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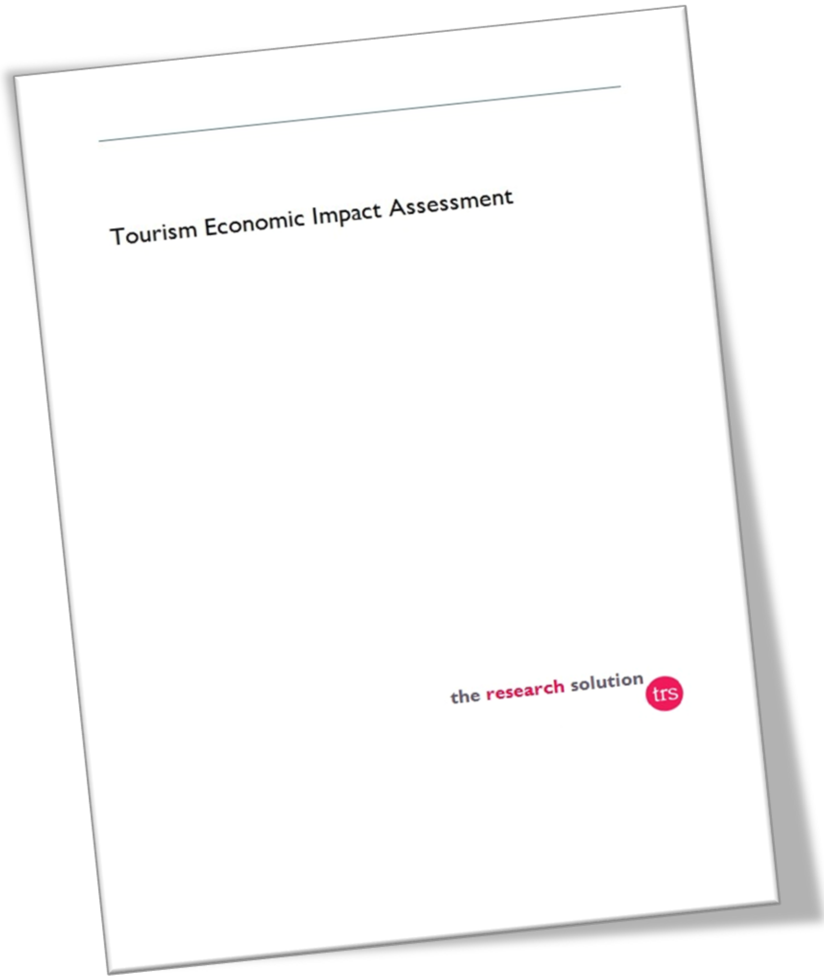

Produced by:

