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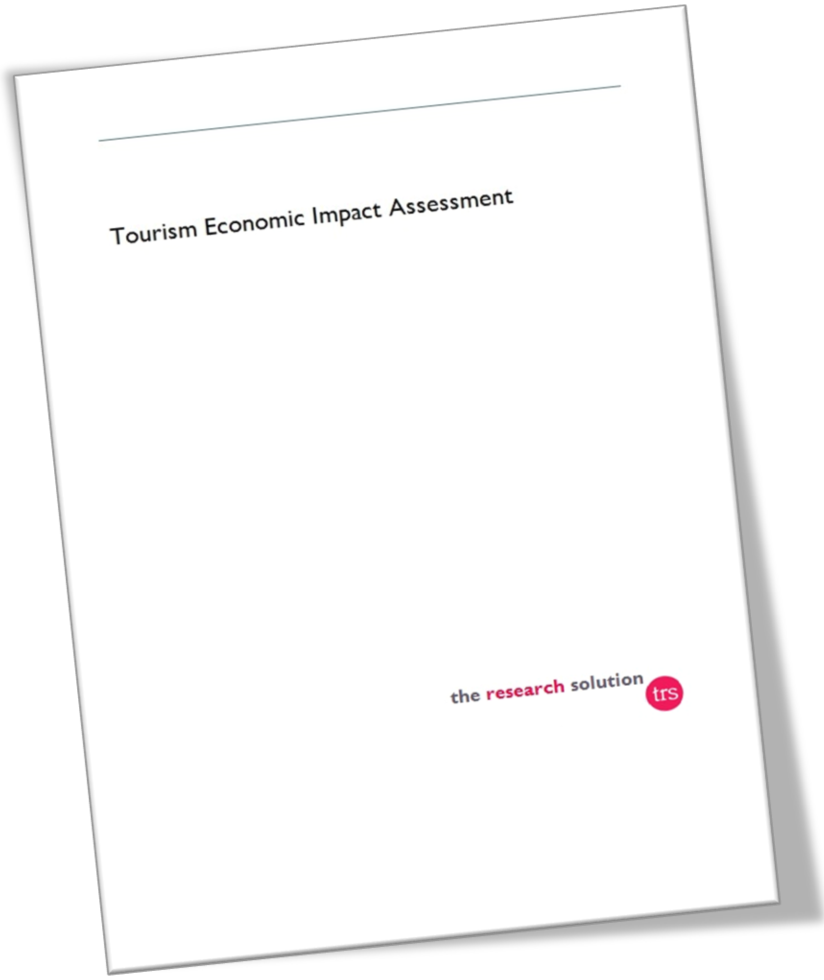

Produced by:

The Research Solution
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Economic Impact of Tourism
Malvern Hills District - 2020

Economic Impact of Tourism – Headline Figures Malvern Hills District

Total number of trips (day & staying)
2,169,000

Total staying trips
95,000

Total day trips
2,074,000

Total staying nights
279,000

Includes maintenance spending on second homes, boats and static vans and additional household spending.

