

## ***The South West region: Day visits in detail***

### **KEY FACTS:**

- ***Day trips to urban areas around the South West region and the expenditure generated from these trips account for 55% of day visits in the region.***

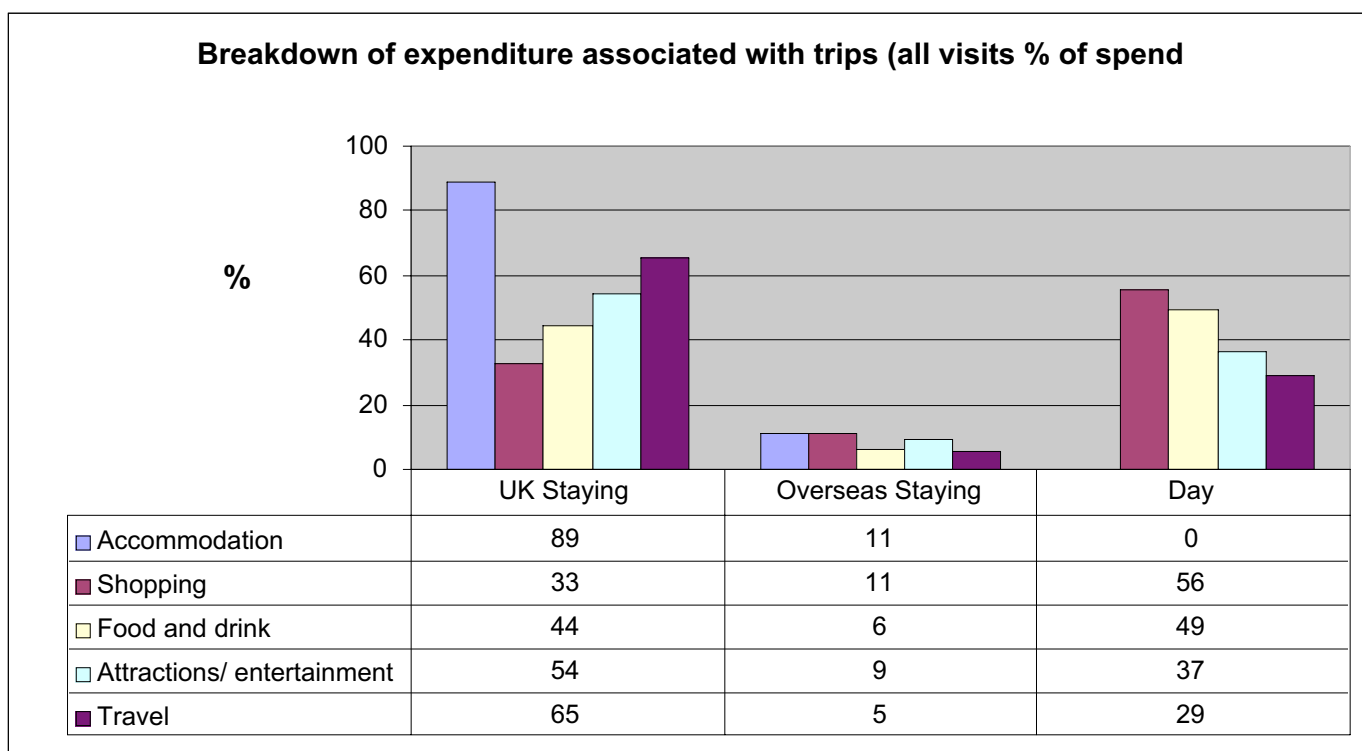
	<b>Trips</b>	<b>Spend</b>
<b>Urban visits</b>	52,610,000	£1,699,660,000
<b>Countryside visits</b>	31,237,000	£675,031,000
<b>Coastal visits</b>	11,336,000	£213,003,790
<b>Total</b>	95,183,000	£2,587,694,790

- Day trips to urban areas account for two thirds of all day trip expenditure.
- Day trips to the countryside around the South West accounted for 33% of trips and 26% of expenditure.
- Coastal day trips accounted for 12% and 8% of all day trips and spending in the region respectively.
- The average spend per trip for all day visits in the region was £27.19.

## The South West Region: Expenditure in detail

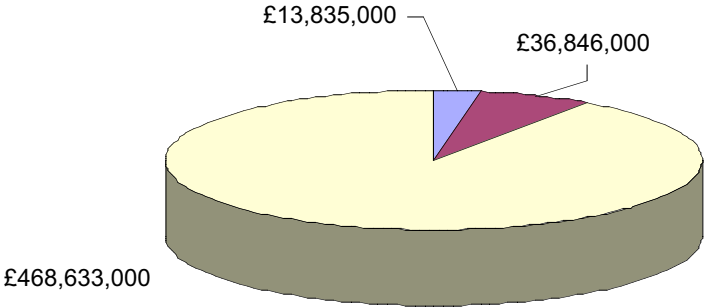
### KEY FACTS:

- **Approximately three quarters of all tourism spend is spread between food and drink (29%), accommodation (24%) and shopping (22%).**
- **UK staying visitors generated 57% of all tourism spend in the region, day visits a further 34% and overseas visitors 9%.**
- **Overseas staying visitors generated 11% of accommodation expenditure.**
- **A further £468 million is generated as associated tourism spend by those visiting friends and relatives in the region. Apart from the actual visitor spend, this additional spend is generated by residents due to the fact that they were entertaining visiting friends and relatives.**



	UK staying	Overseas staying	Day visitors	TOTAL
Accommodation	£1,560,405,000	£200,344,000	£0	£1,760,749,000
Shopping	£533,066,000	£184,225,000	£897,292,000	£1,614,583,000
Food & drink	£952,676,000	£137,605,000	£1,055,359,000	£2,145,640,000
Attractions/entertainment	£455,205,000	£79,586,000	£307,655,000	£842,446,000
Travel	£736,384,000	£61,244,000	£327,389,000	£1,125,017,000
<b>TOTAL</b>	<b>£4,237,737,000</b>	<b>£663,002,000</b>	<b>£2,587,695,000</b>	<b>£7,488,434,000</b>

**Other expenditure associated with tourism activity**



**Total additional expenditure =**

- Second homes
- Boats
- Friends and relatives

## ***The South West region: Employment in detail***

### **KEY FACTS:**

- ***Direct employment in businesses in receipt of visitor expenditure was highest in the catering sector, followed by the accommodation sector and retailing.***
- ***A total of 125,500 full time equivalent jobs (FTE's) are directly supported by visitor expenditure in the South West region equating to 182,623 actual jobs.***
- ***A further 63,005 full time equivalent jobs are supported indirectly or are induced – equivalent to 71,825 actual jobs.***
- ***A total of 188,505 full time equivalent jobs are supported (directly and indirectly) by tourism spending in the South West region – equivalent to 254,448 actual jobs.***

### **Direct employment in businesses in receipt of visitor expenditure (FTE's)**

	Staying visitors	Day visitors	TOTAL
Accommodation	36,997	424	37,421
Retailing	8,505	10,257	18,763
Catering	20,830	19,556	40,386
Attractions/entertainment	9,082	5,226	14,308
Transport	4,435	1,759	6,194
Arising from non trip spend	8,428	0	8,428
<b>Total Direct</b>	<b>88,278</b>	<b>37,222</b>	<b>125,500</b>

### **Direct employment in businesses in receipt of visitor expenditure (Actual jobs)**

	Staying visitors	Day visitors	TOTAL
Accommodation	54,755	628	55,383
Retailing	12,758	15,386	28,144
Catering	31,246	29,333	60,579
Attractions/entertainment	12,806	7,369	20,175
Transport	6,253	2,481	8,734
Arising from non trip spend	9,608	0	9,608
<b>Total Direct</b>	<b>127,426</b>	<b>55,196</b>	<b>182,623</b>

**Total employment related to tourism spending (FTE's)**

	<b>Staying visitors</b>	<b>Day visitors</b>	<b>TOTAL</b>
<b>Direct</b>	88,278	37,222	125,500
<b>Indirect</b>	26,353	9,682	36,035
<b>Induced</b>	22,926	4,044	26,970
<b>TOTAL</b>	137,557	50,948	188,505