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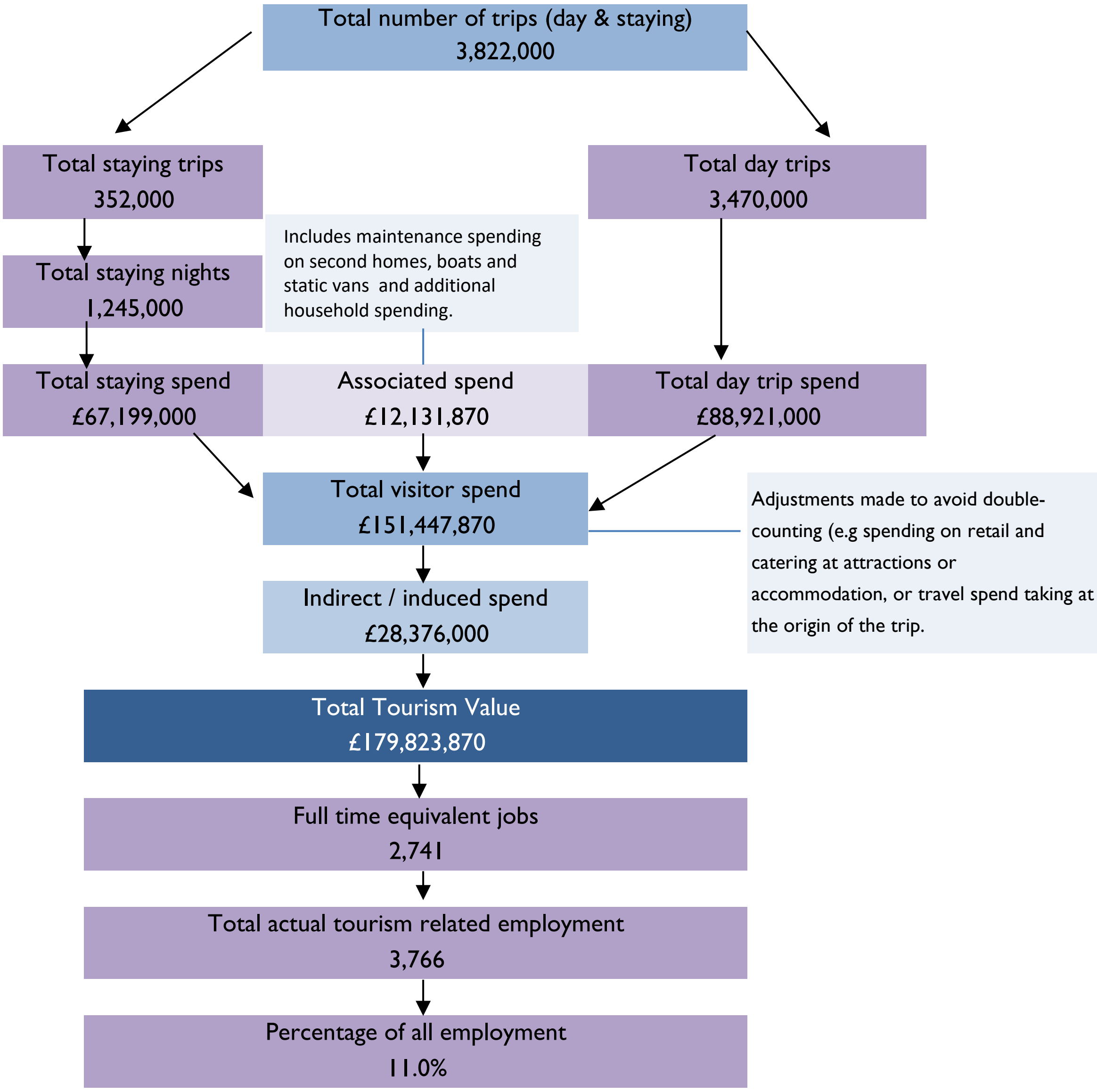
Economic Impact of Tourism
Malvern Hills District 2022

Economic Impact of Tourism – Headline Figures Malvern Hills District

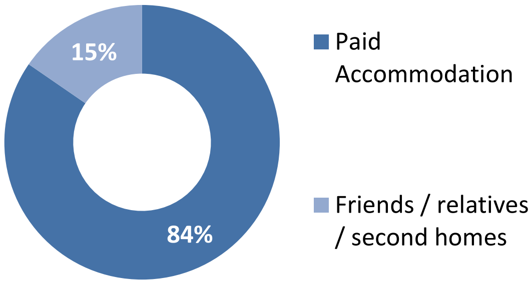


Economic Impact of Tourism – Year on year comparisons

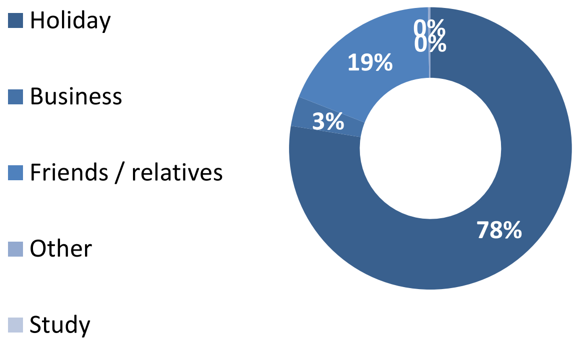
				Year-on-year comparison	Pre-pandemic levels
Day Trips	**2022**	**2021**	**2019**	**2022 v 2021**	**2022 v 2019**
Day trips Volume	3,470,000	2,828,000	3,772,000	23%	-8%
Day trips Value	£88,921,000	£68,348,000	£92,051,000	30%	-3%
Overnight trips					
Number of trips	352,000	300,000	205,000	17%	72%
Number of nights	1,245,000	1,162,000	654,000	7%	90%
Trip value	£67,199,000	£64,892,000	£32,040,000	4%	110%
Total Value	£179,823,870	£156,446,440	£144,970,100	**15%**	**24%**
Actual Jobs	3,766	3,571	2,917	**5%**	**29%**