Total staying spend
£13,377,000

Associated spend
£7,527,260

Total day trip spend
£48,097,000

Total visitor spend
£61,379,260

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
£10,946,000

Total Tourism Value
£72,325,260

Full time equivalent jobs
1,624

Total actual tourism related employment
2,255

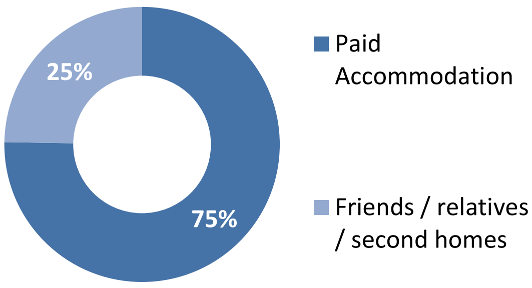
Percentage of all employment
6.1%

Economic Impact of Tourism – Year on year comparisons

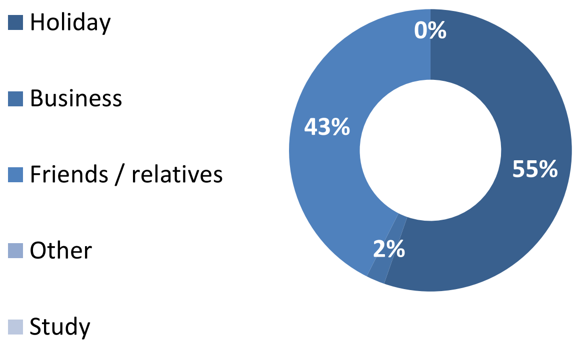
Day Trips	2019	2020	Annual variation
Day trips Volume	3,772,000	2,074,000	-45.0%
Day trips Value	£92,051,000	£48,097,000	-47.7%
Overnight trips			
Number of trips	205,000	95,000	-53.7%
Number of nights	654,000	279,000	-57.3%
Trip value	£32,040,000	£13,377,000	-58.2%
Total Value	£144,970,100	£72,325,260	-50.1%
Actual Jobs	2,917	2,255	-22.7%

	2019	2020	Variation
Average length of stay (nights x trip)	3.19	2.94	-7.9%
Spend x overnight trip	£ 156.29	£ 140.81	-9.9%
Spend x night	£ 48.99	£ 47.95	-2.1%
Spend x day trip	£ 24.40	£ 23.19	-5.0%

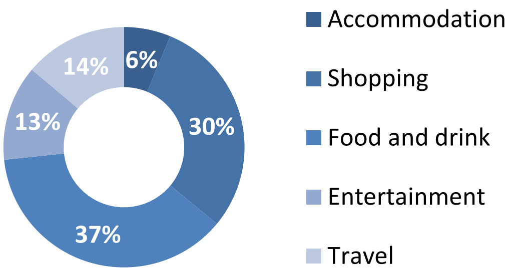
Type of Accommodation



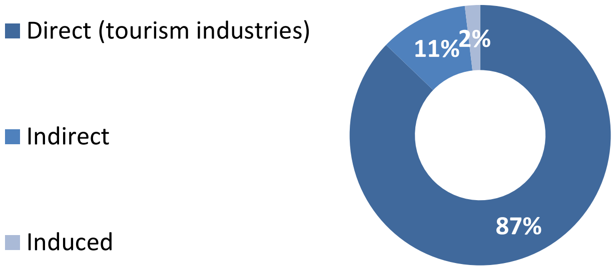
Trips by Purpose



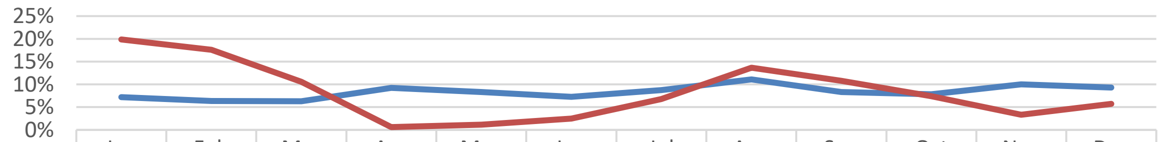
Breakdown of expenditure



Type of employment



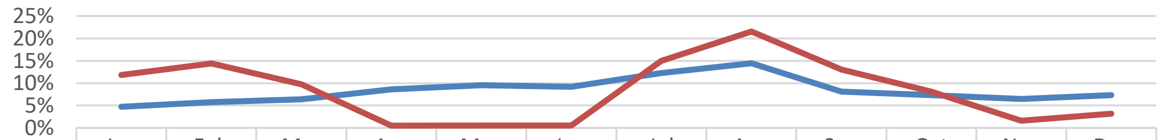
Seasonality - Day trip expenditure



	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%

2019 2020

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%

2019 2020

Contents	**Page**

Contextual analysis

INTRODUCTION

Covid-19: Summary of national lockdown laws between March and December 2020.
Phase one: first national lockdown - England was in national lockdown between late March and June 2020.
Phase two: minimal lockdown restrictions - Most lockdown restrictions were lifted on 4 July.
Phase three: reimposing restrictions - On 14 September, England's gathering restriction was tightened and people were once again prohibited from meeting more than six people socially.
Phase four: second national lockdown - On 5 November, national restrictions were reintroduced in England.
Phase five: reintroducing a tier system - On 2 December, the tier system was reintroduced.

