destinationresearch
delivering results : measuring what matters

Economic Impact of Tourism
Suffolk Coast & Heaths AONB - 2015

Produced by:

Destination Research
Sergi Jarques, Director

Economic Impact of Tourism – Headline Figures   Suffolk Coast & Heaths AONB - 2015

Total number of trips (day & staying)
4,090,126

Total staying trips
302,000

Total day trips
3,788,126

Total staying nights
1,222,000

Includes maintenance spending on second homes, boats, static vans and household spending linked to VFR.

Associated spend
£13,627,000

Total staying spend
£70,302,000

Total day trip spend
£82,931,224

Total visitor spend
£155,006,126

Adjustments made to avoid double-counting (e.g spending on retail and catering at attractions or accommodation, or travel spend taking at the origin of the trip.

Indirect / induced spend
£42,753,000

Total Tourism Value
£197,759,126

Full time equivalent jobs
3,199

Total actual tourism related employment
4,375

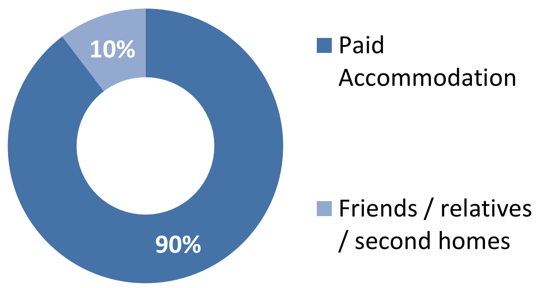
Percentage of all employment
n/a

Economic Impact of Tourism – Year on year comparisons

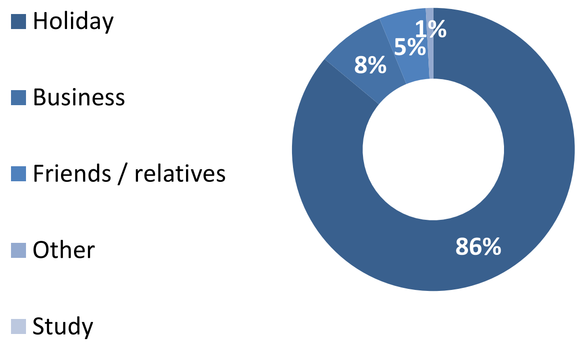
Day Trips	**2014**	**2015**	**Annual variation**
Day trips Volume	3,719,828	3,788,126	1.8%
Day trips Value	£81,460,486	£82,931,224	1.8%
Overnight trips			
Number of trip	308,300	302,000	-2.0%
Number of nights	1,236,000	1,222,000	-1.1%
Trip value	£66,716,000	£70,302,000	5.4%
Total Value	£191,896,315	£197,759,126	3.1%
Actual Jobs	4,243	4,375	3.1%

	2014	**2015**	**Variation**
Average length stay (nights x trip)	4.01	4.04	0.6%
Spend x overnight trip	£ 216.40	£ 232.71	7.5%
Spend x night	£ 53.93	£ 57.62	6.8%
Spend x day trip	£ 21.90	£ 21.89	0.0%