	2022	**2021**	**2019**	**2021 v 2020**	**2021 v 2019**
Average length stay (nights x trip)	3.54	3.87	3.19	-9%	11%
Spend x overnight trip	£ 190.91	£ 216.31	£ 156.29	-12%	22%
Spend x night	£ 53.98	£ 55.85	£ 48.99	-3%	10%
Spend x day trip	£ 25.63	£ 24.17	£ 24.40	6%	5%

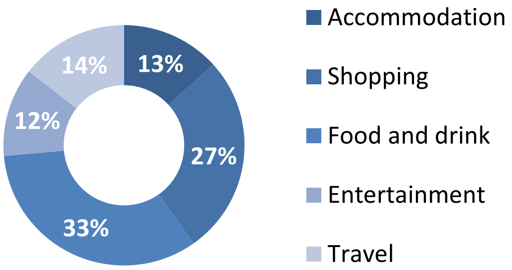
Type of Accommodation



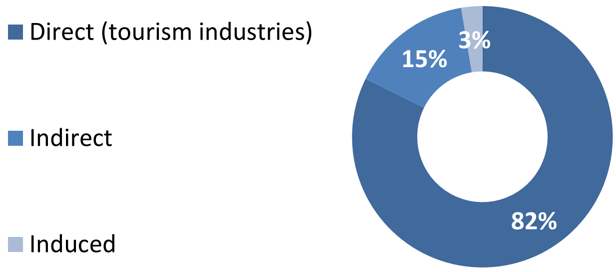
Trips by Purpose



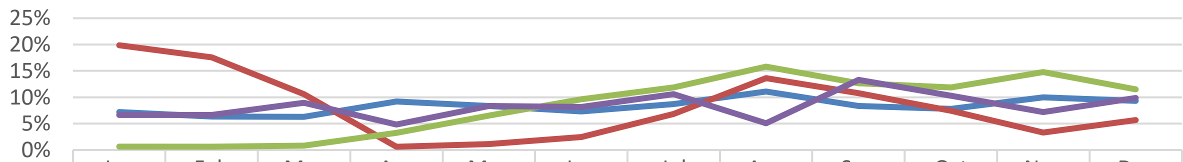
Breakdown of expenditure



Type of employment



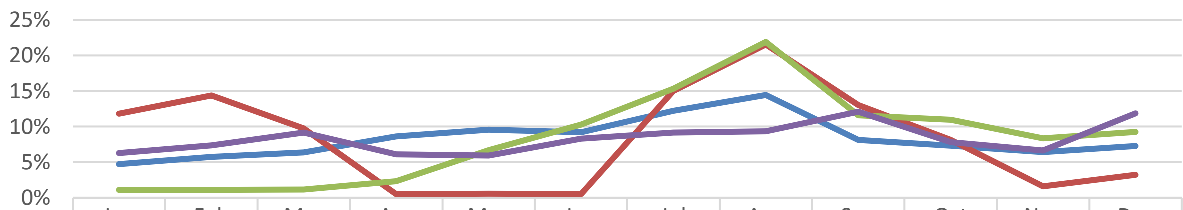
Seasonality - Day trip Expenditure



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	7%	6%	6%	9%	8%	7%	9%	11%	8%	8%	10%	9%
2020	20%	18%	11%	1%	1%	2%	7%	14%	11%	7%	3%	6%
2021	1%	1%	1%	3%	7%	10%	12%	16%	13%	12%	15%	12%
2022	7%	7%	9%	5%	8%	8%	11%	5%	13%	10%	7%	10%

2019 2020 2021 2022

Seasonality - Overnight Expenditure



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	5%	6%	6%	9%	10%	9%	12%	14%	8%	7%	6%	7%
2020	12%	14%	10%	1%	1%	1%	15%	22%	13%	8%	2%	3%
2021	1%	1%	1%	2%	7%	10%	15%	22%	12%	11%	8%	9%
2022	6%	7%	9%	6%	6%	8%	9%	9%	12%	8%	7%	12%

2019 2020 2021 2022

Contents **Page**

Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2022 and provides comparative data against the previously published data for 2021 as well as providing headline comparisons against 2019 in order to monitor the recovery from the COVID-19 pandemic.

