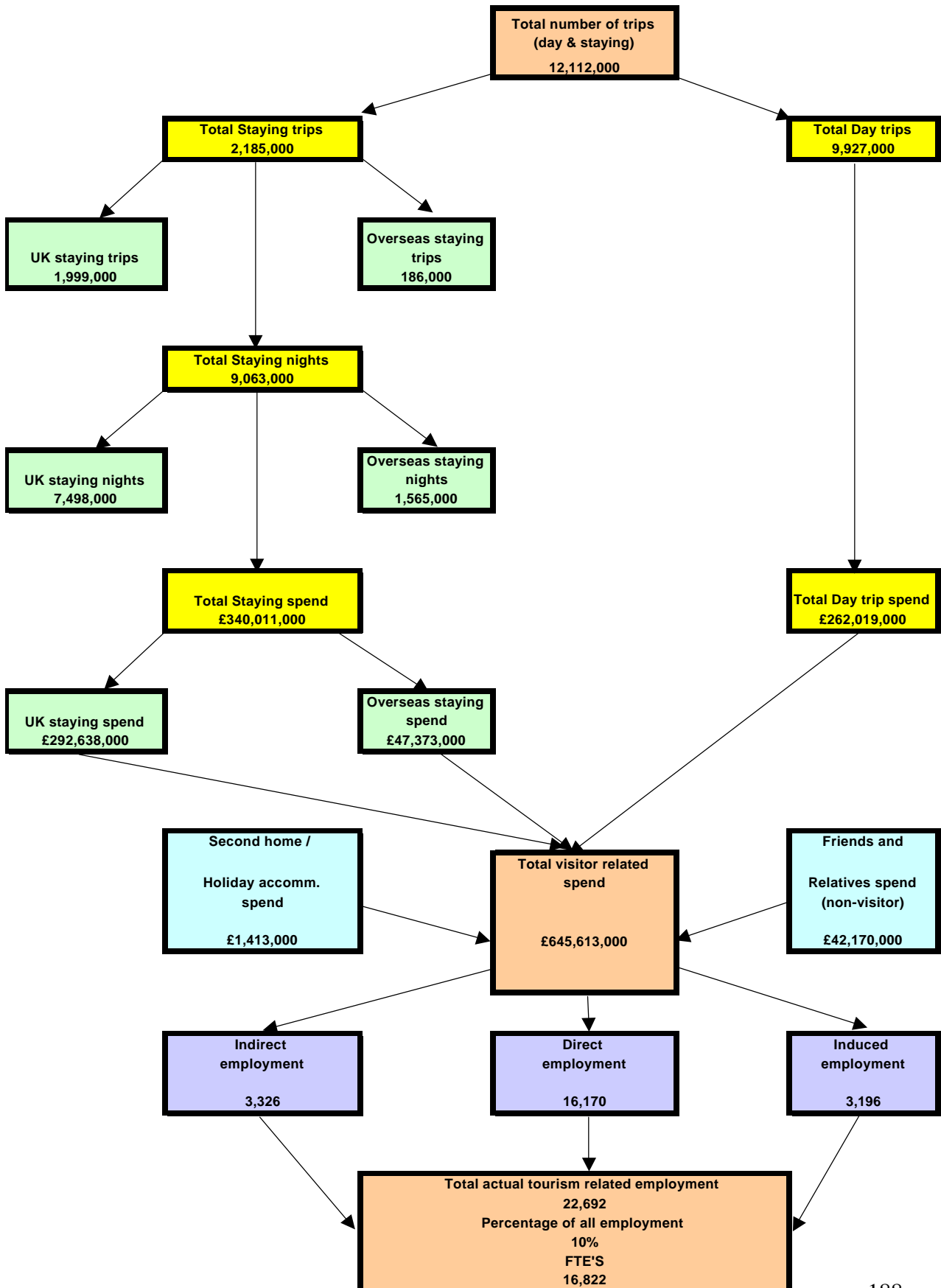
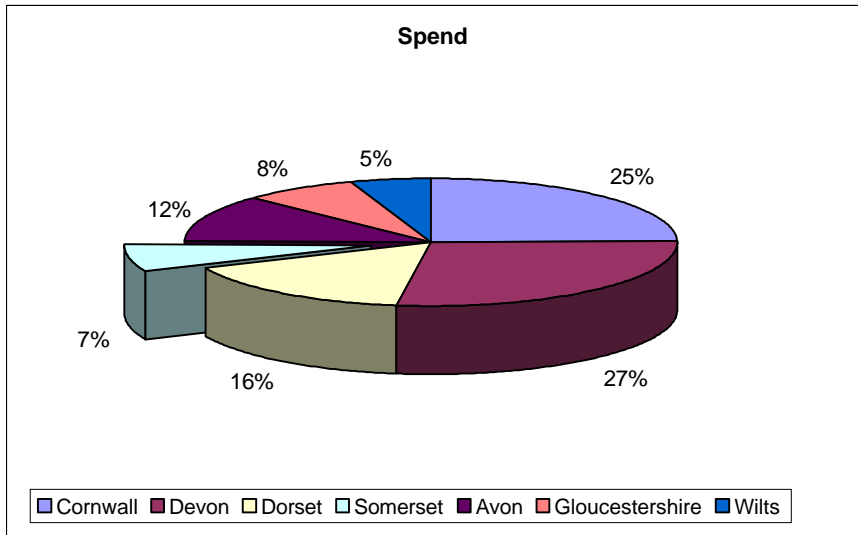
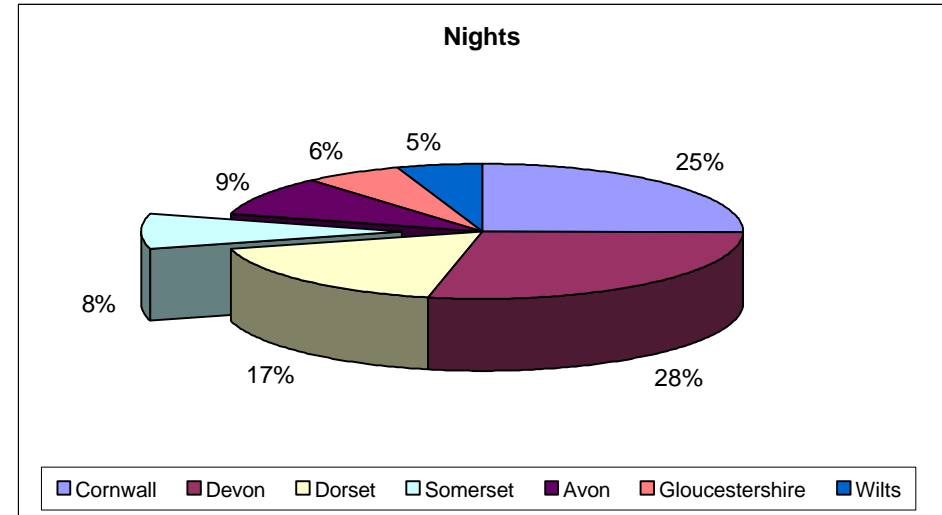
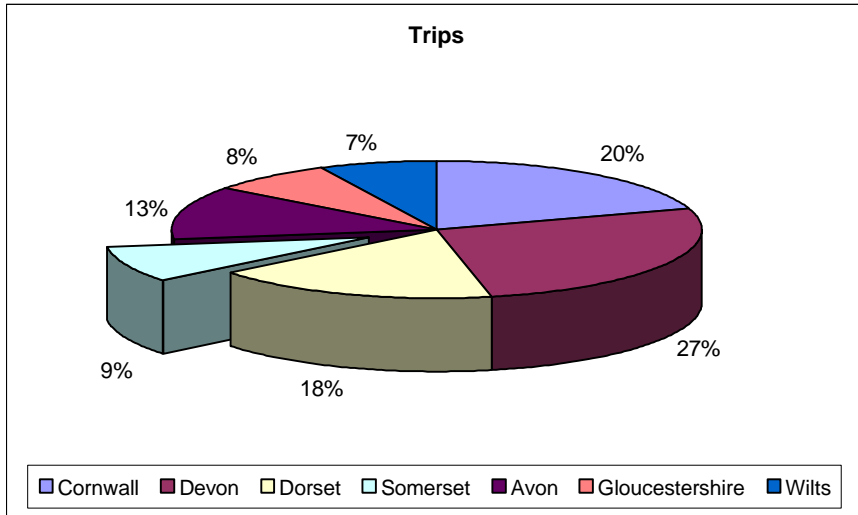


8. Somerset Economic Overview

Somerset: Facts at a glance



Somerset: Staying visitors in context



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

Somerset: Staying visitors in detail

KEY FACTS:

- Somerset generates 9% (2.2 million) of trips, 8% (9 million) of nights and 7% (£340 million) of spend in the South West region
- Visitors staying with friends and relatives generate the largest proportion of trips (33%), whilst those staying in self-catering accommodation generate the highest proportion of nights (31%) and spend (32%).
- The average length of stay in the county for all trips is 4.15 nights.