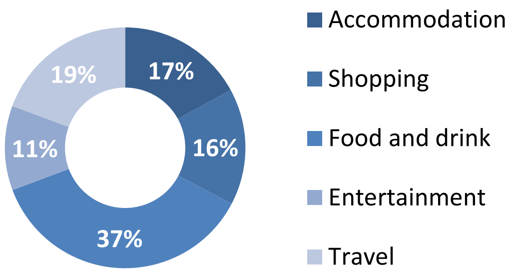
Type of Accommodation



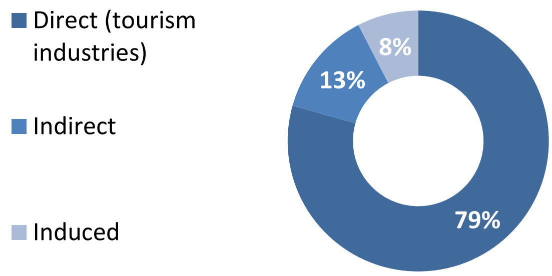
Trips by Purpose



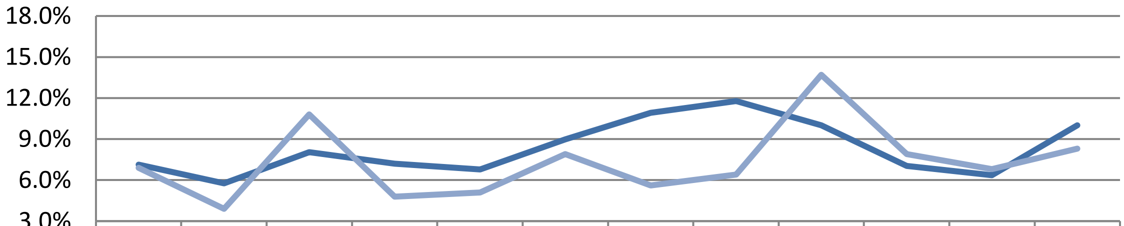
Breakdown of expenditure



Type of employment

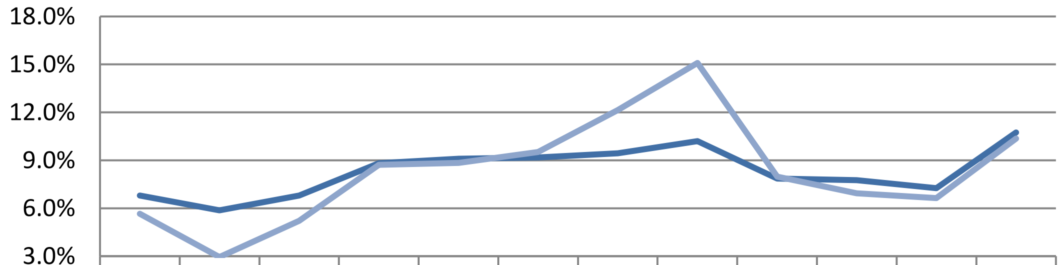


Seasonality - Day visitors



	Jan	feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Day trips	7.1%	5.8%	8.1%	7.2%	6.8%	9.0%	10.9%	11.8%	10.0%	7.0%	6.4%	10.0%
Day spend	6.9%	3.9%	10.8%	4.8%	5.1%	7.9%	5.6%	6.4%	13.7%	7.9%	6.8%	8.3%

Seasonality - Overnight visitors



	Jan	feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Overnight trips	6.8%	5.9%	6.8%	8.8%	9.1%	9.2%	9.4%	10.2%	7.8%	7.8%	7.3%	10.7%
Overnight spend	5.6%	2.9%	5.2%	8.7%	8.8%	9.5%	12.1%	15.1%	8.0%	6.9%	6.6%	10.4%

Contents

Contextual analysis

Domestic tourism

In 2015, British residents took 102.7 million overnight trips in England, totalling 300 million nights away from home, with an expenditure of £19.6 billion. £191 was spent per trip, and with an average trip length of 2.92 nights, the average spend per night was £65.

The East of England region experienced a 8% increase in overnight trips during 2015. Bednights were down 5% on 2014 and expenditure was up by 2%. This resulted in an decrease in the average length of trips (the number of night per trip) from 3.3 nights per trip in 2014 to 2.9 in 2015. The average spend per night was up from £53.4 per night in 2014 to £57.7 in 2015. The region received a more visitors in 2014 than in the previous year. However, those who did visit stayed for shorter periods of time, meaning that overal trip expenditure was down from £178.7 per trip in 2014 to £167.5 in 2015.

Visits from overseas

The number of visits in 2015 grew 5% to a record 36.1 million, after several years of growth since 2010. Average spend per visit was £611 in 2015, down from the peak of £650 per visit in 2013 and reflecting the relative strength of sterling in 2015.

The number of visitor nights spent in the UK increased by 3% in 2015 to 273 million, with the average number of nights per visit standing at 7.6.

Overseas trips to the East of Engalnd region were 4% up on 2014 to reach 2.2 million overnight trips. The total number of nights was down by 1% to reach 16.7 million in 2015. Spend was also down less than 1% to £960 million in 2015.