In its basic form, the model distributes regional activity as measured in national surveys to local areas using ‘drivers’ such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level. Whenever possible, results have been enhanced by building in additional local-level data gathered by the districts.

Results for 2022

After two years where we had very limited access to data, the 2022 results are based on the key national tourism surveys, which have recently been fully operational and upgraded.

Overall, the balance of domestic versus overseas travel is becoming closer to pre-pandemic levels, but financial pressures mean that domestic trips were preferred, so an element of staycation preference still remains. Inbound visits to the UK continued to recover to pre-pandemic levels. Overall, the 2022 results will show significant improvements compared to 2021, although they are still behind the level of spending seen in 2019.

Domestic tourism

GB Day Visits Survey (Day visits)

Overall in 2022, there were 945 million Tourism Day Visits in England with Q3 and Q4 seeing the highest volume of visits. Throughout all 12 months of 2022, visitors spent £38.7 billion. The last two quarters on 2022 accounted for the highest spend.

In the latter 9 months of 2021, British residents took a total of 545 million Tourism Day Visits within England and spent £21.19 bn on these trips. In 2022, as COVID-19 restrictions came to a halt in all nations, domestic day trips picked up 41% to reach 772 million Tourism Day Visits from April to December 2022 whilst spend was up 46% to £31.2 billion. The average spent on Tourism Day Visits to England in the last 9 months of 2021 was £39, increasing by 4% in 2022 to £40.

The West Midlands registered 88 million tourism day trips made by British residents between January to December 2022. These trips accounted for a total of £3.89 billion in spend.

The West Midlands as a destination shows an increase in both volume and value in the latter 9 months of 2022 vs 2021. The volume of trips increased by 32% and the total spend by 48%.

GB Tourism Survey (Overnight visits)

England registered 107 million overnight trips made by British residents between January to December 2022. These trips accounted for a total of 316 million nights and contributed a total of £27.6 billion in spend.

In 2022, overnight trips in England had an average length of 3.0 nights with an average spend per trip £258 and average spend per night £87.

England as a destination shows an increase in both volume and value in the latter 9 months of 2022 vs 2021. The volume of trips increased by 16% and the total spend by 36%.

The West Midlands registered 8.4 million tourism day trips made by British residents between January to December 2022. These trips accounted for a total of £1.68 billion in spend.

The West Midlands as a destination shows an increase in both volume and value in the latter 9 months of 2022 vs 2021. The volume of trips increased by 10% and the total spend by 17%.

Overseas tourism

Visits to England

Inbound visits to England continued to recover to pre-pandemic levels (i.e. 2019), following two years of extremely low visits due to the impact of COVID-19. England hosted a little over 29.3 million international visits in 2022, 24% fewer than in 2019. Visitors spent £22.6 billion in the region in 2022, 9% below the record spend set in 2019.

West Midlands

Compared to a record 2019, West Midlands visits were down 32% with 1.6 million visits in 2022. While visitors spent £867 million in the region in 2022, this is 17% down compared to the record holding 2019.

Comparability

The domestic tourism statistics are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until 2019.

From 2021 definition and survey methodology changes have been introduced meaning that results published for April 2021 onwards are not directly comparable with data published for 2019 and previous years. In order to gain as complete a picture of domestic tourism as possible, we have used data from a number of different information sources including:

Visits to Visitor attractions

An audit of English visitor attractions, recording visitor numbers since 2000.

England - Admissions volume	2019	2020	2021	2022
Number of visits (million)	257.52	90.13	117.17	166.52
% difference from 2019 visit volume		-65%	-55%	-35%
West Midlands				
% difference from 2019 visit volume		-53%	-39%	-27%

Accommodation Occupancy

Every month, the England Occupancy Survey (EOS) measures bedroom and bedspace occupancy across the serviced accommodation sector, including mostly hotels, with a very small proportion of serviced apartments and larger B&Bs/guesthouses.