Trips, nights and spend by accommodation (Domestic tourists)

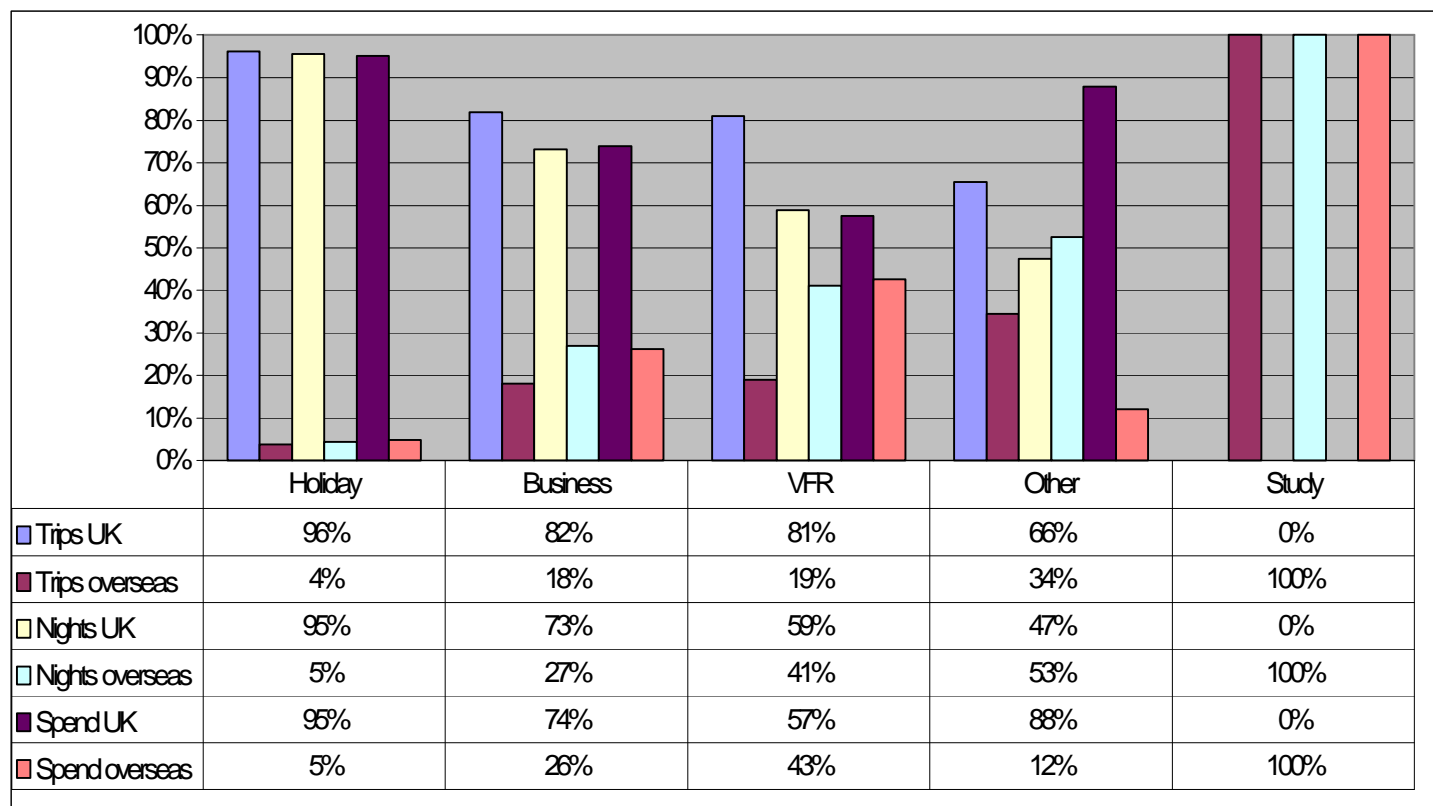
	Trips	Nights	Spend
Serviced	368,000	968,000	£71,453,000
Self catering	469,000	2,515,000	£102,079,000
Touring caravans /tents	282,000	1,207,000	£25,364,000
Static vans/holiday centres	113,000	428,000	£17,464,000
Group/campus	33,000	146,000	£5,270,000
Paying guest in private house	0	0	£0
Second homes	34,000	191,000	£7,500,000
Boat moorings	1,000	1,000	£57,000
Other	45,000	105,000	£5,472,000
Staying with friends and relatives	654,000	1,937,000	£57,979,000
Total	1,999,000	7,498,000	£292,638,000

Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	71,000	283,000	£17,971,000
Self catering	12,000	298,000	£7,164,000
Touring caravans /tents	11,000	85,000	£1,311,000
Static vans/holiday centres	2,000	28,000	£653,000
Group/campus	10,000	106,000	£4,308,000
Paying guest in private house	1,000	59,000	£1,211,000
Second homes	4,000	73,000	£1,450,000
Boat moorings	0	0	£0
Other	5,000	8,000	£296,000
Staying with friends and relatives	70,000	624,000	£13,010,000
Total	186,000	1,565,000	£47,373,000

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



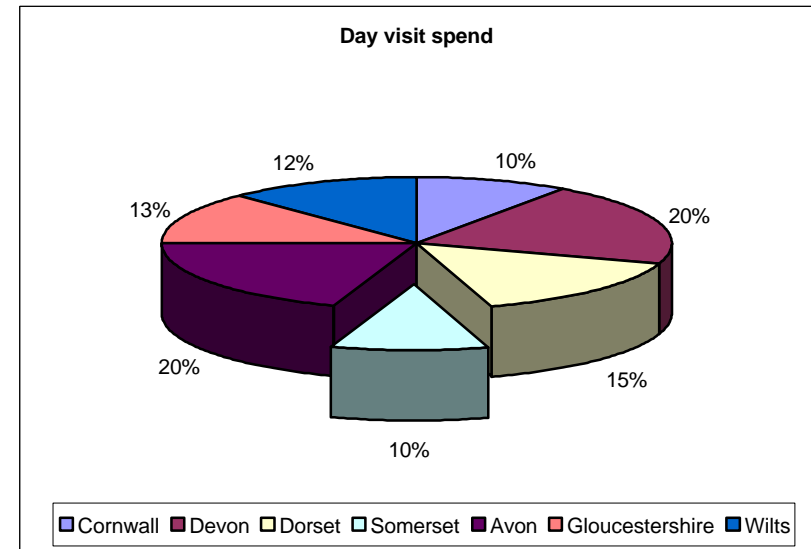
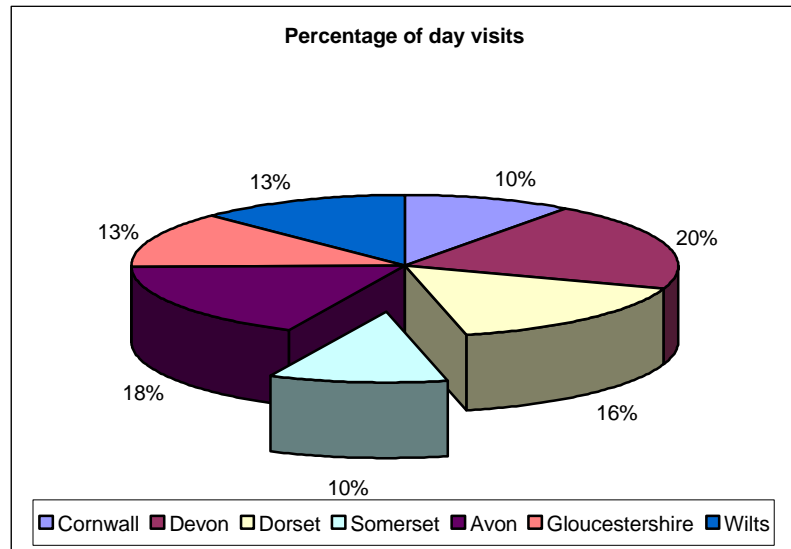
Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,512,000	5,952,000	£224,330,000
Business	127,000	355,000	£25,893,000
VFR	341,000	988,000	£22,672,000
Other	19,000	202,000	£19,742,000
Study	0	0	£0
Total	1,999,000	7,498,000	£292,638,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	60,000	281,000	£11,598,000
Business	28,000	131,000	£9,197,000
VFR	80,000	692,000	£16,776,000
Other	10,000	224,000	£2,716,000
Study	6,000	238,000	£7,087,000
Total	186,000	1,565,000	£47,373,000