Covid-19 – Summary of impacts on the visitor economy for 2020
Our analysis assumes a ten-week lockdown ending at the start of July and with very limited activity. It then assumes a period in July – September when businesses start to open but social distancing remains in place and tourism spend remains well below pre-COVID levels and dipped again in November.

Some parts of the tourism industry reopened in time to exploit the main summer school holiday window, from late July through to early September and to pick up on the shoulder months of late September through to the end of October, including the October half term.

Cambridge Model 2020 results – Key methodology changes
The Cambridge Model examines the volume and value of tourism and the impact of that expenditure on the local economy. The model utilises information from national tourism surveys among other sources of information. 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 Visits Survey using information on visits lasting more than 3 hours and taken on an irregular basis.

The above reports are not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we usually apply a 3-year rolling average to this data to highlight longer-term trends, whilst helping smooth out short-term market fluctuations and reducing the impact of any methodological changes affecting the survey. For example, published results relating to 2019 were, in fact, an average of 2017, 2018 and 2019 results.

Cambridge Model 2020 results – Key methodology changes

The ongoing Covid-19 pandemic has caused global disruption to the visitor economy with activity re-starting at a slow pace. There is a consensus that tourism recovery will be segmented and gradual. In order to reflect the impact of the pandemic, the 2020 results will incorporate the following methodological changes:

- The 2020 results for the three key surveys (GBTS, IPS and GBDVS) were suspended in March 2020 because of the coronavirus (Covid-19) pandemic. No data was collected for the period when the surveys were not operational.
- The full 2020 results presented in this report are based on a range of administrative sources and modelling work, using the published 2019 Cambridge Model data as a starting point.
- Locally sourced data supplied by destinations including (but not limited to) local business performance (e.g. accommodation occupancy), car parking data, annual footfall and visits to visitor attractions).
- Consumer travel insights published by STR, Deloitte, CBI and Oxford / Tourism Economics.
- Domestic tourism estimates produced by Visit Britain for each of the four journey purposes for domestic overnight tourism (holidays, business, visiting friends and relatives and miscellaneous journeys), 17 categories of spending for leisure day trips.
- Overseas visits estimates based on results of the International Passenger Survey (IPS), published by the ONS (Office for National Statistics) as well as additional administrative sources and modelling work carried out by VisitBritain.

2020 National forecast

According to VisitBritain estimates, spending by domestic tourism in Britain in 2020 reached £34.0 billion (down 63% compared to 2019). The drop in expenditure is based on a decline of 60% for overnights and 64% for leisure day trips, although with different patterns throughout the year and by journey purpose.

According to these estimates, the UK received 11.1 million inbound visits in 2020, a 73% decline from the visit levels seen in 2019. In 2020 inbound visitors to the UK spent a total of £6.2 billion, a decline of 78% on 2019 results.

Additional Methodology Changes

SEASONALITY: The Cambridge Model template produces annual (calendar year) results. Additional template development work will be required to add a monthly breakdown analysis. Based on a multi-year seasonality analysis data from the key surveys (GBTS, IPS and GBDVS), our modelling will assume a level of tourism activity on a monthly basis depending on the type of destination. Rural destinations are likely to be affected by higher levels of seasonality compared to urban destinations.

TRIPS AND WEIGHTING FACTORS: Our model will use a set of weighting factors to reflect the fact that urban areas will attract proportionately higher numbers of day trippers due to the shopping opportunities, whereas coastal and rural areas will experience a proportionately stronger overnight visitor market, due to the availability of self-catering accommodation and the wider offer of socially distanced holidays.