Accommodation Occupancy - Room Occupancy - England		
Year	**Average annual room occupancy**	**Difference from 2019**
2019	77.70%	
2021	51.50%	-26.20%
2022	73.40%	-4.30%

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

		UK		Overseas		Total	
Serviced		53,000	16%	0	0%	53,000	15%
Self-catering		215,000	65%	11,000	52%	226,000	64%
Camping		9,000	3%	0	0%	9,000	3%
Static caravans		4,000	1%	0	0%	4,000	1%
Group/campus		1,000	0%	0	0%	1,000	0%
Paying guest		0	0%	1,000	5%	1,000	0%
Second homes		1,000	0%	0	0%	1,000	0%
Boat moorings		0	0%	0	0%	0	0%
Other		2,000	1%	1,000	5%	3,000	1%
Friends & relatives		46,000	14%	8,000	38%	54,000	15%
Total	**2022**	**331,000**		**21,000**		**352,000**	
Comparison	**2021**	**290,000**		**10,000**		**300,000**	
Difference		**14.1%**		**110.0%**		**17.3%**	

Nights by Accommodation

		UK		Overseas		Total	
Serviced		71,000	8%	1,000	0%	72,000	6%
Self-catering		735,000	78%	227,000	75%	962,000	77%
Camping		25,000	3%	1,000	0%	26,000	2%
Static caravans		8,000	1%	0	0%	8,000	1%
Group/campus		0	0%	2,000	1%	2,000	0%
Paying guest		0	0%	3,000	1%	3,000	0%
Second homes		0	0%	5,000	2%	5,000	0%
Boat moorings		0	0%	0	0%	0	0%
Other		7,000	1%	2,000	1%	9,000	1%
Friends & relatives		96,000	10%	64,000	21%	160,000	13%
Total	**2022**	**942,000**		**303,000**		**1,245,000**	
Comparison	**2021**	**1,018,000**		**144,000**		**1,162,000**	
Difference		**-7.5%**		**110.4%**		**7.1%**	

Spend by Accommodation Type

		UK		Overseas		Total	
Serviced		£7,876,000	14%	£136,000	1%	£8,012,000	12%
Self-catering		£42,572,000	78%	£9,470,000	75%	£52,042,000	77%
Camping		£688,000	1%	£10,000	0%	£698,000	1%
Static caravans		£376,000	1%	£0	0%	£376,000	1%
Group/campus		£0	0%	£82,000	1%	£82,000	0%
Paying guest		£0	0%	£278,000	2%	£278,000	0%
Second homes		£0	0%	£214,000	2%	£214,000	0%
Boat moorings		£0	0%	£0	0%	£0	0%
Other		£476,000	1%	£103,000	1%	£579,000	1%
Friends & relatives		£2,592,000	5%	£2,327,000	18%	£4,919,000	7%
Total	**2022**	**£54,579,000**		**£12,620,000**		**£67,199,000**	
Comparison	**2021**	**£58,831,000**		**£6,061,000**		**£64,892,000**	
Difference		**-7.2%**		**108.2%**		**3.6%**	

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 include nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

		UK		Overseas		Total	
Holiday		262,000	79%	11,000	52%	273,000	78%
Business		12,000	4%	0	0%	12,000	3%
Friends & relatives		56,000	17%	10,000	48%	66,000	19%
Other		1,000	0%	0	0%	1,000	0%
Study		0	0%	0	0%	0	0%
Total	**2022**	**331,000**		**21,000**		**352,000**	
Comparison	**2021**	**290,000**		**10,000**		**300,000**	
Difference		**14.1%**		**110.0%**		**17.3%**	

Nights by Purpose

		UK		Overseas		Total	
Holiday		763,000	81%	121,000	40%	884,000	71%
Business		24,000	3%	1,000	0%	25,000	2%
Friends & relatives		153,000	16%	174,000	57%	327,000	26%
Other		1,000	0%	5,000	2%	6,000	0%
Study		0	0%	2,000	1%	2,000	0%
Total	**2022**	**942,000**		**303,000**		**1,245,000**	
Comparison	**2021**	**1,018,000**		**144,000**		**1,162,000**	
Difference		**-7.5%**		**110.4%**		**7.1%**	