Somerset: Day visits in context

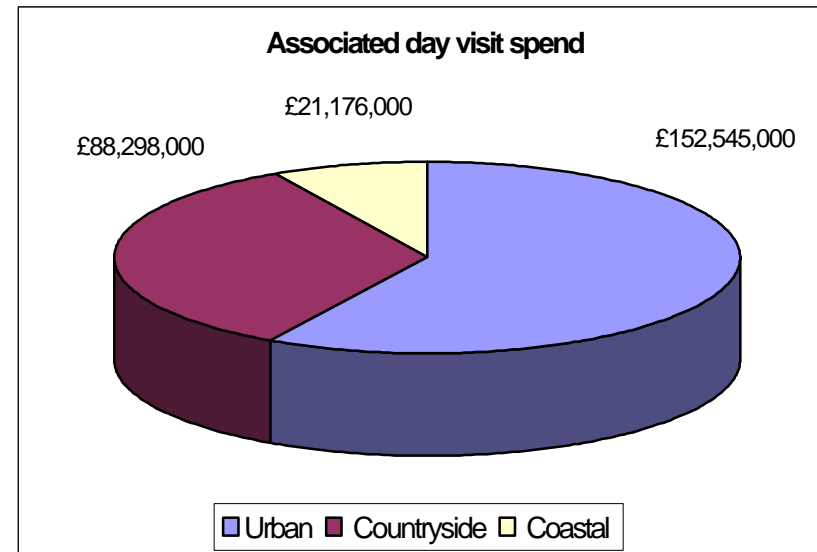
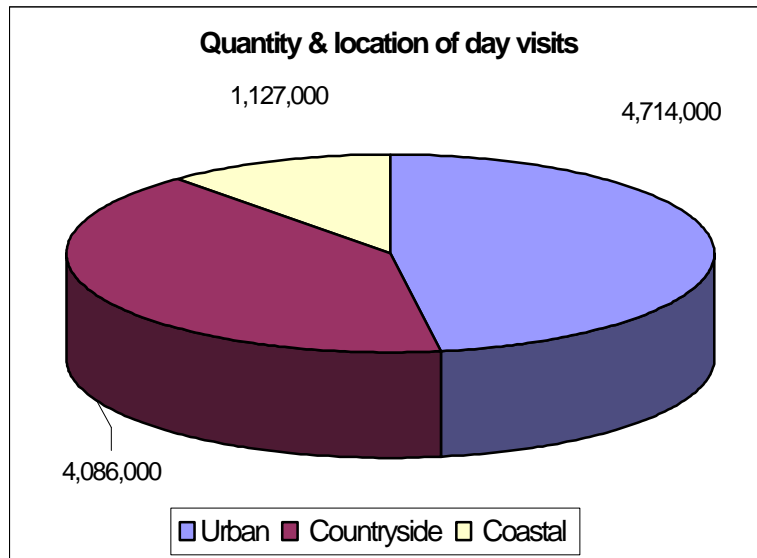


	Trips	Spend
Cornwall	9,576,000	£254,812,000
Devon	19,333,000	£524,256,680
Dorset	15,333,000	£390,968,870
Somerset	9,927,000	£262,019,000
Avon	17,059,000	£509,903,240
Gloucestershire	12,019,000	£328,573,000
Wilts	11,936,000	£317,162,000
Totals	95,183,000	£2,587,694,790

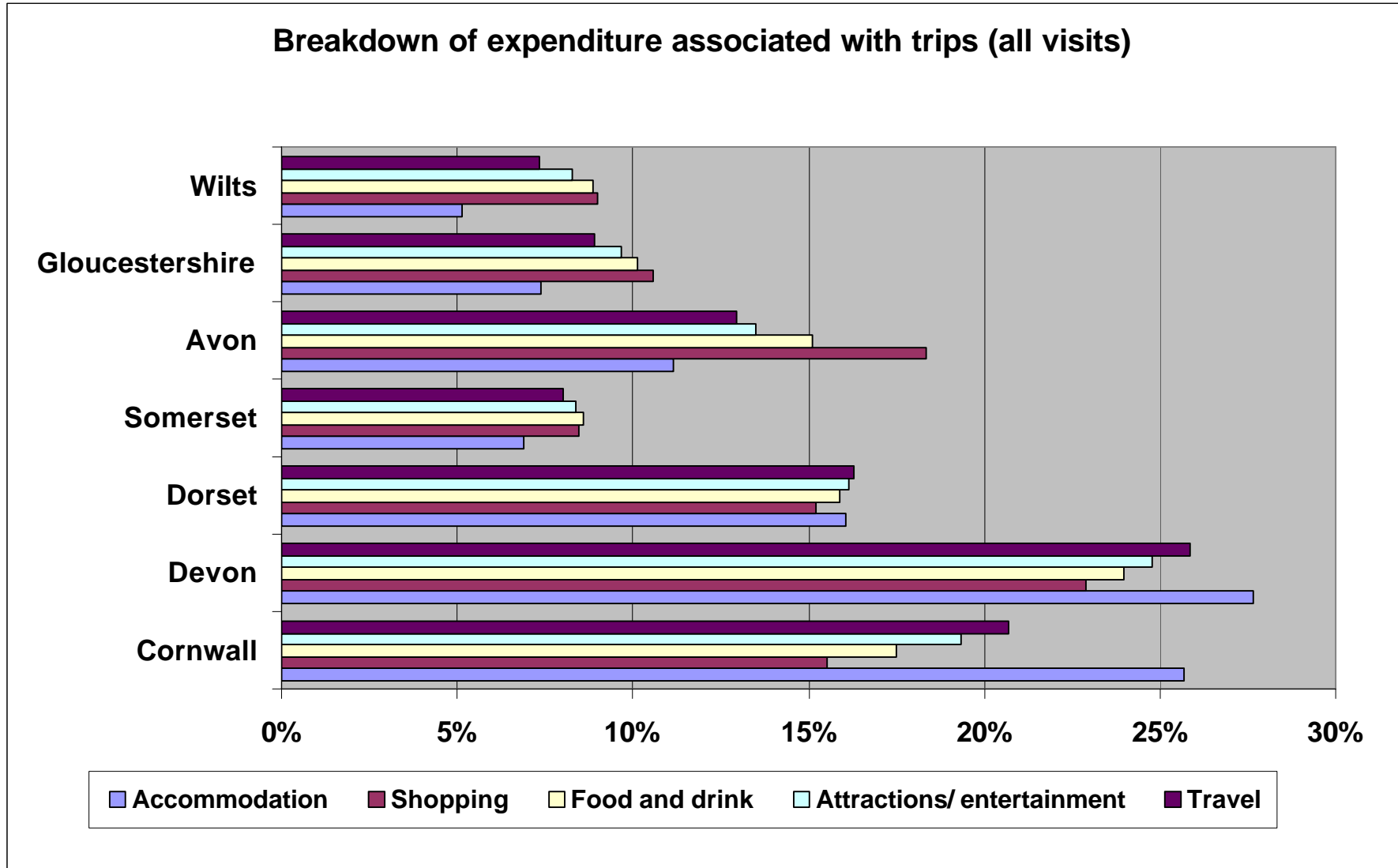
Somerset: Day visits in detail

KEY FACTS:

- Somerset accounts for 10% (9.9 million) of day trips and 10% of spend (£262 million) in the South West region
- Visits to urban locations account for 47% of day visits, countryside locations 41% and coastal locations 12%.
- The average spend per day visit for all locations is £26.39.



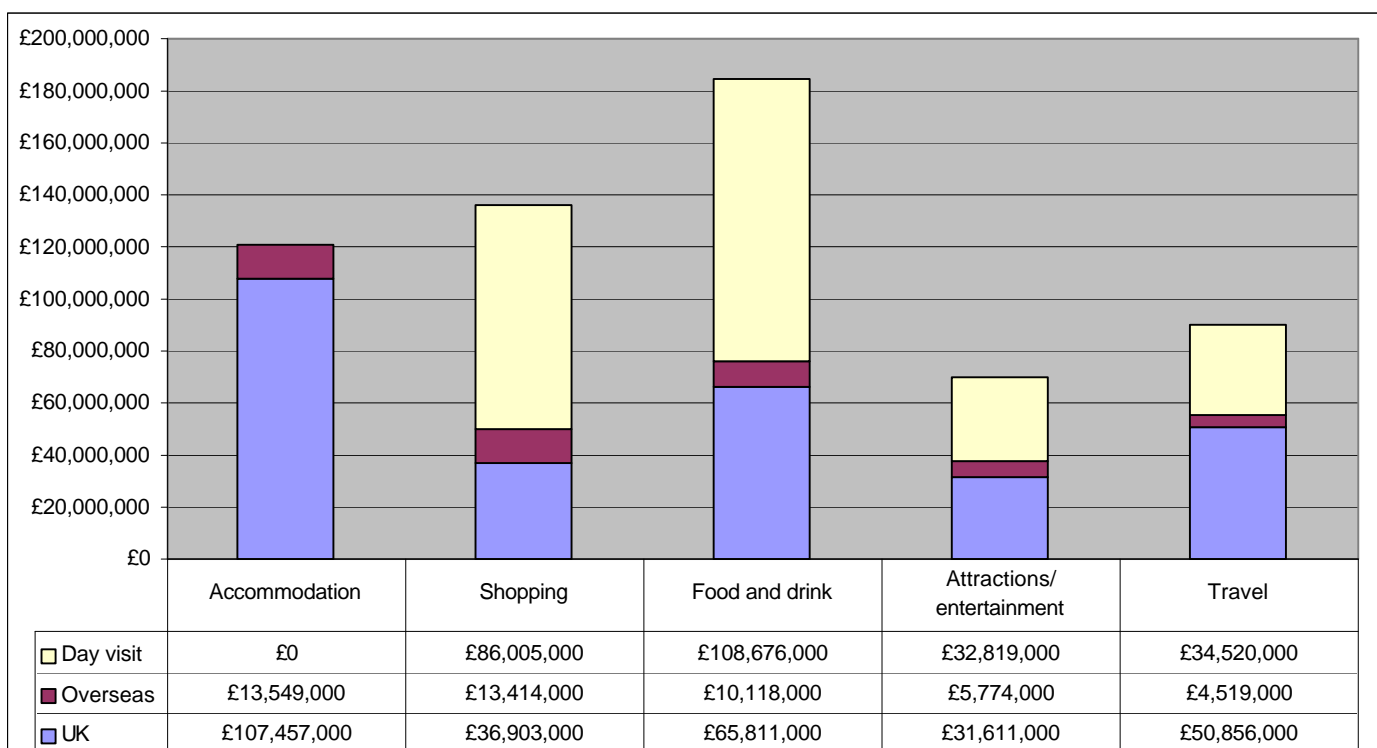
Somerset: Breakdown of expenditure associated with trips in context