INTERVENTIONS: Our assessment will take into account the impact of interventions such as the ‘eat out to help out’ scheme, the visit local / shop local campaign or the ‘We're Good to Go assurance scheme’. However, please note that due to limited sources of information available to us our assessment will not be detailed enough to identify specific effects to the results that can be directly attributable to the above interventions.

EMPLOYMENT: Our model assumes that a proportion of employment may have been retained through the Government’s Job Retention Scheme, known as furlough. Under the furlough scheme employees continued to receive 80pc of current salary for hours not worked, capped at £2,500 per month. The furlough scheme was first launched in April 2020. A more “flexible furloughing” system was started at the beginning of July 2020, continuing until the end of the year, which allowed employers to bring furloughed employees back to work part-time.

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

		UK		Overseas		Total	
Serviced		22,000	24%	0	0%	22,000	23%
Self-catering		14,000	16%	1,000	20%	15,000	16%
Camping		23,000	26%	0	0%	23,000	24%
Static caravans		9,000	10%	0	0%	9,000	9%
Group/campus		0	0%	0	0%	0	0%
Paying guest		0	0%	0	0%	0	0%
Second homes		1,000	1%	0	0%	1,000	1%
Boat moorings		0	0%	0	0%	0	0%
Other		1,000	1%	0	0%	1,000	1%
Friends & relatives		20,000	22%	3,000	60%	23,000	24%
Total	**2020**	**90,000**		**5,000**		**95,000**	
Comparison	**2019**	**186,000**		**19,000**		**205,000**	
Difference		**-51.6%**		**-73.7%**		**-53.7%**	

Nights by Accommodation

		UK		Overseas		Total	
Serviced		35,000	14%	1,000	3%	36,000	13%
Self-catering		57,000	24%	10,000	27%	67,000	24%
Camping		73,000	30%	1,000	3%	74,000	27%
Static caravans		23,000	10%	0	0%	23,000	8%
Group/campus		0	0%	0	0%	0	0%
Paying guest		0	0%	0	0%	0	0%
Second homes		0	0%	2,000	5%	2,000	1%
Boat moorings		0	0%	0	0%	0	0%
Other		4,000	2%	1,000	3%	5,000	2%
Friends & relatives		50,000	21%	21,000	57%	71,000	25%
Total	**2020**	**242,000**		**37,000**		**279,000**	
Comparison	**2019**	**503,000**		**151,000**		**654,000**	
Difference		**-51.9%**		**-75.5%**		**-57.3%**	

Spend by Accommodation Type

		UK		Overseas		Total	
Serviced		£3,823,000	32%	£159,000	10%	£3,982,000	30%
Self-catering		£3,281,000	28%	£438,000	28%	£3,719,000	28%
Camping		£2,050,000	17%	£18,000	1%	£2,068,000	15%
Static caravans		£1,049,000	9%	£0	0%	£1,049,000	8%
Group/campus		£0	0%	£12,000	1%	£12,000	0%
Paying guest		£0	0%	£40,000	3%	£40,000	0%
Second homes		£0	0%	£68,000	4%	£68,000	1%
Boat moorings		£0	0%	£0	0%	£0	0%
Other		£251,000	2%	£35,000	2%	£286,000	2%
Friends & relatives		£1,368,000	12%	£786,000	51%	£2,154,000	16%
Total	**2020**	**£11,822,000**		**£1,555,000**		**£13,377,000**	
Comparison	**2019**	**£25,513,000**		**£6,527,000**		**£32,040,000**	
Difference		**-53.7%**		**-76.2%**		**-58.2%**	

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		50,000	56%	2,000	40%	52,000	55%
Business		2,000	2%	0	0%	2,000	2%
Friends & relatives		37,000	41%	3,000	60%	40,000	42%
Other		0	0%	0	0%	0	0%
Study		0	0%	0	0%	0	0%
Total	**2020**	**90,000**		**5,000**		**95,000**	
Comparison	**2019**	**186,000**		**19,000**		**205,000**	
Difference		**-51.6%**		**-73.7%**		**-53.7%**	

