



destination**research**  
delivering results : measuring what matters



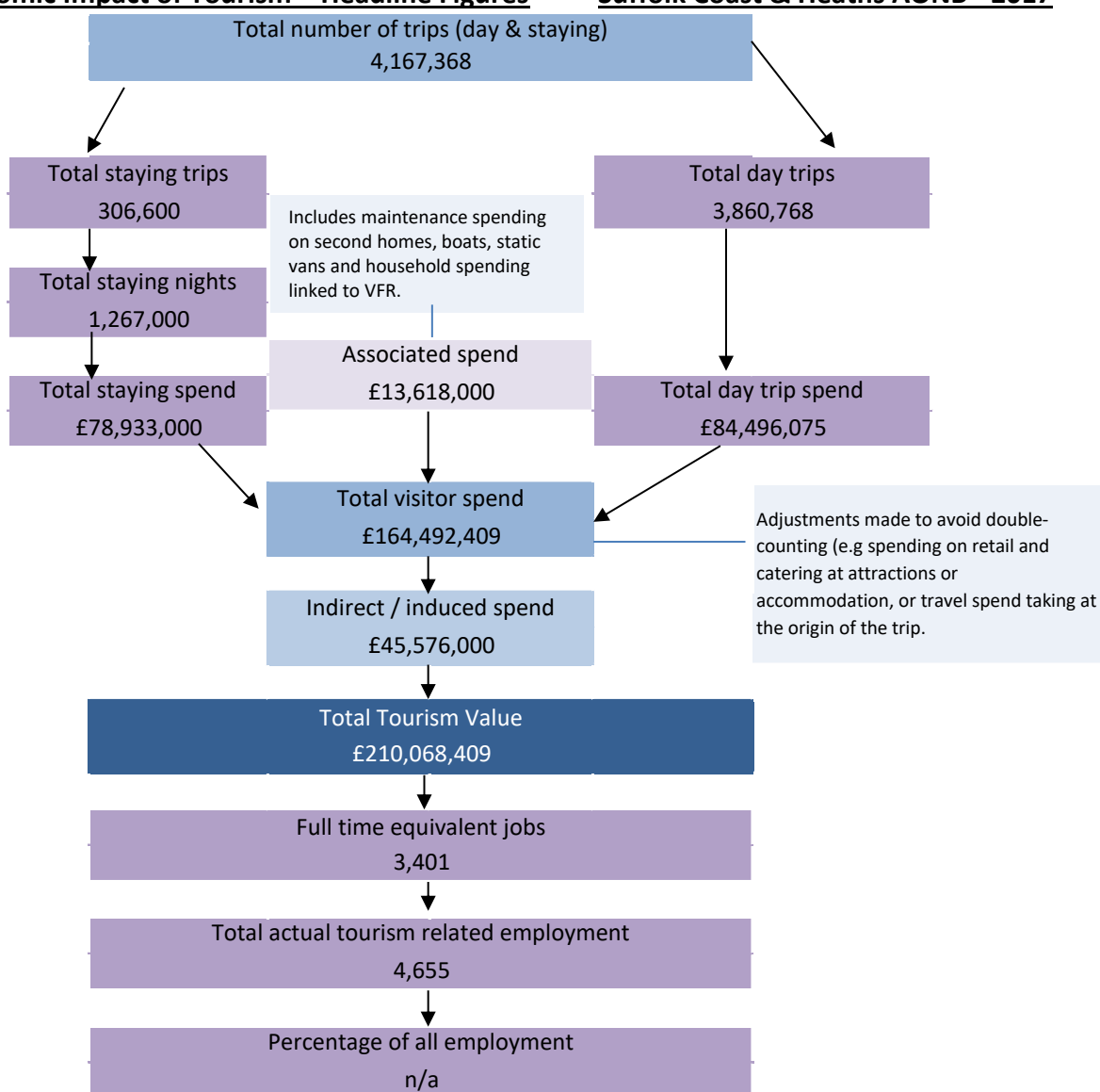
Produced by:

Destination Research  
Sergi Jarques, Director

Economic Impact of Tourism  
Suffolk Coast & Heaths AONB - 2017

## Economic Impact of Tourism – Headline Figures

## Suffolk Coast & Heaths AONB - 2017

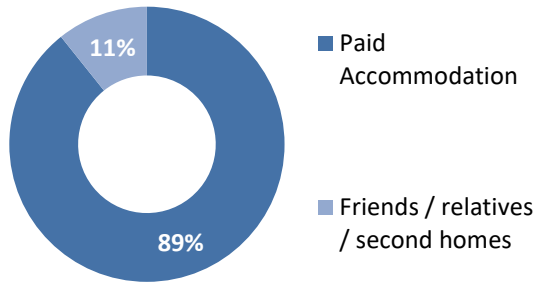


### Economic Impact of Tourism – Year on year comparisons

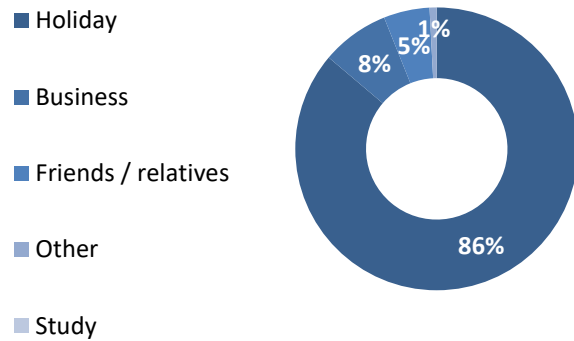
Day Trips	2015	2017	Annual variation
Day trips Volume	3,788,126	3,860,768	1.9%
Day trips Value	£82,931,224	£84,496,075	1.9%
<b>Overnight trips</b>			
Number of trip	302,000	306,600	1.5%
Number of nights	1,222,000	1,267,000	3.7%
Trip value	£70,302,000	£78,933,000	12.3%
<b>Total Value</b>	<b>£197,759,126</b>	<b>£210,068,409</b>	<b>6.2%</b>
<b>Actual Jobs</b>	<b>4,375</b>	<b>4,655</b>	<b>6.4%</b>

	2015	2017	Variation
Average length stay (nights x trip)	4.04	4.13	2.3%
Spend x overnight trip	£ 232.71	£ 257.45	10.6%
Spend x night	£ 57.62	£ 62.30	8.1%
Spend x day trip	£ 21.89	£ 21.89	0.0%