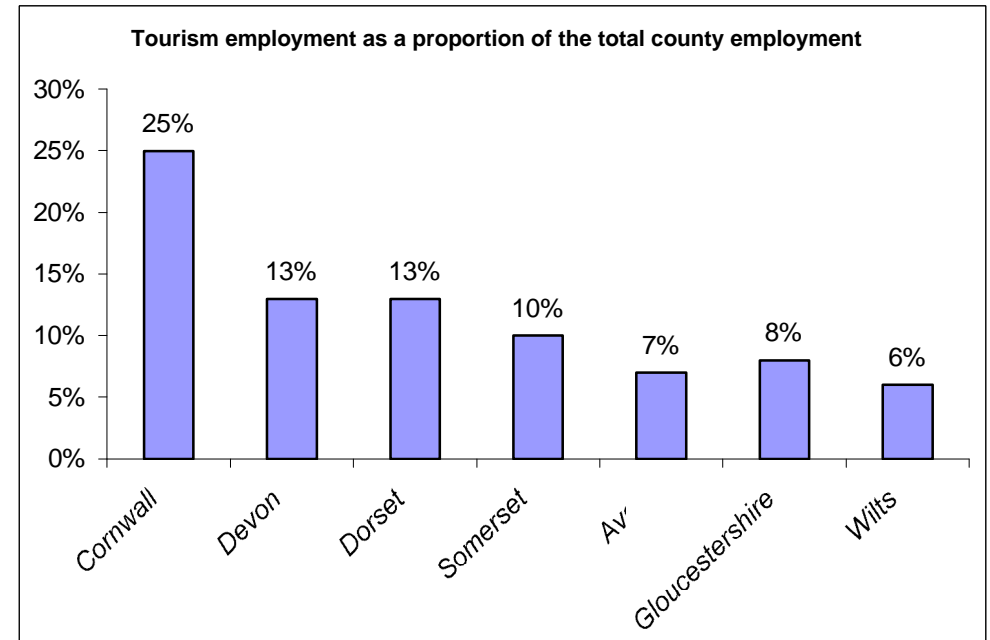
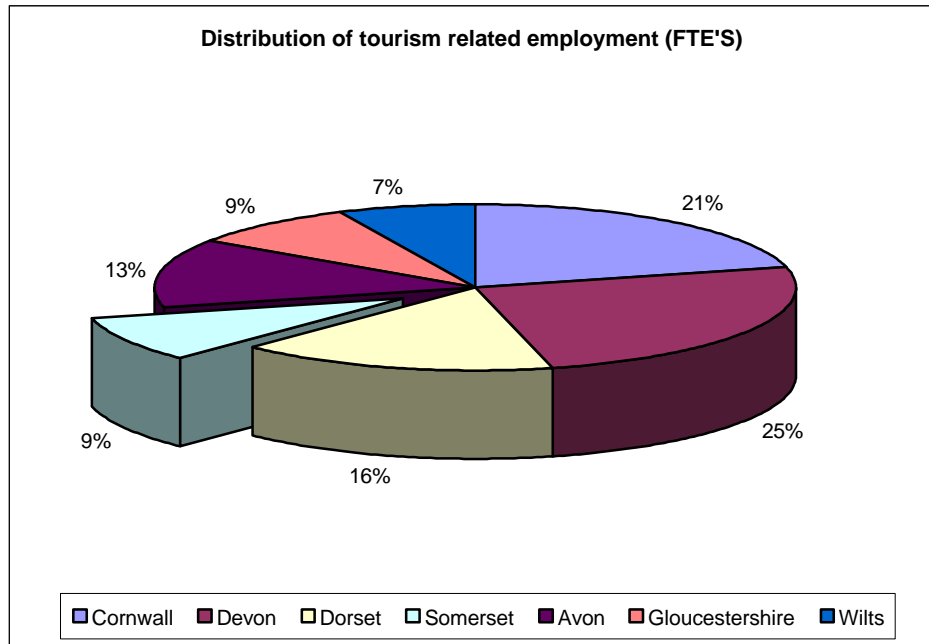
Somerset: Breakdown of expenditure associated with trips in detail

KEY FACTS:

- **The largest proportion of tourism expenditure is spent on food and drink**
- **Domestic and overseas staying visitors spent the largest portion of their expenditure on accommodation (£107.5 million and £13.5 million respectively).**
- **Day visitors spent the largest proportion of their expenditure on food and drink (£108.7 million).**



Somerset: Employment in context



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

Somerset: Employment in detail

KEY FACTS:

- Somerset has 9% of tourism jobs in the region, equating to 16,822 FTEs
- 10% of employment in Somerset is related to tourism
- The largest proportion of jobs directly related to tourism in Somerset is in the catering sector (4,016 FTE's)

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	9,762	6,409	16,170
Indirect	2,176	1,149	3,326
Induced	1,981	1,215	3,196
Totals	13,919	8,773	22,692

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

	Staying tourists	Day visitors	Total
Direct	6,779	4,322	11,101
Indirect	1,909	1,008	2,917
Induced	1,738	1,066	2,804
Totals	10,426	6,396	16,822

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

	Staying	Day	Total
Accommodation	2,756	49	2,805
Retailing	643	1,098	1,741
Catering	1,652	2,364	4,016
Attractions/entertainment	672	605	1,277
Transport	330	206	536
Arising from non trip spend	726	0	726
Totals	6,779	4,322	11,101

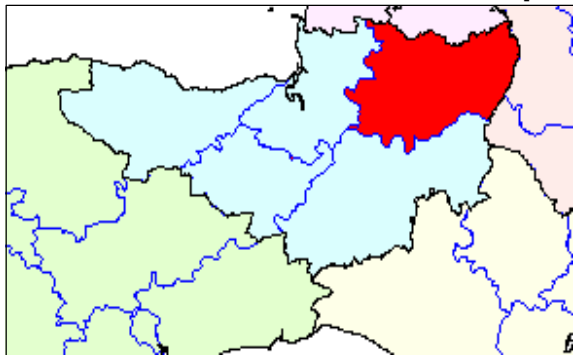
Calculations for the actual number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Somerset Summary

Key facts for comparison

	2001	2003	% difference
Domestic trips	2,900,000	1,999,000	-31%
Domestic nights	9,700,000	7,498,000	-23%
Domestic spend	£416,200,000	£292,638,000	-30%
Overseas trips	170,000	186,000	9%
Overseas nights	1,037,000	1,565,000	51%
Overseas spend	£41,548,000	£47,373,000	14%
Other tourism related spend	£39,299,000	£43,583,000	11%
Tourism related jobs (Estimated actual)	34,838	22,692	-35%
% of employment supported by tourism	15%	10%	-5%

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

**KEY FACTS**

367,500 trips by staying visitors
 1,406,000 staying visitor nights
 £57,406,000 spend by staying visitors
 2,189,000 day visits
 £59,882,000 spend by day visitors
 £8,957,000 other tourism related spend
 3,712 jobs related to tourism spending
 8% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	88,100	231,000	£17,095,000
Self catering	26,600	142,000	£5,775,000
Touring caravans /tents	23,600	101,000	£2,120,000
Static vans/holiday centres	400	1,000	£59,000
Group/campus	23,100	102,000	£3,692,000
Paying guests in private homes	0	0	£0
Second homes	5,700	32,000	£1,268,000
Boat moorings	0	0	£0
Other	9,400	22,000	£1,141,000
Staying with friends and relatives (VFR)	136,400	404,000	£12,091,000
Total	313,000	1,037,000	£43,240,000

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

	Trips	Nights	Spend
Serviced	29,400	117,000	£7,410,000
Self catering	700	17,000	£405,000
Touring caravans /tents	900	7,000	£110,000
Static vans/holiday centres	0	0	£2,000
Group/campus	6,900	74,000	£3,018,000
Paying guests in private homes	200	10,000	£202,000
Second homes	700	12,000	£245,000
Boat moorings	0	0	£0
Other	1,000	2,000	£62,000
Staying with friends and relatives (VFR)	14,500	130,000	£2,713,000
Total	54,300	369,000	£14,166,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	204,000	726,000	£28,409,000
Business	34,000	86,000	£6,525,000
VFR	71,000	186,000	£4,440,000
Other	4,000	38,000	£3,866,000
Study	0	0	£0
Total	313,000	1,037,000	£43,240,000

Trips, nights and spend by purpose (Overseas Tourists)