Nights by Purpose

		UK		Overseas		Total	
Holiday		139,000	57%	10,000	27%	149,000	53%
Business		4,000	2%	0	0%	4,000	1%
Friends & relatives		98,000	40%	26,000	70%	124,000	44%
Other		0	0%	1,000	3%	1,000	0%
Study		0	0%	0	0%	0	0%
Total	**2020**	**242,000**		**37,000**		**279,000**	
Comparison	**2019**	**503,000**		**151,000**		**654,000**	
Difference		**-51.9%**		**-75.5%**		**-57.3%**	

Spend by Purpose

		UK		Overseas		Total	
Holiday		£8,083,000	68%	£566,000	36%	£8,649,000	65%
Business		£440,000	4%	£23,000	1%	£463,000	3%
Friends & relatives		£3,007,000	25%	£929,000	60%	£3,936,000	29%
Other		£292,000	2%	£24,000	2%	£316,000	2%
Study		£0	0%	£12,000	1%	£12,000	0%
Total	**2020**	**£11,822,000**		**£1,555,000**		**£13,377,000**	
Comparison	**2019**	**£25,513,000**		**£6,527,000**		**£32,040,000**	
Difference		**-53.7%**		**-76.2%**		**-58.2%**	

Day Visitors

Trips and Spend by Urban and Rural Area

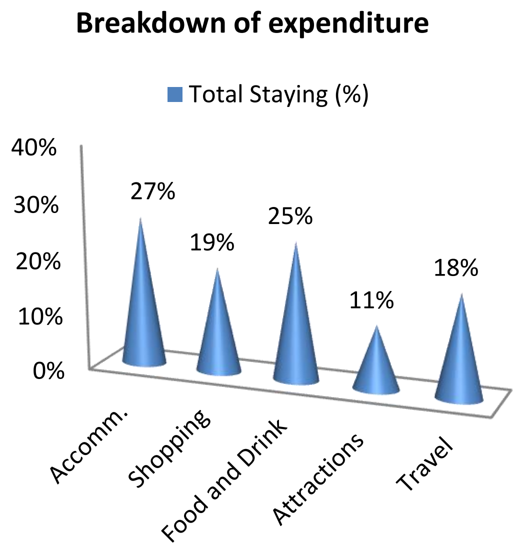
		Trips	Spend
Urban visits		940,000	26,457,000
Countryside visits		1,134,000	21,640,000
Total	**2020**	**2,074,000**	**48,097,000**
Comparison	**2019**	**3,772,000**	**92,051,000**
Difference		**-45.0%**	**-47.7%**

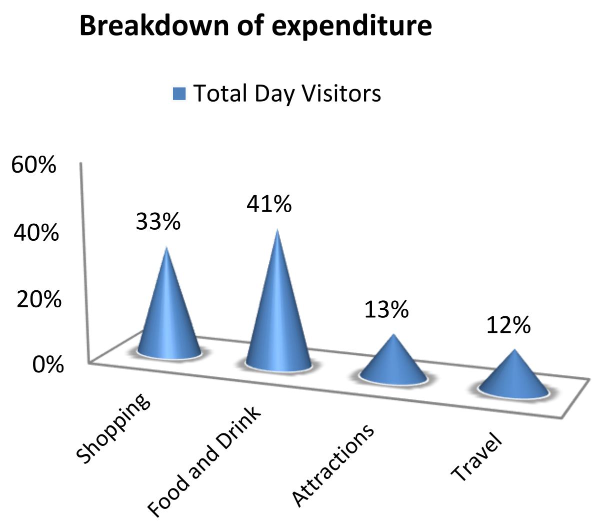
Value of Tourism

Expenditure Associated with Trips:

Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£3,209,000	£2,036,000	£2,925,000	£1,356,000	£2,296,000	£11,822,000
Overseas tourists		£367,000	£479,000	£378,000	£165,000	£166,000	£1,555,000
Total Staying		£3,576,000	£2,515,000	£3,303,000	£1,521,000	£2,462,000	£13,377,000
Total Staying (%)		27%	19%	25%	11%	18%	100%
Total Day Visitors		£0	£14,424,000	£17,983,000	£5,796,000	£5,426,000	£43,629,000
Total Day Visitors		0%	33%	41%	13%	12%	100%
Total	**2020**	**£3,576,000**	**£16,939,000**	**£21,286,000**	**£7,317,000**	**£7,888,000**	**£57,006,000**
%		**6%**	**30%**	**37%**	**13%**	**14%**	**100%**
Comparison	**2019**	**£8,950,000**	**£33,821,000**	**£42,211,000**	**£14,566,000**	**£15,996,000**	**£115,544,000**
Difference		**-60.0%**	**-49.9%**	**-49.6%**	**-49.8%**	**-50.7%**	**-50.7%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£66,000	£0	£199,260	£7,262,000	£7,527,260

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	£3,642,000	£360,000	£4,002,000
Retail	£2,490,000	£14,280,000	£16,770,000
Catering	£3,203,000	£17,444,000	£20,647,000
Attractions	£1,579,000	£6,121,000	£7,700,000
Transport	£1,477,000	£3,256,000	£4,733,000
Non-trip spend	£7,527,260	£0	£7,527,260
Total Direct 2020	**£19,918,260**	**£41,461,000**	**£61,379,260**
Comparison 2019	**£43,738,100**	**£79,348,000**	**£123,086,100**
Difference	**-54.5%**	**-47.7%**	**-50.1%**

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	£2,210,000	£5,616,000	£7,826,000
Non trip spending	£1,505,000	£0	£1,505,000
Income induced	£1,208,000	£407,000	£1,615,000
Total 2020	**£4,923,000**	**£6,023,000**	**£10,946,000**
Comparison 2019	**£10,417,000**	**£11,467,000**	**£21,884,000**
Difference	**-52.7%**	**-47.5%**	**-50.0%**

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	£19,918,260	£41,461,000	£61,379,260
Indirect	£4,923,000	£6,023,000	£10,946,000
Total Value 2020	**£24,841,260**	**£47,484,000**	**£72,325,260**
Comparison 2019	**£54,155,100**	**£90,815,000**	**£144,970,100**
Difference	**-54.1%**	**-47.7%**	**-50.1%**

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		114	24%	11	1%	125	9%
Retailing		32	7%	183	20%	215	16%
Catering		89	19%	487	54%	576	42%
Entertainment		45	10%	175	19%	220	16%
Transport		19	4%	41	5%	60	4%
Non-trip spend		174	37%	0	0%	174	13%
Total FTE	**2020**	**473**		**898**		**1,371**	
Comparison	**2019**	**690**		**1,031**		**1,721**	
Difference		**-31.5%**		**-12.9%**		**-20.4%**	
Estimated actual jobs							
		Staying Visitor		**Day Visitor**		**Total**	
Accommodation		168	26%	17	1%	185	9%
Retailing		48	8%	275	21%	323	16%
Catering		134	21%	731	55%	865	44%
Entertainment		64	10%	246	19%	310	16%
Transport		26	4%	58	4%	85	4%
Non-trip spend		199	31%	0	0%	199	10%
Total Actual	**2020**	**639**		**1,327**		**1,966**	
Comparison	**2019**	**931**		**1,524**		**2,455**	
Difference		**-31.4%**		**-12.9%**		**-19.9%**	

Indirect & Induced Employment

Full-time equivalent (FTE)				
		Staying Visitor	**Day Visitors**	**Total**
Indirect jobs		86	130	216
Induced jobs		28	9	37
Total FTE	**2020**	**114**	**139**	**253**
Comparison	**2019**	**193**	**212**	**405**
Difference		**-40.9%**	**-34.3%**	**-37.5%**