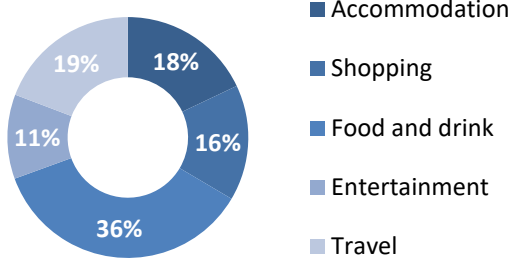
### Type of Accommodation



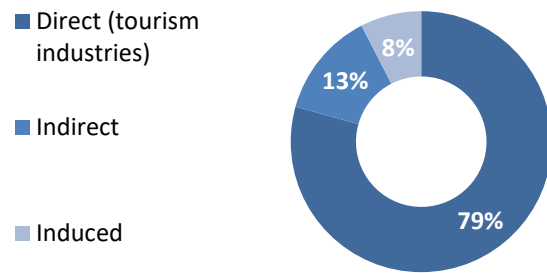
### Trips by Purpose



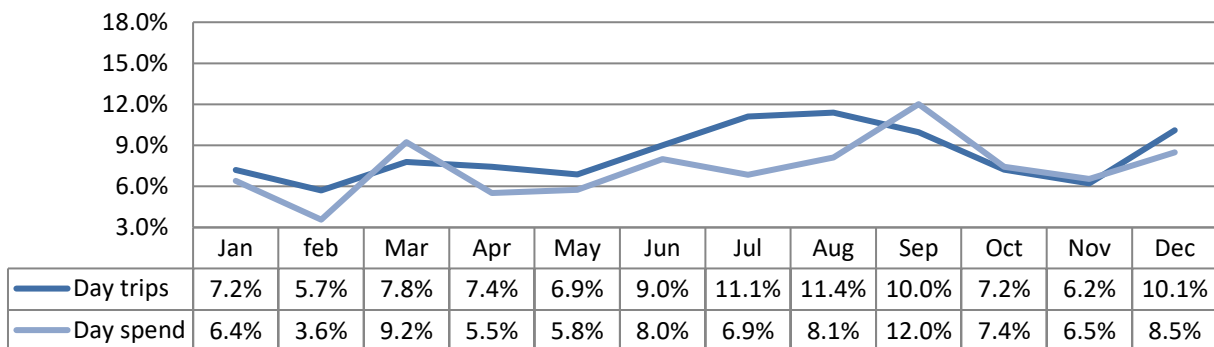
### Breakdown of expenditure



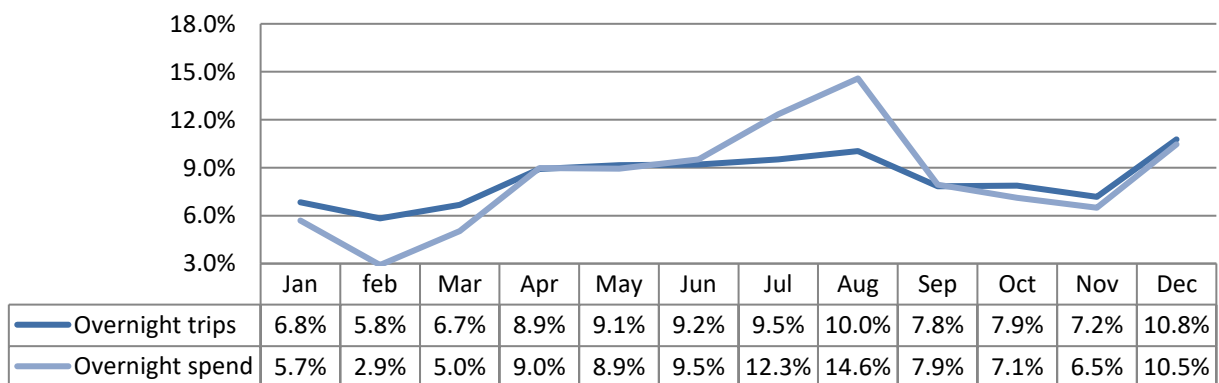
### Type of employment



### Seasonality - Day visitors



### Seasonality - Overnight visitors



## **Contents**

### **Contextual analysis**

### **Volume of Tourism**

#### **Staying Visitors - Accommodation Type**

- Trips by Accommodation
- Nights by Accommodation
- Spend by Accommodation Type

#### **Staying Visitors - Purpose of Trip**

- Trips by Purpose
- Nights by Purpose
- Spend by Purpose

#### **Day Visitors**

- Trips and Spend by Urban, Rural and Coastal Area

### **Value of Tourism**

#### **Expenditure Associated With Trips**

- Direct Expenditure Associated with Trips
- Other expenditure associated with tourism activity
- Direct Turnover Derived From Trip Expenditure
- Supplier and Income Induced Turnover
- Total Local Business Turnover Supported by Tourism Activity

### **Employment**

#### **Direct**

- Full time equivalent
- Estimated actual jobs

#### **Indirect & Induced Employment**

- Full time equivalent
- Estimated actual jobs

#### **Total Jobs**

- Full time equivalent
- Estimated actual jobs

#### **Tourism Jobs as a Percentage of Total Employment**

### **Appendix I - Cambridge Model - Methodology**

## **Contextual analysis**

### **Visitors staying overnight**

In 2017, British residents took 100.6 million overnight trips in England, totalling 299 million nights away from home and expenditure of £19 billion, with an average trip length of 3 nights.

The East of England region experienced a 3% increase in overnight trips between 2016 and 2017. Bednights were up 13% on 2016 and expenditure was also up by 13%. This resulted in an increase in the average length of trips (the number of night per trip) from 3.0 nights per trip in 2015 to 3.3 in 2017. The average spend per night was relatively unchanged £52.5 per night in 2015 and £52.4 in 2017. The region received a more visitors in 2017 than in the previous year. Those who did visit stayed for longer periods of time, meaning that overall trip expenditure was up from £159.3 per trip in 2015 to £176.3 in 2017.