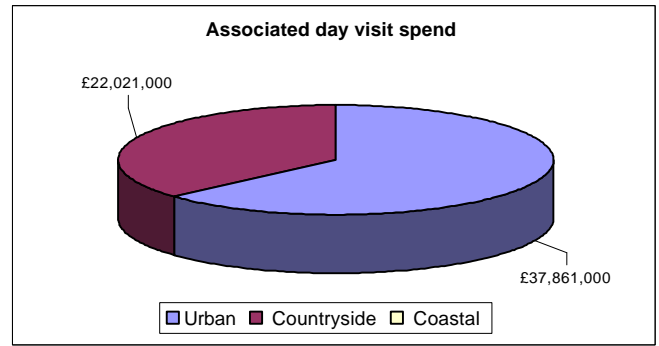
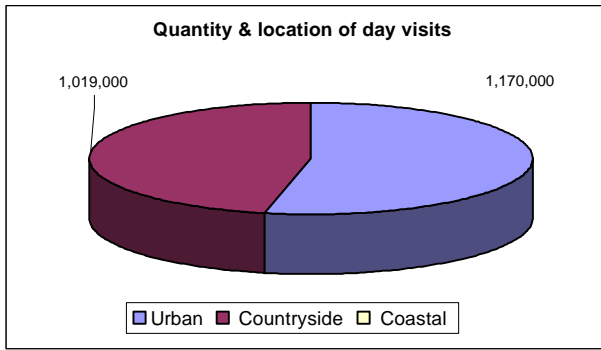
	Trips	Nights	Spend
Holiday	21,000	93,000	£4,239,000
Business	13,000	58,000	£4,463,000
VFR	17,000	137,000	£3,644,000
Other	2,000	44,000	£590,000
Study	1,000	38,000	£1,230,000
Total	54,000	369,000	£14,166,000

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

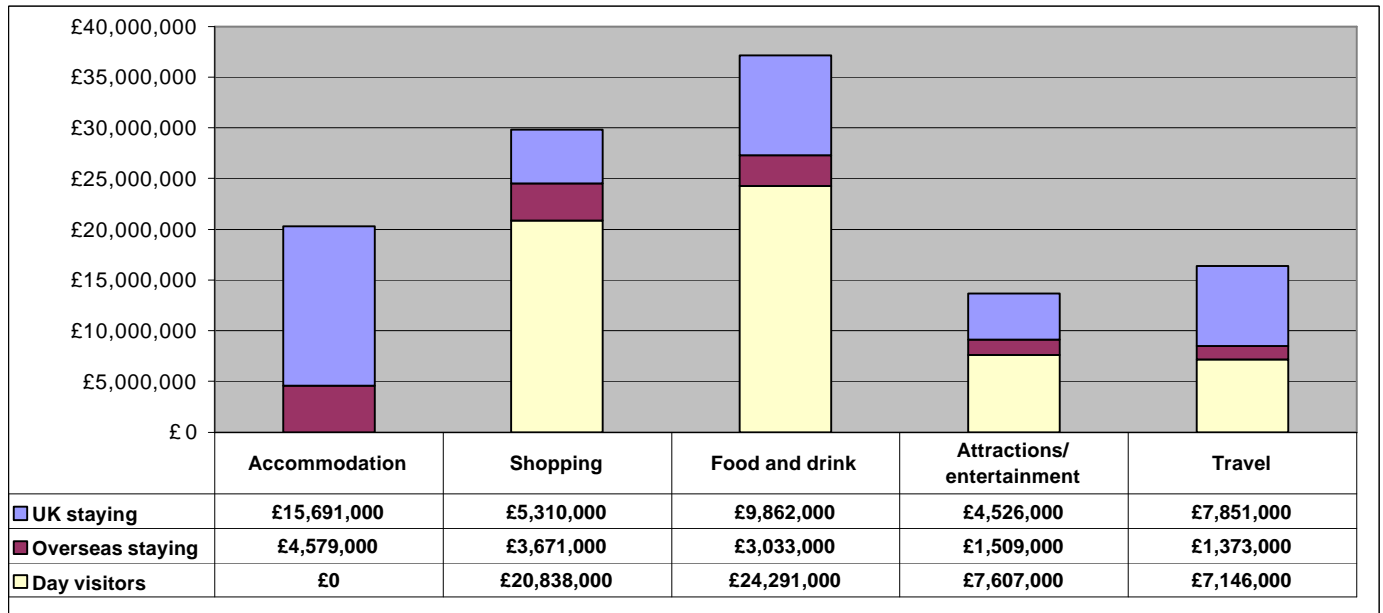
This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

Mendip Briefing 2003

Day visits



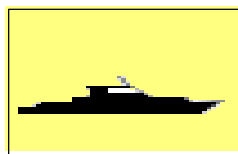
Visitor spend



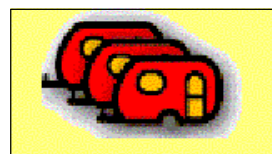
Other tourism related spend



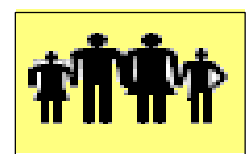
Second Homes
£163,000



Boats
£0



Static Vans
£0



VFR
£8,794,000

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	1,681	1,510	3,191
Indirect jobs	233	145	378
Induced jobs	79	65	144
Total	1,993	1,719	3,712
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,648

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.

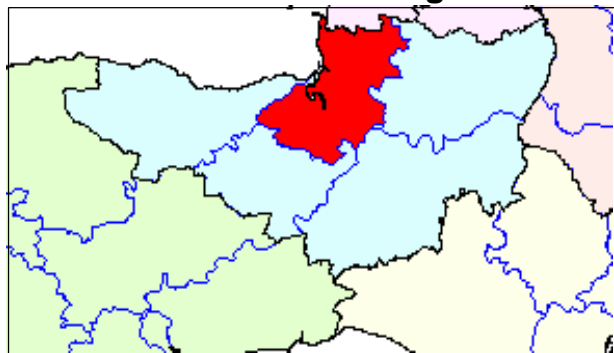
Mendip Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	444,000	313,000	-30%
Domestic nights	1,317,000	1,037,000	-21%
Domestic spend	£63,034,000	£43,240,000	-31%
Overseas trips	62,000	54,300	-12%
Overseas nights	292,000	369,000	26%
Overseas spend	£13,896,000	£14,166,000	2%
Other tourism related spend	£7,887,000	£8,957,000	14%
Tourism related jobs (Estimated actual)	5,667	3,712	-34%
% of employment supported by tourism	11%	8%	-3%

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

Sedgemoor Briefing 2003



KEY FACTS

612,000 trips by staying visitors
2,658,000 staying visitor nights
£87,421,000 spend by staying visitors
2,208,000 day visits
£55,070,280 spend by day visitors
£9,201,000 other tourism related spend
4,135 jobs related to tourism spending
9% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	52,000	137,000	£10,095,000
Self catering	138,800	744,000	£30,189,000
Touring caravans /tents	185,800	794,000	£16,689,000
Static vans/holiday centres	39,200	149,000	£6,063,000
Group/campus	3,800	17,000	£602,000
Paying guests in private homes	0	0	£ 0
Second homes	6,600	37,000	£1,454,000
Boat moorings	100	0	£6,000
Other	9,600	22,000	£1,163,000
Staying with friends and relatives (VFR)	139,000	412,000	£12,325,000
Total	575,000	2,311,000	£78,588,000

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

	Trips	Nights	Spend
Serviced	8,000	32,000	£2,023,000
Self catering	3,500	88,000	£2,119,000
Touring caravans /tents	7,300	56,000	£863,000
Static vans/holiday centres	700	10,000	£227,000
Group/campus	1,100	12,000	£492,000
Paying guests in private homes	0	0	£ 0
Second homes	800	14,000	£281,000
Boat moorings	0	0	£ 0
Other	1,000	2,000	£63,000
Staying with friends and relatives (VFR)	14,800	133,000	£2,766,000
Total	37,000	347,000	£8,833,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	470,000	1,961,000	£64,952,000
Business	28,000	82,000	£5,248,000
VFR	73,000	222,000	£4,484,000
Other	4,000	46,000	£3,904,000
Study	0	0	£ 0
Total	575,000	2,311,000	£78,588,000

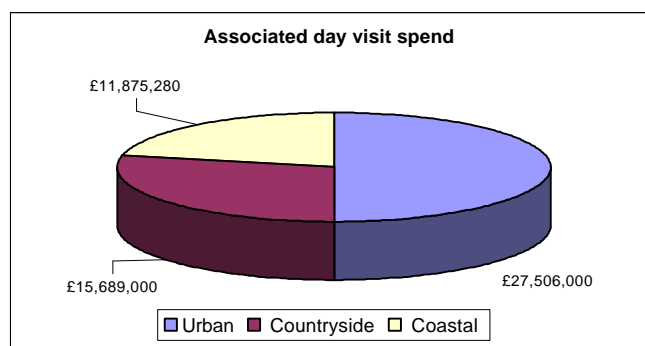
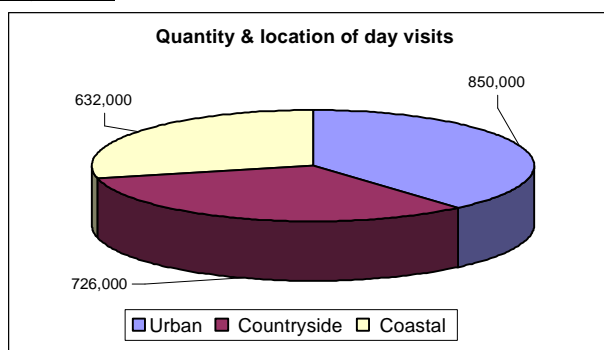
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	13,000	75,000	£2,677,000
Business	5,000	28,000	£1,722,000
VFR	17,000	183,000	£3,816,000
Other	2,000	59,000	£618,000
Study	0	0	£ 0
Total	37,000	347,000	£8,833,000

