

Preface

This requirement for this research originates from the result of a comprehensive audit of available data to local authority partners carried out by the South West Regional Research Group (RRG). The RRG identified the lack of comparative and robust data available at the regional, sub-regional and local level as a barrier to evidence-based strategic planning and decision-making. The first 'Value of Tourism' report, published in 2003 (2001 data) was the initial step in providing the required levels of data and it was subsequently agreed that the project should be repeated every two years to track changes and build up trend data.

This, the second 'Value of Tourism' report, has been funded by county and district tourism departments across the South West with the exception of four districts who did not wish to participate. Subsequently no individual district figures have been published for those districts.

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