

# The Economic Impact of Somerset's Visitor Economy 2014

## West Somerset



Produced on behalf of Somerset County Council  
By  
The South West Research Company Ltd



October 2015



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# Introduction

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This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in West Somerset and Somerset county in 2014.

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. 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.

For further information on the Cambridge Model and the terms used in this report please see Appendix 1 which accompanies this report.

For an overview of 2014, including key facts about the economy, weather and key events please see Appendix 2 of this report.



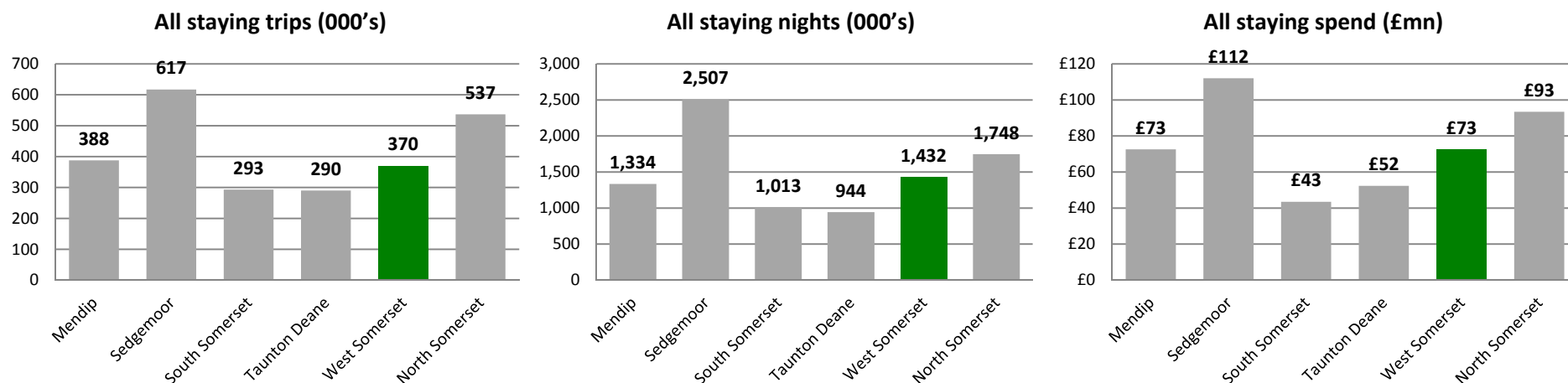
# Value of Tourism 2014

## West Somerset

Key Facts	
370,000	Staying visitor trips
1,432,000	Staying visitor nights
£72,662,000	Staying visitor spend
2,474,000	Day visits
£79,695,000	Day visitor spend
£152,357,000	Direct visitor spend
£2,996,000	Other related spend
£155,353,000	TOTAL VISITOR RELATED SPEND
3,622	Estimated actual employment
2,585	FTE employment
25%	Proportion of all employment



## West Somerset - Staying visits in the county context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Mendip	351	37	1,057	277	£59	£14
Sedgemoor	583	34	2,235	272	£100	£12
South Somerset	268	25	828	185	£36	£8
Taunton Deane	264	26	774	170	£44	£8
West Somerset	346	24	1,275	157	£64	£9
North Somerset	490	47	1,462	286	£79	£15

## West Somerset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	107,000	248,000	£23,964,000
Self catering	53,300	227,000	£15,842,000
Touring caravans /tents	75,900	313,000	£8,908,000
Static vans/holiday centres	66,100	331,000	£11,249,000
Group/campus	4,500	11,000	£590,000
Paying guest in private homes	0	0	£0
Second homes	4,700	39,000	£546,000
Boat moorings	3,000	12,000	£377,000
Other	400	2,000	£132,000
Staying with friends and relatives	31,300	93,000	£2,318,000
Total	346,000	1,275,000	£63,925,000

Overseas tourists	Trips	Nights	Spend
Serviced	12,900	44,000	£3,948,000
Self catering	1,200	27,000	£1,313,000
Touring caravans /tents	3,600	17,000	£728,000
Static vans/holiday centres	500	5,000	£194,000
Group/campus	1,300	19,000	£958,000
Paying guest in private homes	0	0	£0
Second homes	1,000	17,000	£681,000
Boat moorings	0	0	£0
Other	500	2,000	£97,000
Staying with friends and relatives	2,700	26,000	£818,000
Total	24,000	157,000	£8,737,000