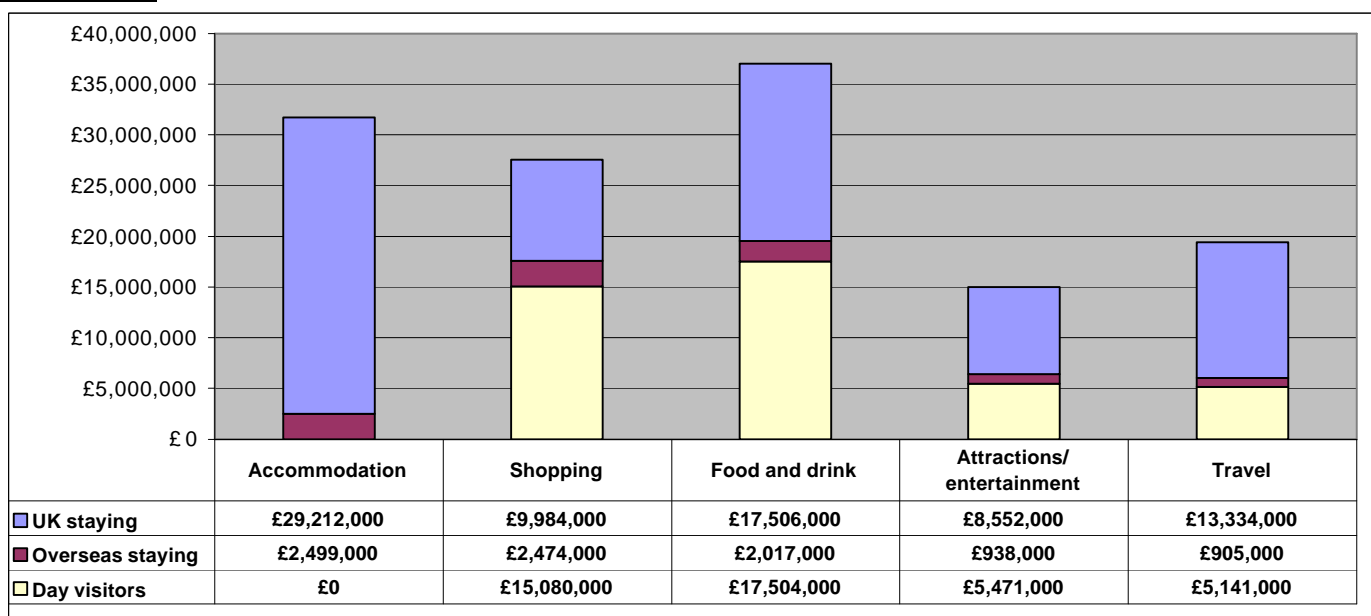
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

Sedgemoor Briefing 2003

Day visits



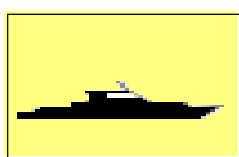
Visitor spend



Other tourism related spend



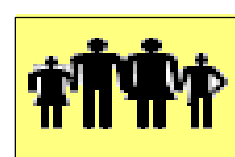
Second Homes
£187,000



Boats
£50,000



Static Vans
£0



VFR
£8,964,000

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	2,506	1,021	3,528
Indirect jobs	343	104	447
Induced jobs	116	44	160
Total	2,965	1,170	4,135
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,954

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.

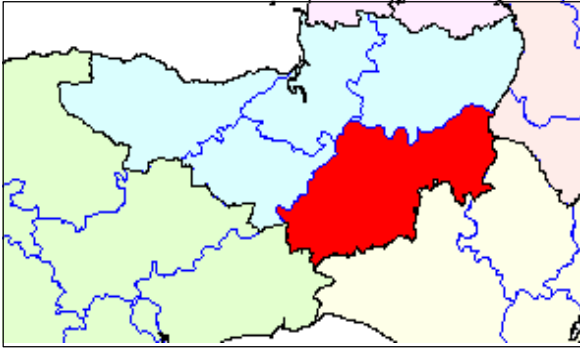
Sedgemoor Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	880,000	575,000	-35%
Domestic nights	3,325,000	2,311,000	-30%
Domestic spend	£124,537,000	£78,588,000	-37%
Overseas			
Overseas trips	26,000	37,000	42%
Overseas nights	142,000	347,000	144%
Overseas spend	£5,179,000	£8,833,000	71%
Other tourism related spend			
Other tourism related spend	£8,289,000	£9,201,000	11%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	6,508	4,135	-36%
13			
% of employment supported by tourism	13%	9%	-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

South Somerset Briefing 2003



KEY FACTS
393,300 trips by staying visitors
1,481,000 staying visitor nights
£54,959,000 spend by staying visitors
2,234,000 day visits
£63,445,000 spend by day visitors
£13,027,000 other tourism related spend
3,728 jobs related to tourism spending
5% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	75,500	199,000	£14,667,000
Self catering	38,800	208,000	£8,444,000
Touring caravans /tents	18,700	80,000	£1,676,000
Static vans/holiday centres	1,300	5,000	£200,000
Group/campus	700	3,000	£104,000
Paying guests in private homes	0	0	£ 0
Second homes	8,600	49,000	£1,916,000
Boat moorings	0	0	£ 0
Other	13,600	32,000	£1,659,000
Staying with friends and relatives (VFR)	198,200	587,000	£17,573,000
Total	355,000	1,162,000	£46,239,000

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

	Trips	Nights	Spend
Serviced	11,600	46,000	£2,939,000
Self catering	1,000	25,000	£593,000
Touring caravans /tents	700	6,000	£87,000
Static vans/holiday centres	0	0	£7,000
Group/campus	200	2,000	£85,000
Paying guests in private homes	600	30,000	£605,000
Second homes	1,100	19,000	£370,000
Boat moorings	0	0	£ 0
Other	1,500	2,000	£90,000
Staying with friends and relatives (VFR)	21,100	189,000	£3,943,000
Total	38,000	319,000	£8,720,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	217,000	765,000	£29,179,000
Business	29,000	73,000	£5,404,000
VFR	103,000	268,000	£6,230,000
Other	6,000	55,000	£5,425,000
Study	0	0	£ 0
Total	355,000	1,162,000	£46,239,000

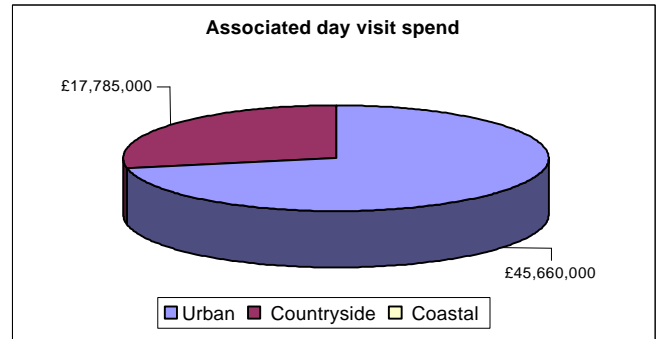
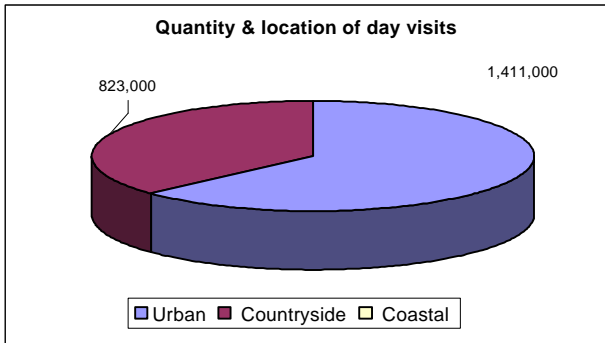
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	2,000	6,000	£264,000
Business	5,000	18,000	£1,289,000
VFR	24,000	156,000	£3,856,000
Other	3,000	50,000	£624,000
Study	3,000	88,000	£2,687,000
Total	38,000	319,000	£8,720,000

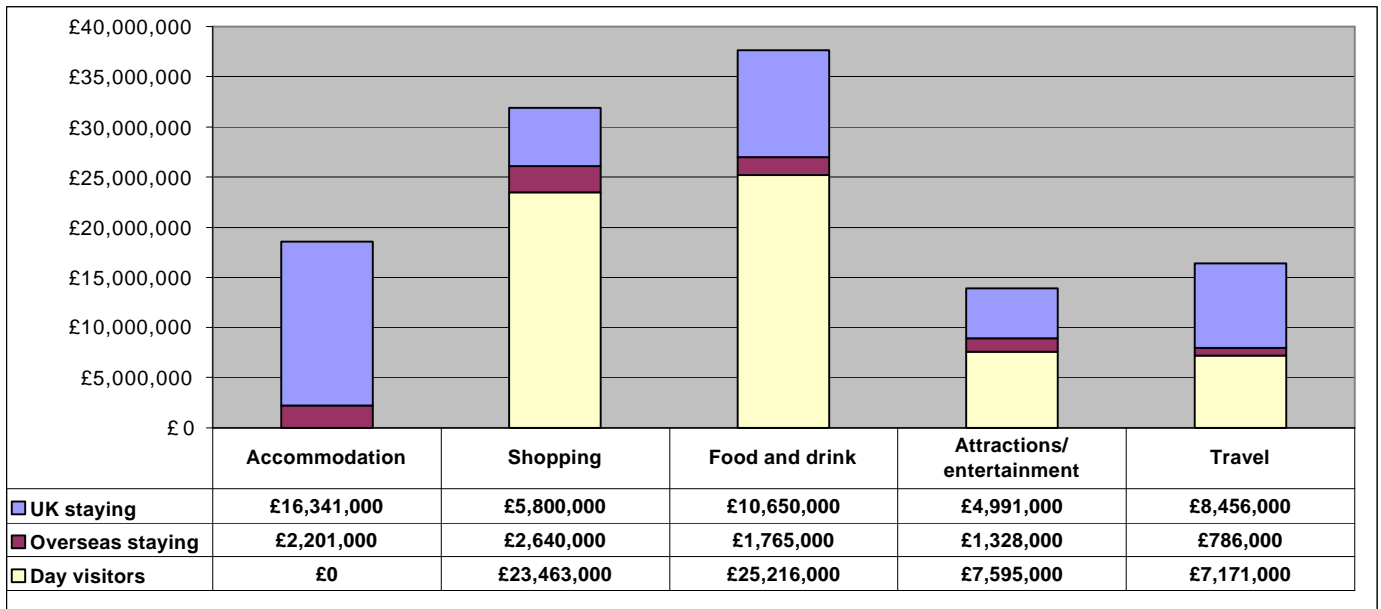
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