The International Passenger Survey (IPS) is conducted by Office for National Statistics and is based on face- to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. The number of interviews conducted in England in 2015 was around 35,000. This large sample size allows reliable estimates to be produced for various groups of passengers despite the low proportion of travellers interviewed. The IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK. The sample for East of England was 2,450 interviews.

How accurate is the Regional data?

The regional data has to be interpreted with lots of caution, as the IPS has never been designed to be able to produce highly accurate results at regional level. Whilst the survey gives good precision at the national level, regional breakdowns of the data will almost inevitably lead to less reliable results. For example although the sample size for Merseyside was 322 in 2004 the margin of error for visits to this area is 40.9%. We have to bear in mind that although the IPS matches accurately the overall volume of overseas visitors coming to the UK, the IPS does not give a precise picture of where these overseas visitors stayed during their stay in the UK. This is because some interviews are not done in a few regional airports. For example until 2005 no interviews were carried at Prestwick and Liverpool airports, which may have resulted into less accurate estimates for Scotland and Northern England.

The International Passenger Survey (IPS) data is a key driver for the Cambridge model and as outlined above, needs to be used with caution when looking at regional level data. We have applied a 3 year rolling average to this data to help smooth out short term market fluctuations and highlight longer-term trends.

Day visitors

During 2015, GB residents took a total of 1,525 million Tourism Day Visits to destinations in England, Scotland or Wales. Around £54 billion was spent during these trips.

The largest proportion of visits were taken to destinations in England (1,298 million visits or 85% of the total) while 8% of visits (124 million) were taken to Scottish destinations and 5% to places in Wales (75 million). The distribution of expenditure during visits broadly reflects this pattern.

The regional distribution of visits generally reflects the population distribution with the notable exception of London which is the destination for 18% of visits but place of residence for just 13% of the population. Within the English regions, the highest volume of visits was taken in London (280 million visits) where the total value of day visits during 2015 was around £11.6 billion.

The volume and value of Tourism Day Visits in the East of England decreased between 2014 and 2015 from 130 million to 118 million with a similar level of decrease (about 10%) in expenditure (down to £3.5billion) .

Please note that the Cambridge Model uses three year rolling averages to reduce extreme fluctuations which are due to small sample sizes, rather than being a reflection on changes in demand year-on-year.

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

	UK		Overseas		Total	
Serviced	92,200	34%	13,000	40%	105,200	35%
Self catering	30,900	11%	5,300	16%	36,200	12%
Camping	44,300	16%	2,400	7%	46,700	15%
Static caravans	54,500	20%	500	2%	55,000	18%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	18,700	7%	4,400	14%	23,100	8%
Boat moorings	0	0%	0	0%	0	0%
Other	5,800	2%	1,300	4%	7,100	2%
Friends & relatives	23,200	9%	5,600	17%	28,800	10%
Total 2015	**269,600**		**32,500**		**302,100**	
Comparison 2014	**276,300**		**32,000**		**308,300**	
Difference	**-2%**		**2%**		**-2%**	

Nights by Accommodation

	UK		Overseas		Total	
Serviced	164,000	17%	75,000	29%	239,000	20%
Self catering	184,000	19%	60,000	23%	244,000	20%
Camping	182,000	19%	14,000	5%	196,000	16%
Static caravans	205,000	21%	2,000	1%	207,000	17%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	128,000	13%	60,000	23%	188,000	15%
Boat moorings	0	0%	0	0%	0	0%
Other	23,000	2%	4,000	2%	27,000	2%
Friends & relatives	76,000	8%	43,000	17%	119,000	10%
Total 2015	**962,000**		**258,000**		**1,220,000**	
Comparison 2014	**984,000**		**253,000**		**1,237,000**	
Difference	**-2%**		**2%**		**-1%**	

Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£21,010,000	36%	£3,520,000	29%	£24,530,000	35%
Self catering	£9,325,000	16%	£4,272,000	35%	£13,597,000	19%
Camping	£6,320,000	11%	£365,000	3%	£6,685,000	10%
Static caravans	£9,773,000	17%	£31,000	0%	£9,804,000	14%
Group/campus	£0	0%	£0	0%	£0	0%
Paying guest	£0	0%	£0	0%	£0	0%
Second homes	£6,414,000	11%	£1,960,000	16%	£8,374,000	12%
Boat moorings	£0	0%	£0	0%	£0	0%
Other	£2,483,000	4%	£98,000	1%	£2,581,000	4%
Friends & relatives	£2,676,000	5%	£2,055,000	17%	£4,731,000	7%
Total 2015	**£58,001,000**		**£12,301,000**		**£70,302,000**	
Comparison 2014	**54,300,000**		**12,417,000**		**66,717,000**	
Difference	**7%**		**-1%**		**5%**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

		UK		Overseas		Total	
Holiday		238,500	88%	21,300	66%	259,800	86%
Business		17,900	7%	5,500	17%	23,400	8%
Friends & relatives		11,300	4%	4,900	15%	16,200	5%
Other		1,800	1%	800	2%	2,600	1%
Study		0	0%	0	0%	0	0%
Total	**2015**	**269,500**		**32,500**		**302,000**	
Comparison	**2014**	**276,300**		**32,000**		**308,300**	
Difference		**-2%**		**2%**		**-2%**	

Nights by Purpose

		UK		Overseas		Total	
Holiday		889,000	92%	171,000	66%	1,060,000	87%
Business		38,000	4%	24,000	9%	62,000	5%
Friends & relatives		32,000	3%	55,000	21%	87,000	7%
Other		4,000	0%	9,000	3%	13,000	1%
Study		0	0%	0	0%	0	0%
Total	**2015**	**963,000**		**259,000**		**1,222,000**	
Comparison	**2014**	**984,000**		**252,000**		**1,236,000**	
Difference		**-2%**		**3%**		**-1%**	

Spend by Purpose

		UK		Overseas		Total	
Holiday		£50,682,000	87%	£8,486,000	69%	£59,168,000	84%
Business		£5,437,000	9%	£1,662,000	14%	£7,099,000	10%
Friends & relatives		£1,657,000	3%	£1,743,000	14%	£3,400,000	5%
Other		£225,000	0%	£410,000	3%	£635,000	1%
Study		£0	0%	£0	0%	£0	0%
Total	**2015**	**£58,001,000**		**£12,301,000**		**£70,302,000**	
Comparison	**2014**	**£54,300,000**		**£12,416,000**		**£66,716,000**	
Difference		**7%**		**-1%**		**5%**	

Day Visitors

Trips and Spend by Urban, Rural and Coastal Area

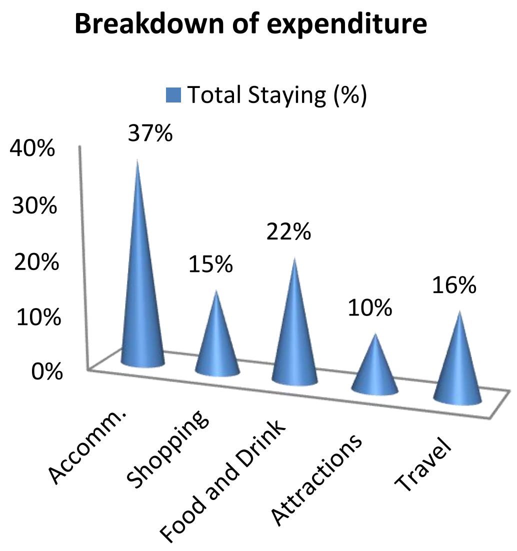
		Trips	Spend
Urban visits		318,000	9,444,600
Countryside visits		1,488,850	20,963,009
Coastal visits		1,981,276	52,523,615
Total	**2015**	**3,788,126**	**82,931,224**
Comparison	**2014**	**3,719,828**	**81,460,486**
Difference		**2%**	**2%**