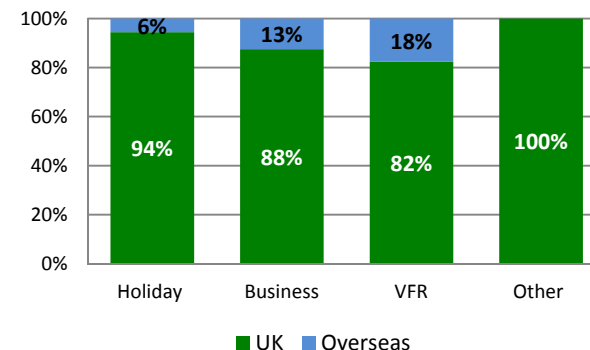


# West Somerset - Staying visits by purpose

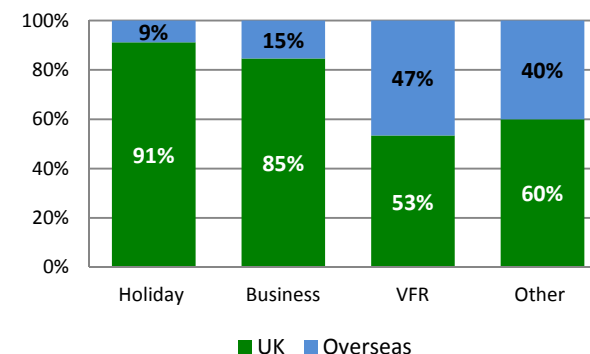
Domestic tourists	Trips	Nights	Spend
Holiday	324,000	1,211,000	£59,960,000
Business	7,000	22,000	£1,750,000
Visits to friends and relatives	14,000	39,000	£2,042,000
Other	1,000	3,000	£173,000
Study	0	0	£0
Total	346,000	1,275,000	£63,925,000

Overseas tourists	Trips	Nights	Spend
Holiday	19,000	117,000	£7,219,000
Business	1,000	4,000	£475,000
Visits to friends and relatives	3,000	34,000	£797,000
Other	0	2,000	£245,000
Study	0	0	£0
Total	24,000	157,000	£8,737,000