Spend by Purpose

		UK		Overseas		Total	
Holiday		£46,438,000	85%	£6,648,000	53%	£53,086,000	79%
Business		£2,513,000	5%	£54,000	0%	£2,567,000	4%
Friends & relatives		£4,913,000	9%	£5,638,000	45%	£10,551,000	16%
Other		£716,000	1%	£130,000	1%	£846,000	1%
Study		£0	0%	£150,000	1%	£150,000	0%
Total	**2022**	**£54,579,000**		**£12,620,000**		**£67,199,000**	
Comparison	**2021**	**£58,831,000**		**£6,061,000**		**£64,892,000**	
Difference		**-7.2%**		**108.2%**		**3.6%**	

Day Visitors

Trips and Spend by Urban and Rural Area

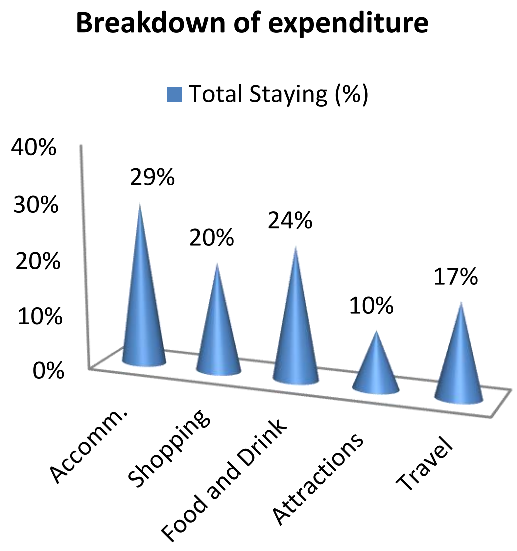
		Trips	Spend
Urban visits		1,573,000	48,913,000
Countryside visits		1,897,000	40,008,000
Total	**2022**	**3,470,000**	**88,921,000**
Comparison	**2021**	**2,828,000**	**68,348,000**
Difference		**22.7%**	**30.1%**

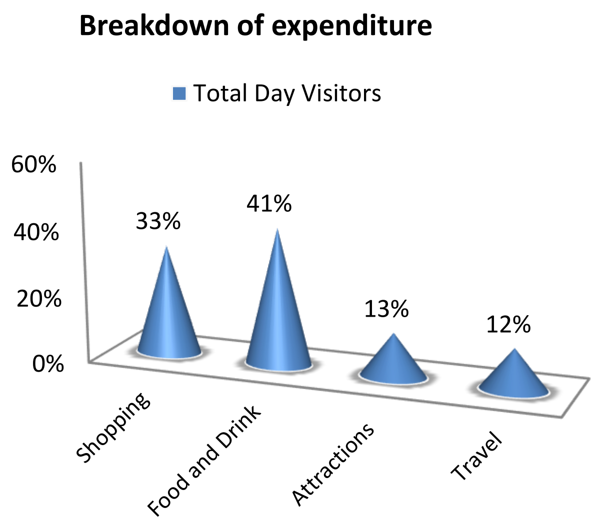
Value of Tourism

Expenditure Associated with Trips:

Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£16,338,000	£9,387,000	£13,061,000	£5,769,000	£10,025,000	£54,580,000
Overseas tourists		£3,287,000	£3,802,000	£3,005,000	£1,213,000	£1,313,000	£12,620,000
Total Staying		£19,625,000	£13,189,000	£16,066,000	£6,982,000	£11,338,000	£67,200,000
Total Staying (%)		29%	20%	24%	10%	17%	100%
Total Day Visitors		£0	£26,668,000	£33,248,000	£10,716,000	£10,031,000	£80,663,000
Total Day Visitors		0%	33%	41%	13%	12%	100%
Total	**2022**	**£19,625,000**	**£39,857,000**	**£49,314,000**	**£17,698,000**	**£21,369,000**	**£147,863,000**
%		**13%**	**27%**	**33%**	**12%**	**14%**	**100%**
Comparison	**2021**	**£18,881,000**	**£32,558,000**	**£41,134,000**	**£15,146,000**	**£19,173,000**	**£126,892,000**
Difference		**3.9%**	**22.4%**	**19.9%**	**16.8%**	**11.5%**	**16.5%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£149,000	£0	£84,870	£11,898,000	£12,131,870

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 and personal visits.