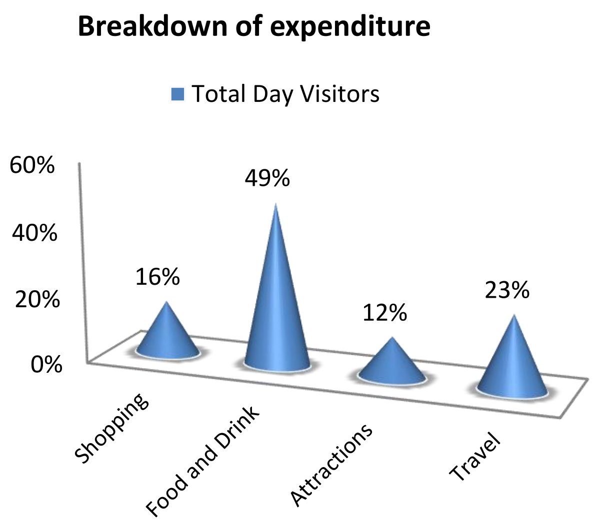
Value of Tourism

Expenditure Associated with Trips:

Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£22,063,000	£7,249,000	£12,798,000	£6,150,000	£9,741,000	£58,001,000
Overseas tourists		£4,034,000	£3,313,000	£2,747,000	£1,002,000	£1,204,000	£12,300,000
Total Staying		£26,097,000	£10,562,000	£15,545,000	£7,152,000	£10,945,000	£70,301,000
Total Staying (%)		37%	15%	22%	10%	16%	100%
Total Day Visitors		£0	£13,423,000	£40,545,000	£10,258,000	£18,714,000	£82,940,000
Total Day Visitors		0%	16%	49%	12%	23%	100%
Total	**2015**	**£26,097,000**	**£23,985,000**	**£56,090,000**	**£17,410,000**	**£29,659,000**	**£153,241,000**
%		**17%**	**16%**	**37%**	**11%**	**19%**	**100%**
Comparison	**2014**	**24,737,000**	**23,361,000**	**54,559,000**	**16,842,000**	**28,690,000**	**148,189,000**
Difference		**5%**	**3%**	**3%**	**3%**	**3%**	**3%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£3,828,000	£0	£6,886,000	£2,913,000	£13,627,000

Spend on second homes is assumed to be an average of £2,000 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,000 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,000. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £175 per visit has been assumed based on national research for social

Direct Turnover Derived From Trip Expenditure

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

	Staying Visitor	Day Visitors	Total
Accommodation	£26,407,000	£811,000	£27,218,000
Retail	£10,456,779	£13,289,018	£23,745,797
Catering	£15,079,000	£39,329,040	£54,408,040
Attractions	£7,413,000	£10,797,849	£18,210,849
Transport	£6,568,000	£11,228,441	£17,796,441
Non-trip spend	£13,627,000	£0	£13,627,000
Total Direct 2015	**£79,550,779**	**£75,455,347**	**£155,006,126**
Comparison 2014	**£76,332,455**	**£74,129,860**	**£150,462,315**
Difference	**4%**	**2%**	**3%**

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and Income Induced Turnover

	Staying Visitor	Day Visitors	Total
Indirect spend	£13,108,000	£11,214,000	£24,322,000
Non trip spending	£2,725,000	£0	£2,725,000
Income induced	£8,582,000	£7,124,000	£15,706,000
Total 2015	**£24,415,000**	**£18,338,000**	**£42,753,000**
Comparison 2014	**£23,423,000**	**£18,011,000**	**£41,434,000**
Difference	**4%**	**2%**	**3%**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

	Staying Visitor	Day Visitors	Total
Direct	£79,550,779	£75,455,347	£155,006,126
Indirect	£24,415,000	£18,338,000	£42,753,000
Total Value 2015	**£103,965,779**	**£93,793,347**	**£197,759,126**
Comparison 2014	**£99,755,455**	**£92,140,860**	**£191,896,315**
Difference	**4%**	**2%**	**3%**