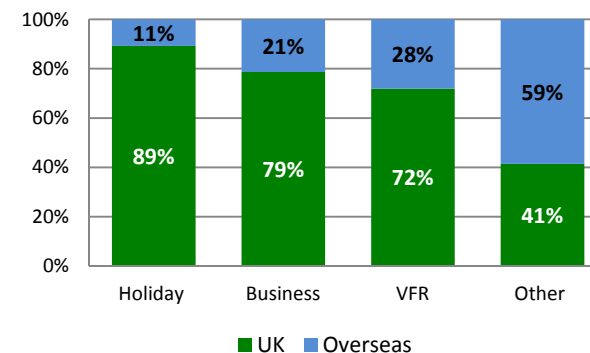
Trips



Nights

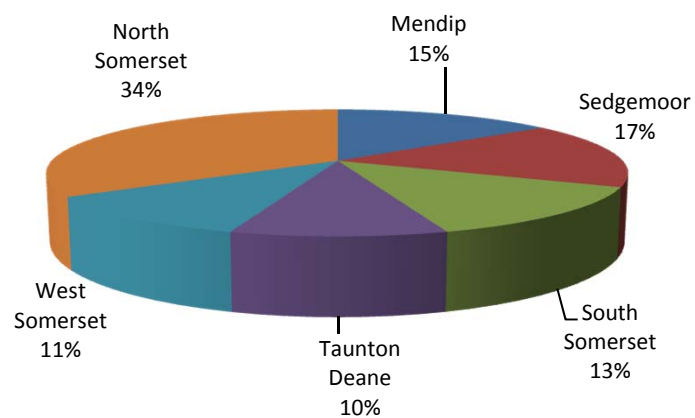


Spend

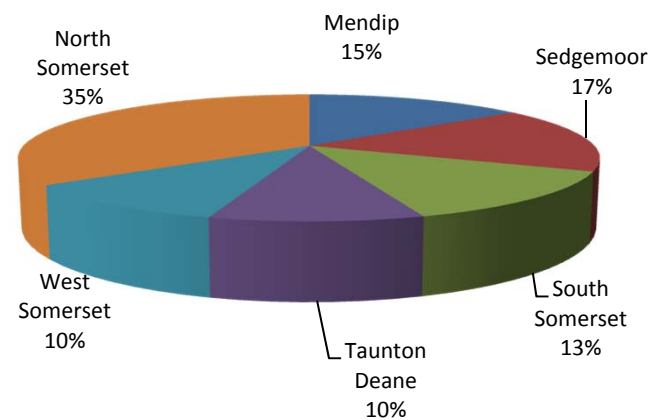


## West Somerset - Day visits in the county context

All day visits



All day visit spend

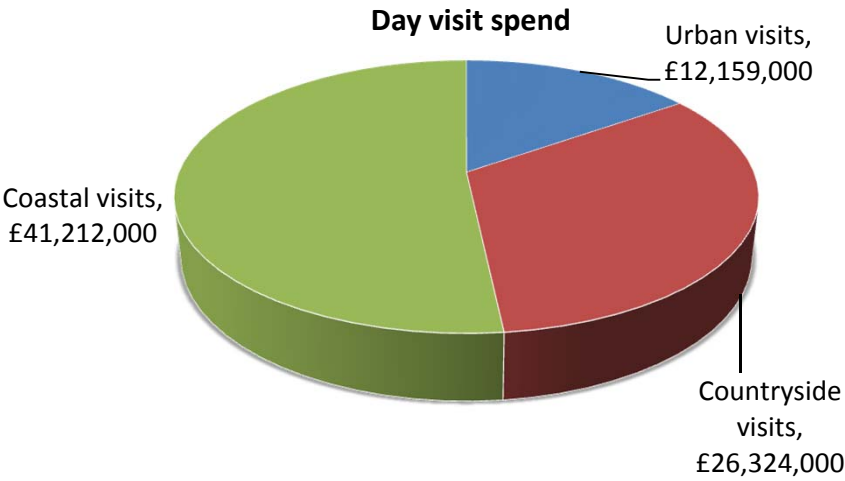
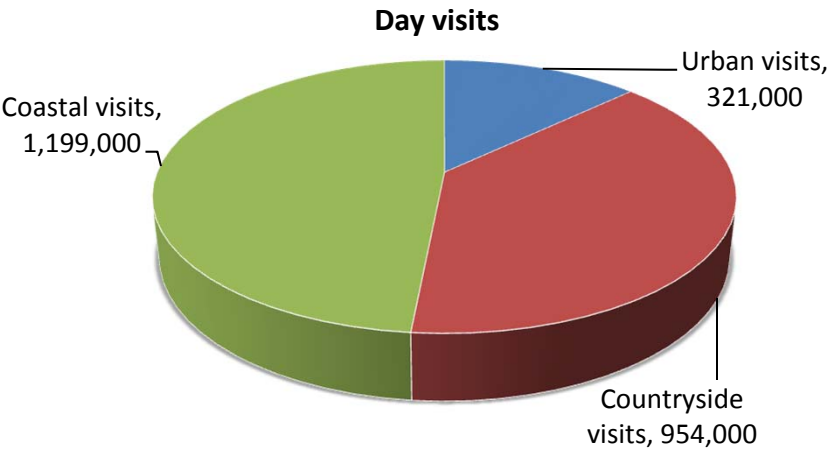


Area	Day visits	Day visit spend
Mendip	3.3	£109.9
Sedgemoor	3.8	£125.9
South Somerset	3.0	£100.1
Taunton Deane	2.2	£74.6
West Somerset	2.5	£79.7
North Somerset	7.6	£261.1



# West Somerset - Day visits by location

Total day visits	Total day visit spend
2,474,000	£79,695,000



## West Somerset – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £24,115,000
- Overseas staying visitors £2,857,000



### Shopping

- UK staying visitors £8,251,000
- Overseas staying visitors £2,411,000
- Day visitors £14,494,000



### Food & drink

- UK staying visitors £14,055,000
- Overseas staying visitors £1,959,000
- Day visitors £38,165,000



### Attractions/entertainment

- UK staying visitors £7,066,000
- Overseas staying visitors £664,000
- Day visitors £10,283,000



### Travel

- UK staying visitors £10,438,000
- Overseas staying visitors £846,000
- Day visitors £16,753,000

## West Somerset – Other visitor related expenditure by category

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Second Homes

£796,000



Boats

£500,000



Visiting friends and relatives (non-visitor spend)

£1,700,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## West Somerset – Tourism related employment

### Estimated actual employment

Direct 3,030	Indirect 452	Induced 140	Total 3,622
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### Full time equivalent employment (FTE's)