### **Day visitors**

During 2017, GB residents took a total of 1,505 million Tourism Day Visits to destinations in England, Around £51 billion was spent during these trips.

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 (328 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 2016 and 2017 from 140 million to 132 million. However, expenditure year-on-year was up from £3.5billion to £3.8 billion.

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	99,800	37%	13,300	40%	113,100	37%
Self catering	28,600	10%	5,400	16%	34,000	11%
Camping	38,600	14%	2,400	7%	41,000	13%
Static caravans	55,100	20%	500	2%	55,600	18%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	19,800	7%	4,500	14%	24,300	8%
Boat moorings	0	0%	0	0%	0	0%
Other	6,900	3%	1,400	4%	8,300	3%
Friends & relatives	24,600	9%	5,700	17%	30,300	10%
<b>Total</b>	<b>2017</b>	<b>273,400</b>	<b>33,200</b>		<b>306,600</b>	
<b>Comparison</b>	<b>2015</b>	<b>269,600</b>	<b>32,500</b>		<b>302,100</b>	
<b>Difference</b>		<b>1%</b>	<b>2%</b>		<b>1%</b>	

### Nights by Accommodation

	UK		Overseas		Total	
Serviced	197,000	20%	79,000	29%	276,000	22%
Self catering	194,000	19%	63,000	23%	257,000	20%
Camping	180,000	18%	15,000	6%	195,000	15%
Static caravans	210,000	21%	2,000	1%	212,000	17%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	108,000	11%	62,000	23%	170,000	13%
Boat moorings	0	0%	0	0%	0	0%
Other	29,000	3%	4,000	1%	33,000	3%
Friends & relatives	79,000	8%	45,000	17%	124,000	10%
<b>Total</b>	<b>2017</b>	<b>997,000</b>	<b>270,000</b>		<b>1,267,000</b>	
<b>Comparison</b>	<b>2015</b>	<b>962,000</b>	<b>258,000</b>		<b>1,220,000</b>	
<b>Difference</b>		<b>4%</b>	<b>5%</b>		<b>4%</b>	

### Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£25,176,000	38%	£3,577,000	28%	£28,753,000	36%
Self catering	£13,632,000	21%	£4,499,000	35%	£18,131,000	23%
Camping	£6,528,000	10%	£380,000	3%	£6,908,000	9%
Static caravans	£10,151,000	15%	£32,000	0%	£10,183,000	13%
Group/campus	£0	0%	£0	0%	£0	0%
Paying guest	£0	0%	£0	0%	£0	0%
Second homes	£5,423,000	8%	£2,010,000	16%	£7,433,000	9%
Boat moorings	£0	0%	£0	0%	£0	0%
Other	£2,592,000	4%	£102,000	1%	£2,694,000	3%
Friends & relatives	£2,750,000	4%	£2,082,000	16%	£4,832,000	6%
<b>Total</b>	<b>2017</b>	<b>£66,252,000</b>	<b>£12,682,000</b>		<b>£78,934,000</b>	
<b>Comparison</b>	<b>2015</b>	<b>58,001,000</b>	<b>12,301,000</b>		<b>70,302,000</b>	
<b>Difference</b>		<b>14%</b>	<b>3%</b>		<b>12%</b>	

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	243,100	89%	21,100	64%	264,200	86%
Business	17,600	6%	6,200	19%	23,800	8%
Friends & relatives	10,900	4%	5,200	16%	16,100	5%
Other	1,800	1%	700	2%	2,500	1%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>2017</b>	<b>273,400</b>	<b>33,200</b>		<b>306,600</b>	
<b>Comparison</b>	<b>2015</b>	<b>269,500</b>	<b>32,500</b>		<b>302,000</b>	
<b>Difference</b>		<b>1%</b>	<b>2%</b>		<b>2%</b>	