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		£19,947,000	£665,000	£20,612,000
Retail		£13,057,000	£26,401,000	£39,458,000
Catering		£15,584,000	£32,250,000	£47,834,000
Attractions		£7,274,000	£11,316,000	£18,590,000
Transport		£6,803,000	£6,019,000	£12,822,000
Non-trip spend		£12,131,870	£0	£12,131,870
Total Direct	**2022**	**£74,796,870**	**£76,651,000**	**£151,447,870**
Comparison	**2021**	**£72,050,440**	**£58,917,000**	**£130,967,440**
Difference		**3.8%**	**30.1%**	**15.6%**

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		£11,379,000	£10,383,000	£21,762,000
Non trip spending		£2,426,000	£0	£2,426,000
Income induced		£3,512,000	£676,000	£4,188,000
Total	**2022**	**£17,317,000**	**£11,059,000**	**£28,376,000**
Comparison	**2021**	**£16,965,000**	**£8,514,000**	**£25,479,000**
Difference		**2.1%**	**29.9%**	**11.4%**

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		£74,796,870	£76,651,000	£151,447,870
Indirect		£17,317,000	£11,059,000	£28,376,000
Total Value	**2022**	**£92,113,870**	**£87,710,000**	**£179,823,870**
Comparison	**2021**	**£89,015,440**	**£67,431,000**	**£156,446,440**
Difference		**3.5%**	**30.1%**	**14.9%**

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 visitor spending.

Direct employment

		Full-time equivalent (FTE)					
		Staying Visitor		Day Visitor		Total	
Accommodation		374	32%	12	1%	386	18%
Retailing		101	9%	203	20%	304	14%
Catering		261	22%	540	54%	801	37%
Entertainment		125	11%	194	19%	318	15%
Transport		52	4%	46	5%	98	5%
Non-trip spend		250	21%	0	0%	250	12%
Total FTE	**2022**	**1,161**		**996**		**2,157**	
Comparison	**2021**	**1,219**		**850**		**2,070**	
Difference		**-4.8%**		**17.1%**		**4.2%**	
		Estimated actual jobs					
		Staying Visitor		**Day Visitor**		**Total**	
Accommodation		553	34%	18	1%	571	18%
Retailing		151	9%	305	21%	456	15%
Catering		392	24%	810	55%	1,202	39%
Entertainment		176	11%	273	19%	449	14%
Transport		73	4%	65	4%	138	4%
Non-trip spend		285	17%	0	0%	285	9%
Total Actual	**2022**	**1,629**		**1,472**		**3,100**	
Comparison	**2021**	**1,717**		**1,257**		**2,974**	
Difference		**-5.1%**		**17.1%**		**4.3%**	

Indirect & Induced Employment

		Full-time equivalent (FTE)		
		Staying Visitor	Day Visitors	Total
Indirect jobs		284	214	498
Induced jobs		72	14	86
Total FTE	**2022**	**356**	**228**	**584**
Comparison	**2021**	**349**	**175**	**524**
Difference		**2.1%**	**29.9%**	**11.4%**

		Estimated actual jobs		
		Staying Visitor	Day Visitors	Total
Indirect jobs		324	244	567
Induced jobs		82	16	98
Total Actual	**2022**	**406**	**259**	**666**
Comparison	**2021**	**398**	**200**	**598**
Difference		**2.1%**	**29.9%**	**11.4%**