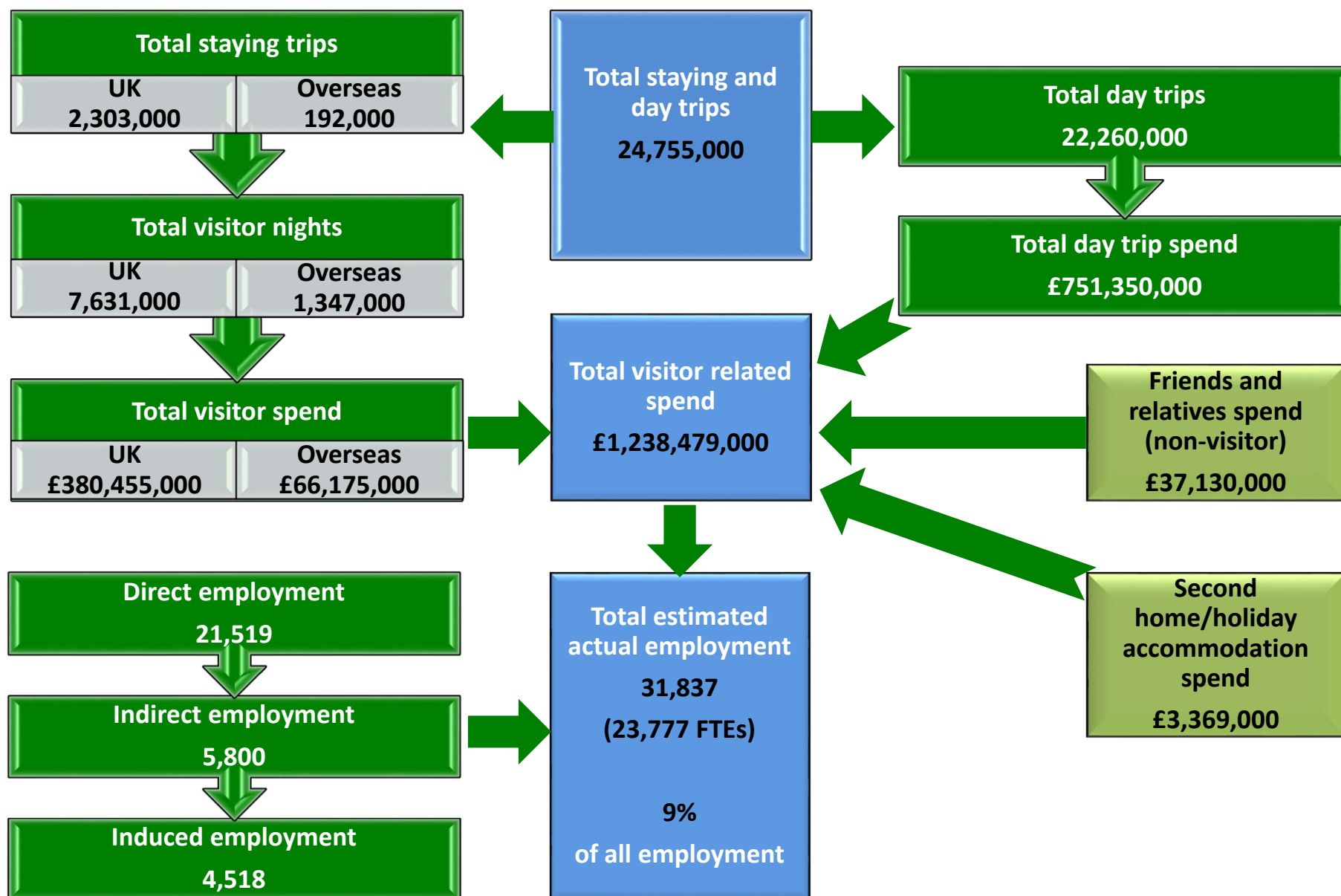
Direct 2,066	Indirect 396	Induced 123	Total 2,585
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Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	479	13	492
Retailing	103	140	243
Catering	242	577	819
Attractions/entertainment	146	197	343
Transport	49	73	122
Arising from non trip spend	48	0	48
Total Direct	1,066	1,000	2,066