Employment

Employment

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving

Direct employment

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Accommodation		496	38%	15	1%	512	21%
Retailing		117	9%	149	13%	266	11%
Catering		266	21%	695	62%	961	40%
Entertainment		108	8%	158	14%	266	11%
Transport		56	4%	95	9%	151	6%
Non-trip spend		252	19%	0	0%	252	10%
Total FTE	**2015**	**1,296**		**1,112**		**2,408**	
Comparison	**2014**	**1,245**		**1,092**		**2,337**	
Difference		**4%**		**2%**		**3%**	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Accommodation		735	40%	23	1%	757	22%
Retailing		175	10%	223	14%	398	11%
Catering		399	22%	1,042	63%	1,441	42%
Entertainment		153	8%	222	14%	375	11%
Transport		79	4%	135	8%	213	6%
Non-trip spend		288	16%	0	0%	288	8%
Total Actual	**2015**	**1,829**		**1,644**		**3,473**	
Comparison	**2014**	**1,753**		**1,615**		**3,368**	
Difference		**4%**		**2%**		**3%**	

Indirect & Induced Employment

Full time equivalent (FTE)				
		Staying Visitor	Day Visitors	Total
Indirect jobs		293	208	501
Induced jobs		159	132	291
Total FTE	**2015**	**452**	**340**	**792**
Comparison	**2014**	**434**	**334**	**767**
Difference		**4%**	**2%**	**3%**

Estimated actual jobs				
		Staying Visitor	Day Visitors	Total
Indirect jobs		334	237	571
Induced jobs		181	150	332
Total Actual	**2015**	**515**	**387**	**903**
Comparison	**2014**	**494**	**380**	**875**
Difference		**4%**	**2%**	**3%**

Total Jobs

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Direct		1,296	74%	1,112	77%	2,408	75%
Indirect		293	17%	208	14%	501	16%
Induced		159	9%	132	9%	291	9%
Total FTE	**2015**	**1,748**		**1,451**		**3,199**	
Comparison	**2014**	**1,679**		**1,425**		**3,104**	
Difference		**4%**		**2%**		**3%**	
Estimated actual jobs							
		Staying Visitor		**Day Visitor**		**Total**	
Direct		1,829	78%	1,644	81%	3,473	79%
Indirect		334	14%	237	12%	571	13%
Induced		181	8%	150	7%	332	8%
Total Actual	**2015**	**2,344**		**2,031**		**4,375**	
Comparison	**2014**	**2,247**		**1,995**		**4,243**	
Difference		**4%**		**2%**		**3%**	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	Day visitors	Total
Total employed		n/a	n/a	n/a
Tourism jobs		2,344	2,031	4,375
Proportion all jobs		**n/a**	**n/a**	**n/a**
Comparison	**2014**	**2,247**	**1,995**	**4,243**
Difference		**4%**	**2%**	**3%**

Economic Impact of Tourism – Headline Figures **Suffolk Coast & Heaths AONB - 2015**

The key 2015 results of the Economic Impact Assessment are:

4.1 million trips were undertaken in the area
3.8 million day trips
0.3 million overnight visits

1.2 million nights in the area as a result of overnight trips

£153 million spent by tourists during their visit to the area
£13 million spent on average in the local economy each month.

£70 million generated by overnight visits
£83 million generated from irregular day trips.

£198 million spent in the local area as result of tourism, taking into account multiplier effects.

4,375 jobs supported, both for local residents from those living nearby.
3,473 tourism jobs directly supported
903 non-tourism related jobs supported linked to multiplier spend from tourism.

Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

The model utilises information from national tourism surveys and regionally based data held by Destination Research. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Limitations of the Model
The methodology and accuracy of the above sources varies. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area changes year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons.

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding
All figures used in this report have been rounded. In some tables there may therefore be a slight discrepancy between totals and sub totals.

Data sources
The main national surveys used as data sources in stage one include:
- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day Visits in the annual Great Britain Day Visitor Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock held by Destination Research;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions ;
- Mid- 2014 estimates of resident population as based on the 2011 Census of Population;
- Selected data from the 2011 Census of Employment;
- Selected data on the countryside and coast including, national designations and length of the coastline.

Staying Visitors
The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors
Information on day trips at the regional level is available from the Day Visits in Great Britain survey. The survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure
This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents
Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending. In general, the conversion factor varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Produced by:

Registered in England No. 9096970
VAT Registration No. GB 192 3576 85

45 Colchester Road
Manningtree
CO11 2BA

Sergi Jarques
Director
Tel: 01206 392528
info@destinationresearch.co.uk
www.destinationresearch.co.uk