### Nights by Purpose

	UK		Overseas		Total	
Holiday	923,000	93%	175,000	65%	1,098,000	87%
Business	38,000	4%	30,000	11%	68,000	5%
Friends & relatives	32,000	3%	57,000	21%	89,000	7%
Other	4,000	0%	8,000	3%	12,000	1%
Study	0	0%	0	0%	0	0%
<b>Total</b>	<b>2017</b>	<b>997,000</b>	<b>270,000</b>		<b>1,267,000</b>	
<b>Comparison</b>	<b>2015</b>	<b>963,000</b>	<b>259,000</b>		<b>1,222,000</b>	
<b>Difference</b>		<b>4%</b>	<b>4%</b>		<b>4%</b>	

### Spend by Purpose

	UK		Overseas		Total	
Holiday	£57,948,000	87%	£8,433,000	66%	£66,381,000	84%
Business	£6,128,000	9%	£1,916,000	15%	£8,044,000	10%
Friends & relatives	£1,908,000	3%	£1,933,000	15%	£3,841,000	5%
Other	£267,000	0%	£400,000	3%	£667,000	1%
Study	£0	0%	£0	0%	£0	0%
<b>Total</b>	<b>2017</b>	<b>£66,251,000</b>	<b>£12,682,000</b>		<b>£78,933,000</b>	
<b>Comparison</b>	<b>2015</b>	<b>£58,001,000</b>	<b>£12,301,000</b>		<b>£70,302,000</b>	
<b>Difference</b>		<b>14%</b>	<b>3%</b>		<b>12%</b>	

## Day Visitors

### Trips and Spend by Urban, Rural and Coastal Area

	Trips		Spend	
Urban visits		327,000		9,711,900
Countryside visits		1,520,194		21,404,335
Coastal visits		2,013,574		53,379,840
<b>Total</b>	<b>2017</b>	<b>3,860,768</b>		<b>84,496,075</b>
<b>Comparison</b>	<b>2015</b>	<b>3,788,126</b>		<b>82,931,224</b>
<b>Difference</b>		<b>2%</b>		<b>2%</b>



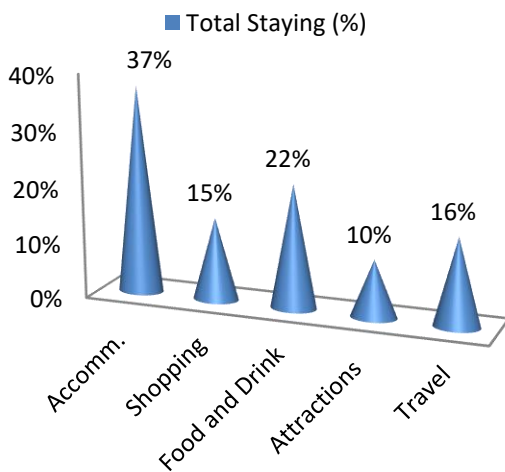
## Value of Tourism

**Expenditure Associated with Trips:**

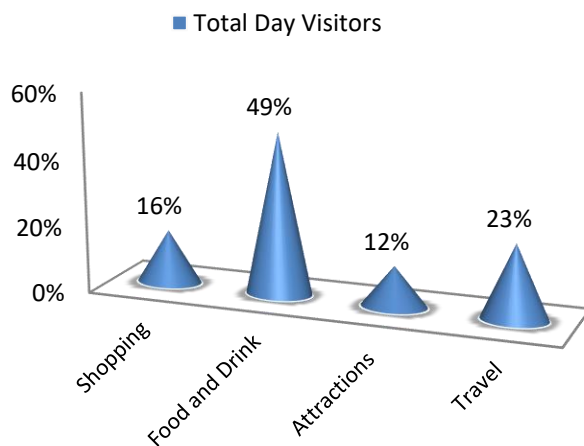
**Direct Expenditure Associated with Trips**

