relatives (VFR)	193,000	825,000	£22,307,000
<b>Total</b>	<b>1,157,000</b>	<b>5,567,000</b>	<b>£273,225,000</b>

### Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	31,000	97,000	£5,842,000
Self catering	2,000	12,000	£514,000
Touring caravans /tents	6,000	36,000	£874,000
Static vans/holiday centres	0	4,000	£16,000
Group/campus	1,000	22,000	£919,000
Paying guests in private homes	6,000	79,000	£3,557,000
Second homes	1,000	10,000	£398,000
Boat moorings	0	0	£ 0
Other	1,000	3,000	£33,000
Staying with friends and relatives (VFR)	15,000	126,000	£3,244,000
<b>Total</b>	<b>62,000</b>	<b>390,000</b>	<b>£15,397,000</b>

### Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	996,000	5,123,000	£243,732,000
Business	58,000	125,000	£16,209,000
VFR	89,000	257,000	£10,079,000
Other	14,000	62,000	£3,206,000
Study	0	0	£ 0
<b>Total</b>	<b>1,157,000</b>	<b>5,567,000</b>	<b>£273,225,000</b>

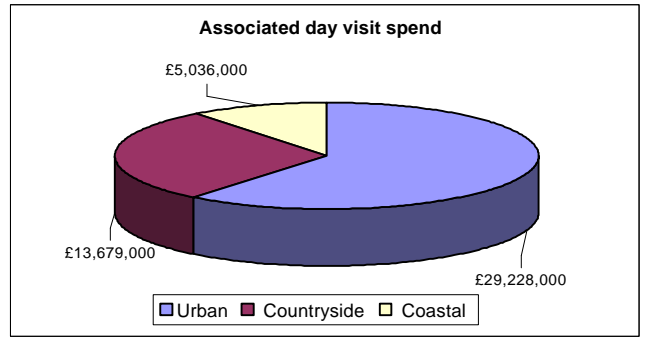
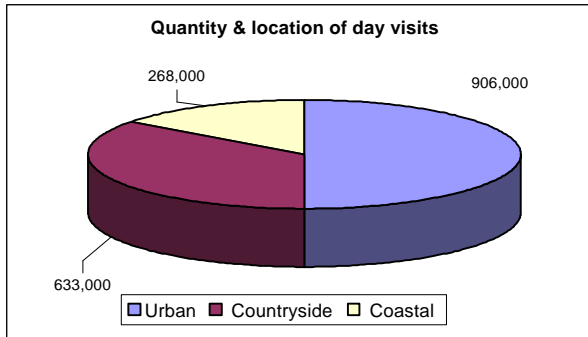
### Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	37,000	172,000	£7,283,000
Business	5,000	29,000	£1,677,000
VFR	14,000	83,000	£2,347,000
Other	2,000	12,000	£387,000
Study	5,000	94,000	£3,703,000
<b>Total</b>	<b>62,000</b>	<b>390,000</b>	<b>£15,397,000</b>

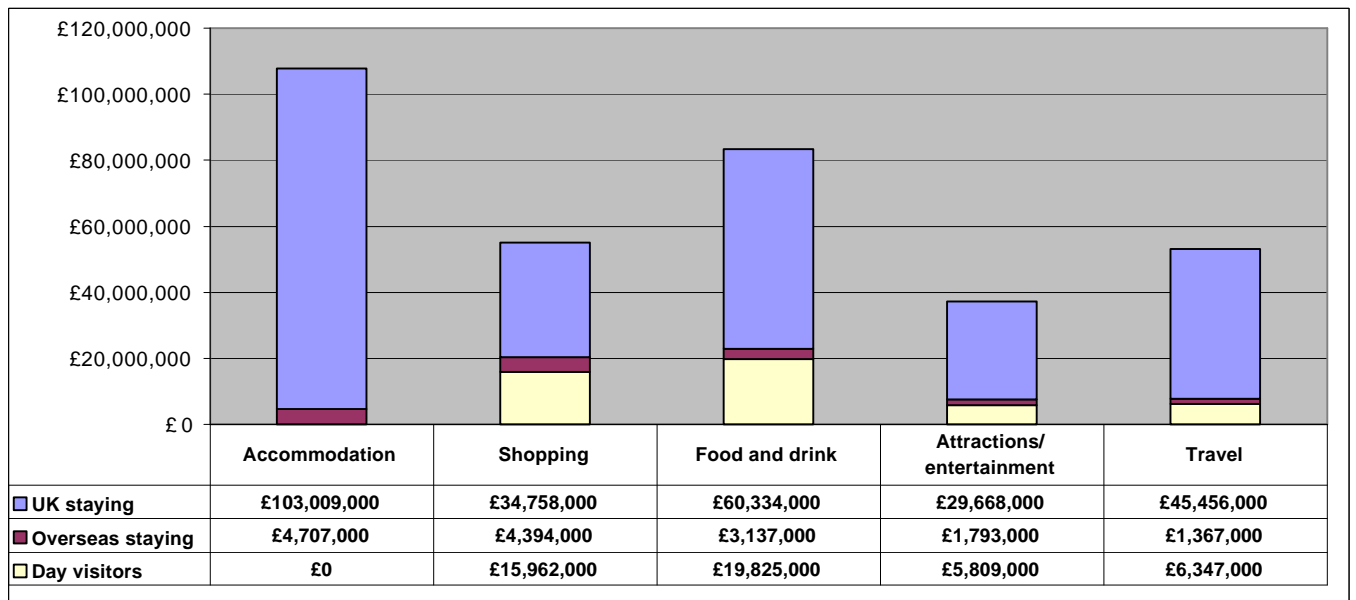
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

# Restormel Briefing 2003

## Day visits



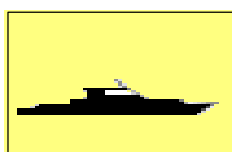
## Visitor spend



## Other tourism related spend



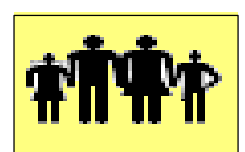
**Second Homes**  
£296,000



**Boats**  
£3,150,000



**Static Vans**  
£0



**VFR**  
£10,255,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

## Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	7,277	1,048	8,325
Indirect jobs	1,600	166	1,766
Induced jobs	728	23	751
<b>Total</b>	<b>9,605</b>	<b>1,236</b>	<b>10,841</b>
<b>Estimated number of full time jobs (FTE's) that the actual jobs total equates to:</b>			<b>7,897</b>

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### Key facts for comparison

	2001	2003	% difference
Domestic trips	1,177,000	1,157,000	-2%
Domestic nights	5,130,000	5,567,000	9%
Domestic spend	£243,706,000	£273,225,000	12%
<b>Overseas</b>			
Overseas trips	36,000	62,000	72%
Overseas nights	252,000	390,000	55%
Overseas spend	£9,313,000	£15,397,000	65%
<b>Other tourism related spend</b>			
Other tourism related spend	£15,666,000	£13,701,000	-13%
<b>Tourism related jobs (Estimated actual)</b>			
Tourism related jobs (Estimated actual)	12,043	10,841	-10%
<b>% of employment supported by tourism</b>			
% of employment supported by tourism	28%	26%	-2%

For more information on comparisons between 2001 and 2003 and trends analysis please see the FAQ's and Guidance Notes sections of this report