Estimated actual jobs				
		Staying Visitor	**Day Visitors**	**Total**
Indirect jobs		98	148	246
Induced jobs		32	11	43
Total Actual	**2020**	**130**	**159**	**289**
Comparison	**2019**	**220**	**242**	**462**
Difference		**-40.9%**	**-34.3%**	**-37.5%**

Total Jobs

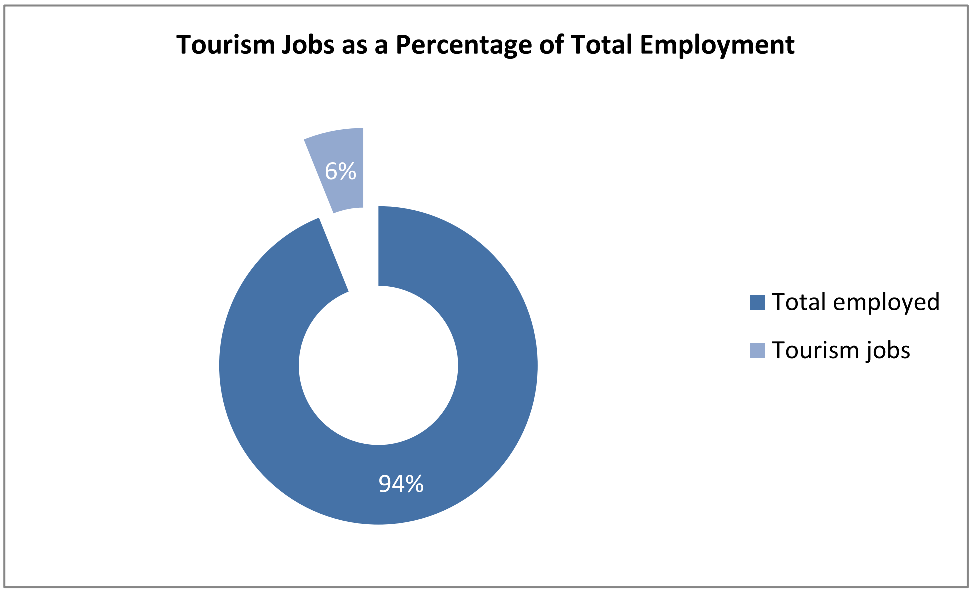
Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full-time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Direct		473	81%	898	87%	1,371	84%
Indirect		86	15%	130	13%	216	13%
Induced		28	5%	9	1%	37	2%
Total FTE	**2020**	**587**		**1,037**		**1,624**	
Comparison	**2019**	**883**		**1,243**		**2,126**	
Difference		**-33.5%**		**-16.6%**		**-23.6%**	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Direct		639	83%	1,327	89%	1,966	87%
Indirect		98	13%	148	10%	246	11%
Induced		32	4%	11	1%	43	2%
Total Actual	**2020**	**769**		**1,486**		**2,255**	
Comparison	**2019**	**1,151**		**1,766**		**2,917**	
Difference		**-33.2%**		**-15.9%**		**-22.7%**	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	Day visitors	Total
Total employed		37,000	37,000	37,000
Tourism jobs		769	1,486	2,255
Proportion all jobs		**2%**	**4%**	**6%**
Comparison	**2019**	**1,151**	**1,766**	**2,917**
Difference		**-33.2%**	**-15.9%**	**-22.7%**



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

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 2020 results of the Economic Impact Assessment are:

2.2 million trips were undertaken in the area
2.1 million day trips
0.1 million overnight visits

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

£57 million spent by tourists during their visit to the area
£5 million spent on average in the local economy each month.

£13 million generated by overnight visits
£48 million generated from irregular day trips.

£72 million spent in the local area as result of tourism, taking into account multiplier effects.

2,255 jobs supported, both for local residents from those living nearby.
1,966 tourism jobs directly supported
289 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 2011 Census of Population;
- Selected data from the 2011 Census of Employment.

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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