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£25,194,000	£8,286,000	£14,618,000	£7,031,000	£11,123,000	£66,252,000
Overseas tourists		£4,162,000	£3,398,000	£2,834,000	£1,043,000	£1,246,000	£12,683,000
<b>Total Staying</b>		<b>£29,356,000</b>	<b>£11,684,000</b>	<b>£17,452,000</b>	<b>£8,074,000</b>	<b>£12,369,000</b>	<b>£78,935,000</b>
<b>Total Staying (%)</b>		<b>37%</b>	<b>15%</b>	<b>22%</b>	<b>10%</b>	<b>16%</b>	<b>100%</b>
<b>Total Day Visitors</b>		<b>£0</b>	<b>£13,711,000</b>	<b>£41,295,000</b>	<b>£10,454,000</b>	<b>£19,046,000</b>	<b>£84,506,000</b>
<b>Total Day Visitors</b>		<b>0%</b>	<b>16%</b>	<b>49%</b>	<b>12%</b>	<b>23%</b>	<b>100%</b>
<b>Total</b>	<b>2017</b>	<b>£29,356,000</b>	<b>£25,395,000</b>	<b>£58,747,000</b>	<b>£18,528,000</b>	<b>£31,415,000</b>	<b>£163,441,000</b>
<b>%</b>		<b>18%</b>	<b>16%</b>	<b>36%</b>	<b>11%</b>	<b>19%</b>	<b>100%</b>
<b>Comparison</b>	<b>2015</b>	<b>26,097,000</b>	<b>23,985,000</b>	<b>56,090,000</b>	<b>17,410,000</b>	<b>29,659,000</b>	<b>153,241,000</b>
<b>Difference</b>		<b>12%</b>	<b>6%</b>	<b>5%</b>	<b>6%</b>	<b>6%</b>	<b>7%</b>

**Breakdown of expenditure**



**Breakdown of expenditure**



**Other expenditure associated with tourism activity**

<b>Other expenditure associated with tourism activity - Estimated spend</b>				
Second homes	Boats	Static vans	Friends & relatives	Total
£3,828,000	£0	£6,886,000	£2,904,000	£13,618,000

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.

		<b>Staying Visitor</b>	<b>Day Visitors</b>	<b>Total</b>
Accommodation		£29,705,000	£826,000	£30,531,000
Retail		£11,566,649	£13,574,285	£25,140,935
Catering		£16,928,000	£40,056,345	£56,984,345
Attractions		£8,365,000	£11,004,406	£19,369,406
Transport		£7,421,000	£11,427,723	£18,848,723
Non-trip spend		£13,618,000	£0	£13,618,000
<b>Total Direct</b>	<b>2017</b>	<b>£87,603,649</b>	<b>£76,888,760</b>	<b>£164,492,409</b>
<b>Comparison</b>	<b>2015</b>	<b>£79,550,779</b>	<b>£75,455,347</b>	<b>£155,006,126</b>
<b>Difference</b>		<b>10%</b>	<b>2%</b>	<b>6%</b>

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

		<b>Staying Visitor</b>	<b>Day Visitors</b>	<b>Total</b>
Indirect spend		£14,734,000	£11,424,000	£26,158,000
Non trip spending		£2,724,000	£0	£2,724,000
Income induced		£9,436,000	£7,258,000	£16,694,000
<b>Total</b>	<b>2017</b>	<b>£26,894,000</b>	<b>£18,682,000</b>	<b>£45,576,000</b>
<b>Comparison</b>	<b>2015</b>	<b>£24,415,000</b>	<b>£18,338,000</b>	<b>£42,753,000</b>
<b>Difference</b>		<b>10%</b>	<b>2%</b>	<b>7%</b>

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

		<b>Staying Visitor</b>	<b>Day Visitors</b>	<b>Total</b>
Direct		£87,603,649	£76,888,760	£164,492,409
Indirect		£26,894,000	£18,682,000	£45,576,000
<b>Total Value</b>	<b>2017</b>	<b>£114,497,649</b>	<b>£95,570,760</b>	<b>£210,068,409</b>
<b>Comparison</b>	<b>2015</b>	<b>£103,965,779</b>	<b>£93,793,347</b>	<b>£197,759,126</b>
<b>Difference</b>		<b>10%</b>	<b>2%</b>	<b>6%</b>