South Somerset Briefing 2003

Day visits



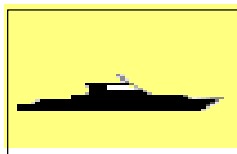
Visitor spend



Other tourism related spend



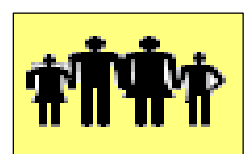
Second Homes
£246,000



Boats
£0



Static Vans
£0



VFR
£12,781,000

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	1,665	1,529	3,194
Indirect jobs	238	151	388
Induced jobs	79	66	145
Total	1,982	1,746	3,728
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,676

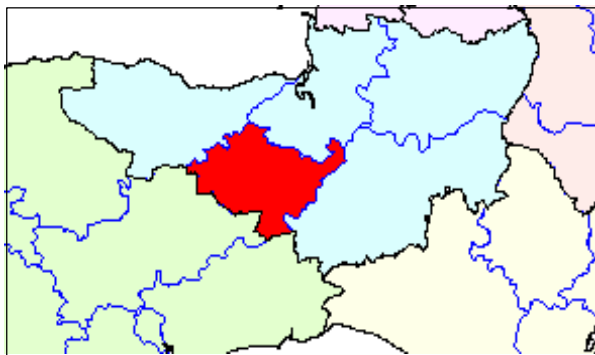
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

South Somerset Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	534,000	355,000	-34%
Domestic nights	1,497,000	1,162,000	-22%
Domestic spend	£64,362,000	£46,239,000	-28%
Overseas			
Overseas trips	29,000	38,000	31%
Overseas nights	150,000	319,000	113%
Overseas spend	£5,873,000	£8,720,000	48%
Other tourism related spend			
Other tourism related spend	£12,125,000	£13,027,000	7%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	5,440	3,728	-31%
13			
% of employment supported by tourism	7%	5%	-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

**KEY FACTS**

280,000 trips by staying visitors
 1,012,000 staying visitor nights
 £39,973,000 spend by staying visitors
 1,742,000 day visits
 £48,567,000 spend by day visitors
 £8,804,000 other tourism related spend
 3,162 jobs related to tourism spending
 6% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	70,600	186,000	£13,703,000
Self catering	28,400	152,000	£6,173,000
Touring caravans /tents	8,500	36,000	£759,000
Static vans/holiday centres	700	3,000	£104,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	3,300	18,000	£724,000
Boat moorings	100	0	£6,000
Other	9,200	22,000	£1,124,000
Staying with friends and relatives (VFR)	134,300	398,000	£11,908,000
Total	255,000	814,000	£34,502,000

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

	Trips	Nights	Spend
Serviced	7,600	30,000	£1,920,000
Self catering	700	18,000	£433,000
Touring caravans /tents	300	3,000	£39,000
Static vans/holiday centres	0	0	£4,000
Group/campus	0	0	£0
Paying guests in private homes	200	10,000	£202,000
Second homes	400	7,000	£140,000
Boat moorings	0	0	£0
Other	1,000	2,000	£61,000
Staying with friends and relatives (VFR)	14,300	128,000	£2,672,000
Total	25,000	198,000	£5,471,000

Trips, nights and spend by purpose (Domestic Tourists)

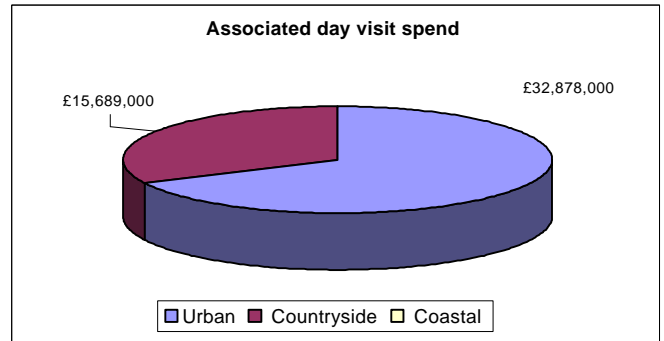
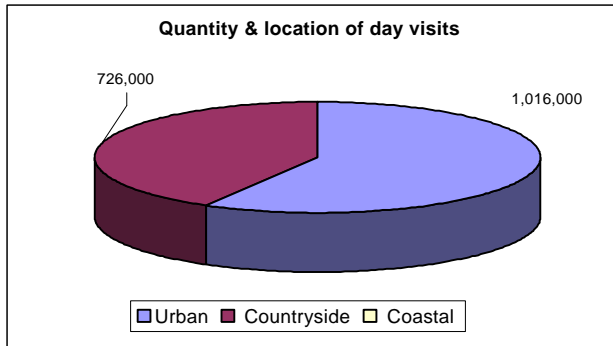
	Trips	Nights	Spend
Holiday	150,000	522,000	£20,635,000
Business	31,000	76,000	£5,801,000
VFR	70,000	179,000	£4,311,000
Other	4,000	37,000	£3,754,000
Study	0	0	£0
Total	255,000	814,000	£34,502,000

Trips, nights and spend by purpose (Overseas Tourists)

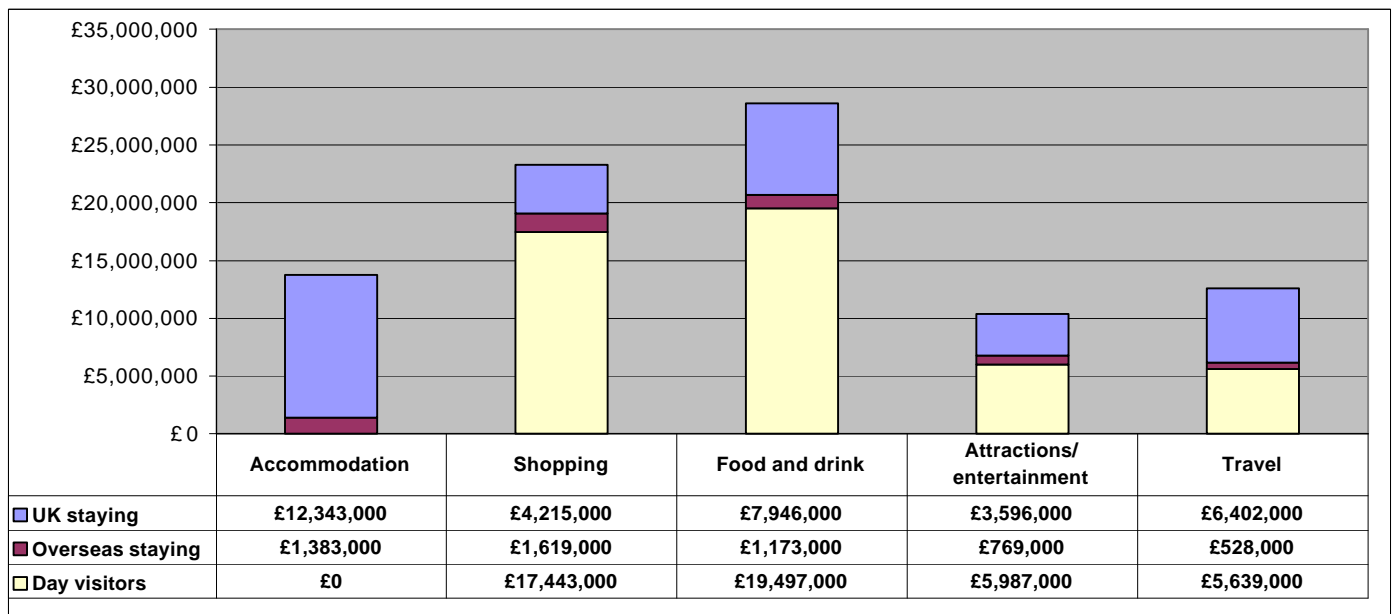
	Trips	Nights	Spend
Holiday	1,000	4,000	£152,000
Business	4,000	14,000	£1,033,000
VFR	17,000	113,000	£2,849,000
Other	2,000	36,000	£461,000
Study	1,000	31,000	£977,000
Total	25,000	198,000	£5,471,000

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'.