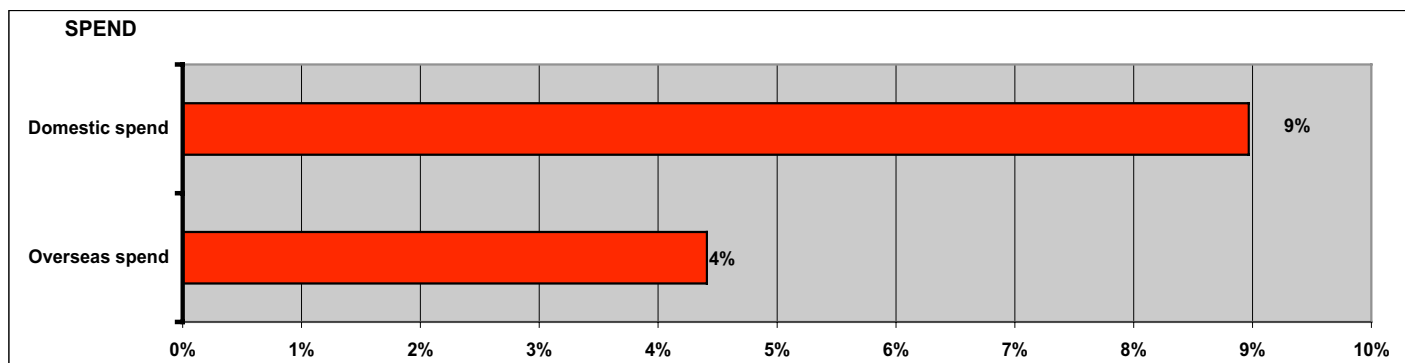
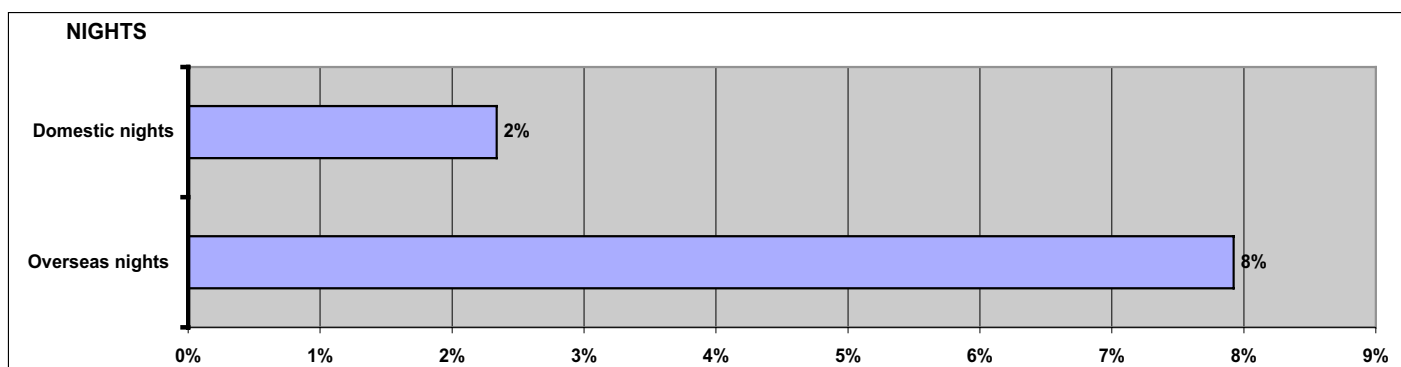
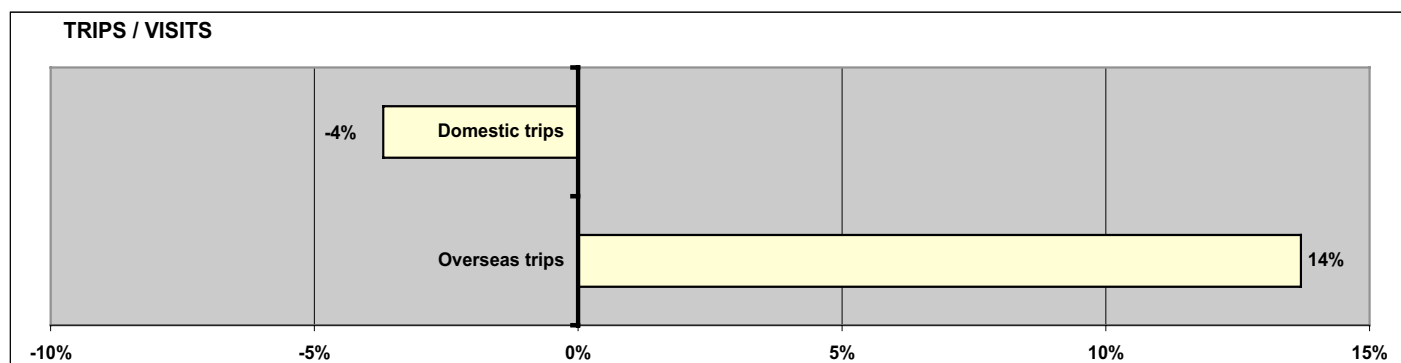
**Total employment related to tourism spending (Actual)**

	<b>Staying visitors</b>	<b>Day visitors</b>	<b>TOTAL</b>
<b>Direct</b>	127,426	55,196	182,623
<b>Indirect</b>	30,042	11,038	41,080
<b>Induced</b>	26,136	4,610	30,746
<b>TOTAL</b>	183,605	70,844	254,448

## South West Summary Briefing 2003

### Trend data - Change between 2001 and 2003

The trend data below is displayed in chart format showing the 2003 figures and the percentage increase/decrease against the base year of 2001. Actual figures for both 2001 and 2003 are shown at the bottom of the page. Day visits information is not included in this section as data for 2001 and 2003 is not strictly comparable. For a full explanation of this please refer to the FAQ's section of this report.



### Key facts for comparison

	2001	2003	% difference
Domestic trips	24,400,000	23,499,000	-4%
Domestic nights	89,700,000	91,798,000	2%
Domestic spend	£3,889,000,000	£4,237,738,000	9%
Overseas trips	1,927,000	2,191,000	14%
Overseas nights	15,044,000	16,236,000	8%
Overseas spend	£635,000,000	£663,000,000	4%
Other tourism related spend	£549,938,000	£519,312,000	-6%
Tourism related jobs (Estimated actual)	307,032	254,448	-17%
% of employment supported by tourism	13%	11%	-2%