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	558	39%	16	1%	574	22%
Retailing	129	9%	152	13%	281	11%
Catering	299	21%	707	62%	1,006	39%
Entertainment	122	9%	161	14%	283	11%
Transport	63	4%	97	9%	160	6%
Non-trip spend	252	18%	0	0%	252	10%
<b>Total FTE</b>	<b>2017</b>	<b>1,424</b>		<b>1,133</b>		<b>2,557</b>
<b>Comparison</b>	<b>2015</b>	<b>1,296</b>		<b>1,112</b>		<b>2,408</b>
<b>Difference</b>		<b>10%</b>		<b>2%</b>		<b>6%</b>
Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Accommodation	826	41%	23	1%	849	23%
Retailing	194	10%	228	14%	422	11%
Catering	448	22%	1,061	63%	1,510	41%
Entertainment	172	9%	227	14%	399	11%
Transport	89	4%	137	8%	226	6%
Non-trip spend	287	14%	0	0%	287	8%
<b>Total Actual</b>	<b>2017</b>	<b>2,018</b>		<b>1,675</b>		<b>3,693</b>
<b>Comparison</b>	<b>2015</b>	<b>1,829</b>		<b>1,644</b>		<b>3,473</b>
<b>Difference</b>		<b>10%</b>		<b>2%</b>		<b>6%</b>

### Indirect & Induced Employment

Full time equivalent (FTE)			
	Staying Visitor	Day Visitors	Total
Indirect jobs	323	212	535
Induced jobs	175	134	309
<b>Total FTE</b>	<b>2017</b>	<b>498</b>	<b>844</b>
<b>Comparison</b>	<b>2015</b>	<b>452</b>	<b>792</b>
<b>Difference</b>		<b>10%</b>	<b>7%</b>

Estimated actual jobs			
	Staying Visitor	Day Visitors	Total
Indirect jobs	369	241	610
Induced jobs	199	153	352
<b>Total Actual</b>	<b>2017</b>	<b>568</b>	<b>962</b>
<b>Comparison</b>	<b>2015</b>	<b>515</b>	<b>903</b>
<b>Difference</b>		<b>10%</b>	<b>7%</b>

## 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	1,424	74%	1,133	77%	2,557	75%
Indirect	323	17%	212	14%	535	16%
Induced	175	9%	134	9%	309	9%
<b>Total FTE</b>	<b>2017</b>	<b>1,922</b>		<b>1,479</b>		<b>3,401</b>
<b>Comparison</b>	<b>2015</b>	<b>1,748</b>		<b>1,451</b>		<b>3,199</b>
<b>Difference</b>		<b>10%</b>		<b>2%</b>		<b>6%</b>
Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Direct	2,018	78%	1,675	81%	3,693	79%
Indirect	369	14%	241	12%	610	13%
Induced	199	8%	153	7%	352	8%
<b>Total Actual</b>	<b>2017</b>	<b>2,585</b>		<b>2,070</b>		<b>4,655</b>
<b>Comparison</b>	<b>2015</b>	<b>2,344</b>		<b>2,031</b>		<b>4,375</b>
<b>Difference</b>		<b>10%</b>		<b>2%</b>		<b>6%</b>

## Tourism Jobs as a Percentage of Total Employment

	Staying Visitor		Day visitors		Total	
Total employed		n/a		n/a		n/a
Tourism jobs		2,585		2,070		4,655
Proportion all jobs		n/a		n/a		n/a
<b>Comparison</b>	<b>2015</b>	<b>2,344</b>		<b>2,031</b>		<b>4,375</b>
<b>Difference</b>		<b>10%</b>		<b>2%</b>		<b>6%</b>

**The key 2017 results of the Economic Impact Assessment are:**

**4.2 million trips** were undertaken in the area

**3.9 million** day trips

**0.3 million** overnight visits

**1.3 million** nights in the area as a result of overnight trips

**£163 million** spent by tourists during their visit to the area

**£14 million** spent on average in the local economy each month.

**£79 million** generated by overnight visits

**£84 million** generated from irregular day trips.

**£210 million** spent in the local area as result of tourism, taking into account multiplier effects.

**4,655 jobs** supported, both for local residents from those living nearby.

**3,693 tourism jobs** directly supported

**962 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](mailto:info@destinationresearch.co.uk)  
[www.destinationresearch.co.uk](http://www.destinationresearch.co.uk)