Day visits



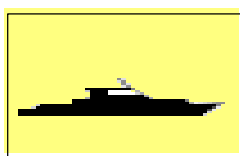
Visitor spend



Other tourism related spend



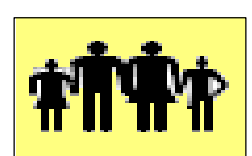
Second Homes
£93,000



Boats
£50,000



Static Vans
£0



VFR
£8,661,000

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	1,284	1,161	2,445
Indirect jobs	237	176	413
Induced jobs	158	146	304
Total	1,680	1,482	3,162
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,402

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.

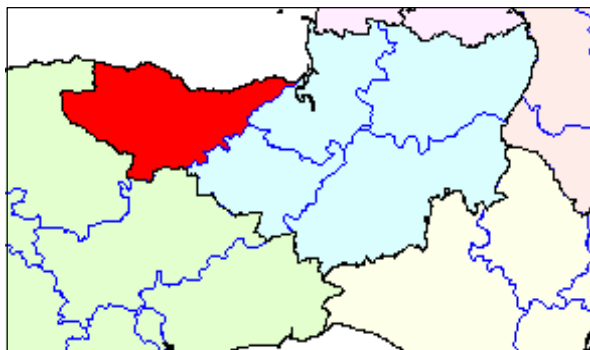
Taunton Deane Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	398,000	255,000	-36%
Domestic nights	1,074,000	814,000	-24%
Domestic spend	£54,546,000	£34,502,000	-37%
Overseas trips	20,000	25,000	25%
Overseas nights	98,000	198,000	102%
Overseas spend	£4,177,000	£5,471,000	31%
Other tourism related spend	£7,829,000	£8,804,000	12%
Tourism related jobs (Estimated actual)	5,352	3,162	-41%
% of employment supported by tourism	11%	6%	-5%

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

West Somerset Briefing 2003



KEY FACTS

533,000 trips by staying visitors
2,507,000 staying visitor nights
£100,253,000 spend by staying visitors
1,554,000 day visits
£35,056,050 spend by day visitors
£3,595,000 other tourism related spend
3,659 jobs related to tourism spending
24% of employment is supported by tourism

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

	Trips	Nights	Spend
Serviced	81,900	215,000	£15,892,000
Self catering	236,800	1,269,000	£51,497,000
Touring caravans /tents	45,900	196,000	£4,119,000
Static vans/holiday centres	71,400	271,000	£11,038,000
Group/campus	5,500	24,000	£872,000
Paying guests in private homes	0	0	£ 0
Second homes	9,600	54,000	£2,138,000
Boat moorings	700	1,000	£44,000
Other	3,200	7,000	£385,000
Staying with friends and relatives (VFR)	46,000	136,000	£4,083,000
Total	501,000	2,174,000	£90,069,000

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

	Trips	Nights	Spend
Serviced	14,600	58,000	£3,679,000
Self catering	5,900	151,000	£3,614,000
Touring caravans /tents	1,800	14,000	£213,000
Static vans/holiday centres	1,200	17,000	£413,000
Group/campus	1,600	18,000	£713,000
Paying guests in private homes	200	10,000	£202,000
Second homes	1,200	21,000	£413,000
Boat moorings	0	0	£ 0
Other	300	1,000	£21,000
Staying with friends and relatives (VFR)	4,900	44,000	£916,000
Total	32,000	333,000	£10,184,000

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	470,000	2,064,000	£85,114,000
Business	5,000	16,000	£1,313,000
VFR	24,000	78,000	£1,947,000
Other	1,000	16,000	£1,696,000
Study	0	0	£ 0
Total	501,000	2,174,000	£90,069,000

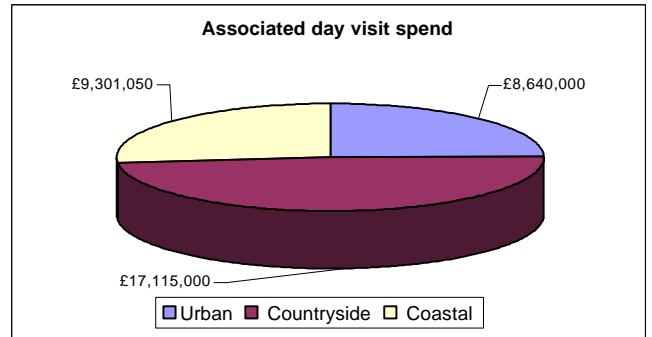
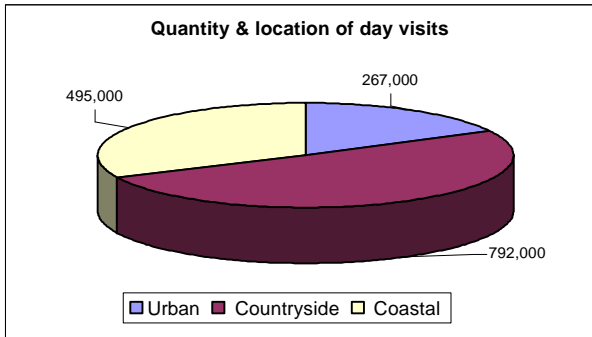
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the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

Trips, nights and spend by purpose (Overseas Tourists)

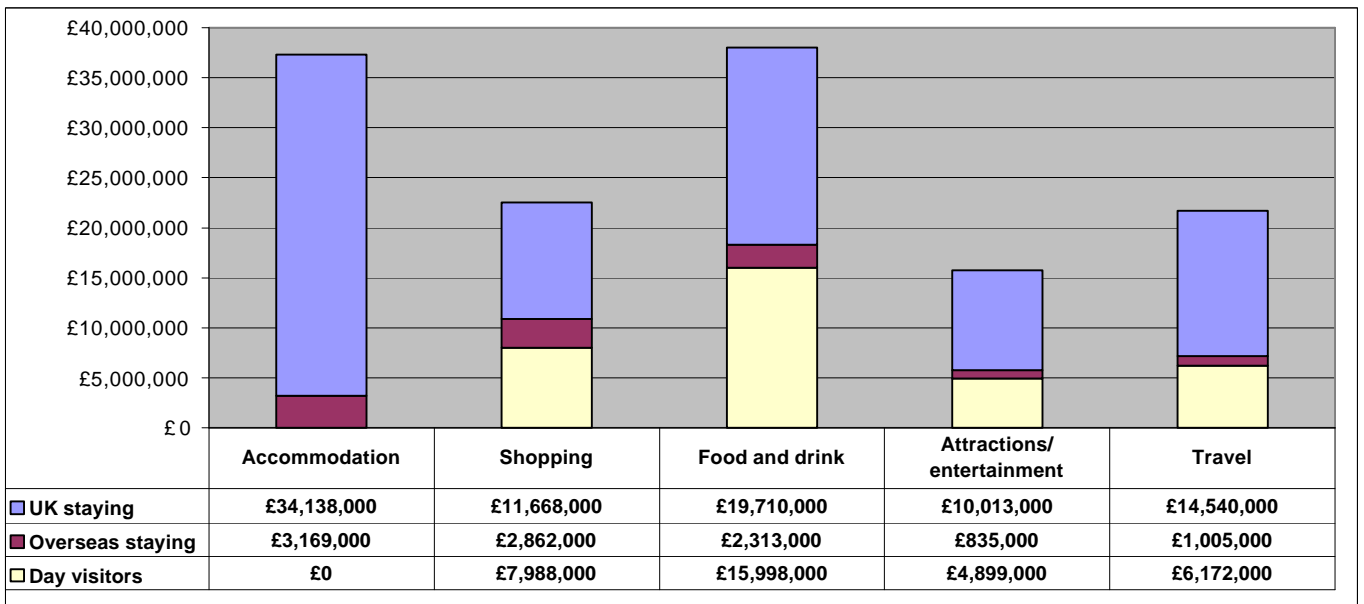
	Trips	Nights	Spend
Holiday	24,000	206,000	£7,448,000
Business	1,000	9,000	£562,000
VFR	6,000	88,000	£1,871,000
Other	1,000	29,000	£303,000
Study	0	0	£ 0
Total	32,000	333,000	£10,184,000

West Somerset Briefing 2003

Day visits



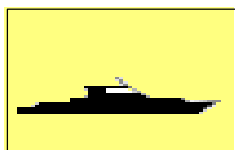
Visitor spend



Other tourism related spend



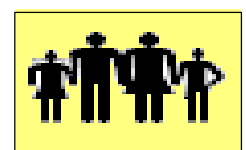
Second Homes
£275,000



Boats
£350,000



Static Vans
£0



VFR
£2,970,000

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	2,312	746	3,057
Indirect jobs	371	90	460
Induced jobs	109	33	142
Total	2,791	869	3,659
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			2,611

West Somerset Briefing 2003

Key facts for comparison

	2001	2003	% difference
Domestic trips	645,000	501,000	-22%
Domestic nights	2,487,000	2,174,000	-13%
Domestic spend	£109,722,000	£90,069,000	-18%
Overseas			
Overseas trips	32,000	32,000	0%
Overseas nights	355,000	333,000	-6%
Overseas spend	£12,423,000	£10,184,000	-18%
Other tourism related spend			
Other tourism related spend	£3,170,000	£3,595,000	13%
Tourism related jobs (Estimated actual)			
Tourism related jobs (Estimated actual)	5,657	3,659	-35%
13			
% of employment supported by tourism	47%	24%	-23%

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