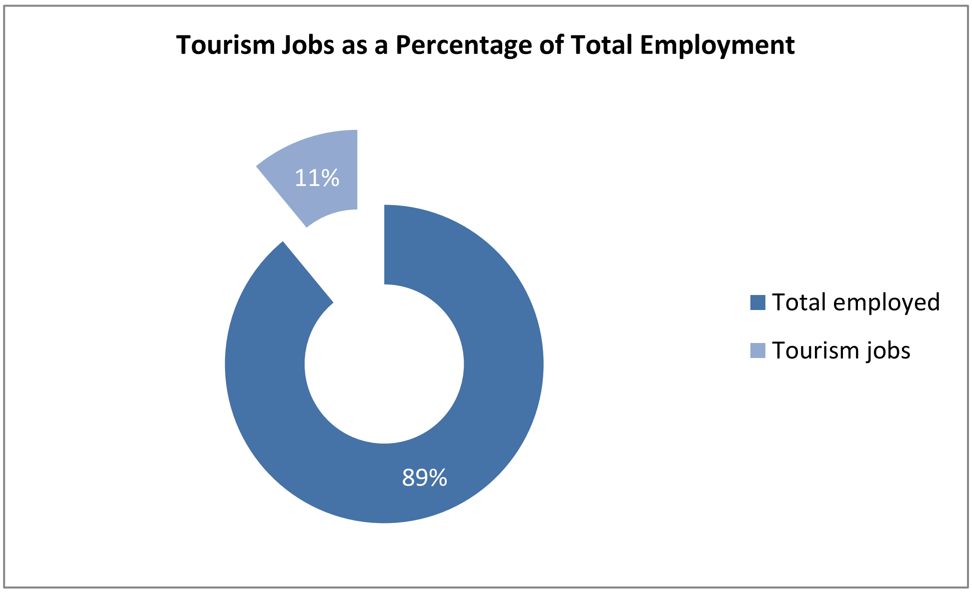
Total Jobs

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		1,161	77%	996	81%	2,157	79%
Indirect		284	19%	214	17%	498	18%
Induced		72	5%	14	1%	86	3%
Total FTE	**2022**	**1,518**		**1,223**		**2,741**	
Comparison	**2021**	**1,569**		**1,026**		**2,594**	
Difference		**-3.2%**		**19.3%**		**5.7%**	
Estimated actual jobs							
		Staying Visitor		**Day Visitor**		**Total**	
Direct		1,629	80%	1,472	85%	3,100	82%
Indirect		324	16%	244	14%	567	15%
Induced		82	4%	16	1%	98	3%
Total Actual	**2022**	**2,035**		**1,731**		**3,766**	
Comparison	**2021**	**2,115**		**1,457**		**3,571**	
Difference		**-3.8%**		**18.8%**		**5.5%**	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	**Day visitors**	**Total**
Total employed		34,300	34,300	34,300
Tourism jobs		2,035	1,731	3,766
Proportion all jobs		**6%**	**5%**	**11%**
Comparison	**2021**	**2,115**	**1,457**	**3,571**
Difference		**-3.8%**	**18.8%**	**5.5%**



Economic Impact of Tourism – Headline Figures **Malvern Hills District Council**

The key volume and value results included in this report are derived from the various sources as described throughout the report. These include regional and county breakdowns from national level data (Great Britain Tourism Survey and International Passenger Survey) as well as jobs and income information such as the Annual Survey of Hours & Earnings.

At a local level, the occupancy survey provides accurate local occupancy levels and known accommodation stock.

The key 2022 results of the Economic Impact Assessment are:

3.8 million trips were undertaken in the area
3.5 million day trips
0.4 million overnight visits

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

£148 million spent by tourists during their visit to the area
£12 million spent on average in the local economy each month.

£67 million generated by overnight visits
£89 million generated from irregular day trips.

£180 million spent in the local area as result of tourism, taking into account multiplier effects.

3,766 jobs supported, both for local residents from those living nearby.
3,100 tourism jobs directly supported
666 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 The Research Solution.

The model utilises information from national tourism surveys and regionally based data held by The Research Solution. 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 includes:
- 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 The Research Solution;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions;
- Registrar General's estimates of resident population as based on the 2021 Census of Population;
- Selected data from the Census of Employment and the Annual Population Survey.

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.

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.

Trips, Nights and Spend (Definitions)

'Trips' are classified as trips or journeys away from home involving an overnight stay, taken by adults aged 16 and over and accompanying children aged up to 15. Each adult or child present on the trip counts as a trip, for example, a family of 2 adults and 2 children taking a trip away would count as 4 trips.

'Nights' are the number of nights away taken by adults and accompanying children on these trips. Each night away spent by an adult or a child present on the trip counts as a night. Thus, a family of 2 adults and 2 children taking a 3-night trip away from home would count as 12 nights.

'Spend' is the expenditure relating to these trips. It includes costs paid in advance of the trip, costs paid during the trip itself and also any bills relating to the trip received after returning home. It covers costs paid by adults on the trip for themselves and on behalf of others on the trip, including children. It also includes costs paid on behalf of the person taking the trip, such as an employer paying the cost of a business trip.

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