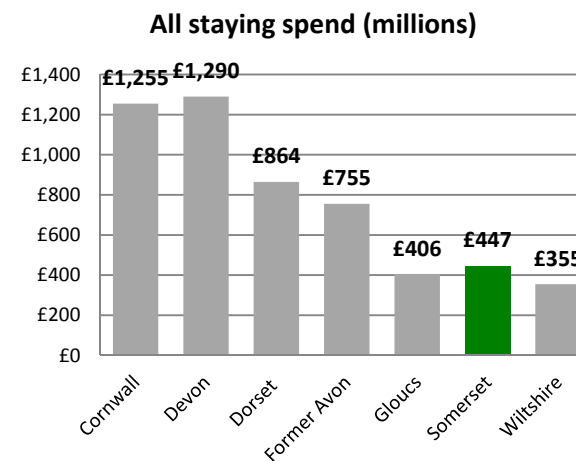
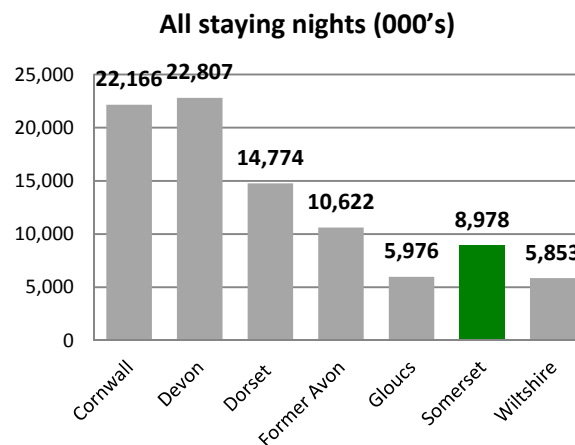
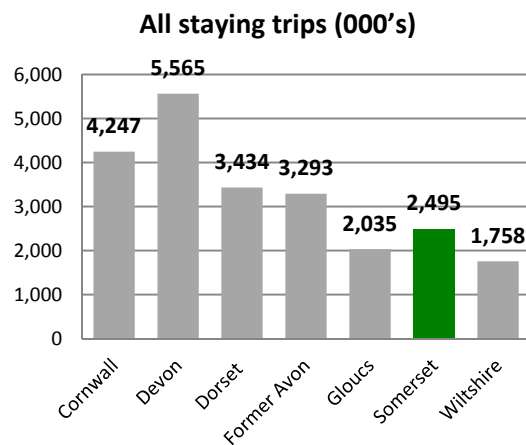
# Somerset county 2014



## Somerset - Key facts at a glance



## Somerset - Staying visits in the regional context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,912	335	19,821	2,345	£1,117	£138
Devon	5,121	444	19,687	3,120	£1,097	£192
Dorset	3,098	336	11,705	3,069	£682	£183
Former Avon	2,592	701	6,465	4,157	£498	£257
Gloucestershire	1,751	284	4,201	1,775	£290	£116
<b>Somerset</b>	<b>2,303</b>	<b>192</b>	<b>7,631</b>	<b>1,347</b>	<b>£380</b>	<b>£66</b>
Wiltshire	1,471	287	4,099	1,754	£258	£97



## Somerset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	696,000	1,611,000	£155,892,000
Self catering	311,000	1,324,000	£92,516,000
Touring caravans /tents	417,000	1,721,000	£48,949,000
Static vans/holiday centres	139,000	695,000	£23,655,000
Group/campus	27,000	63,000	£3,509,000
Paying guest in private homes	0	0	£0
Second homes	14,000	116,000	£1,625,000
Boat moorings	6,000	25,000	£753,000
Other	9,000	39,000	£2,894,000
Staying with friends and relatives	684,000	2,038,000	£50,661,000
Total	2,303,000	7,631,000	£380,455,000

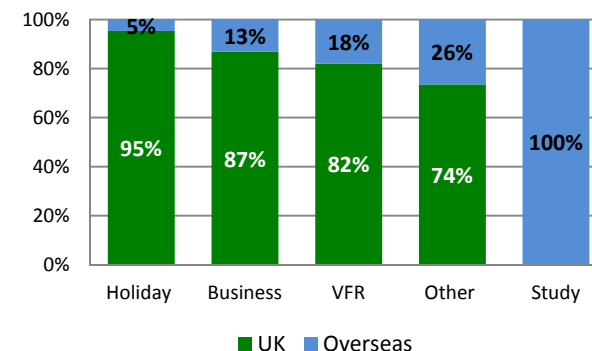
Overseas tourists	Trips	Nights	Spend
Serviced	84,000	283,000	£25,684,000
Self catering	7,000	158,000	£7,670,000
Touring caravans /tents	20,000	96,000	£3,998,000
Static vans/holiday centres	1,000	10,000	£408,000
Group/campus	8,000	115,000	£5,697,000
Paying guest in private homes	1,000	25,000	£696,000
Second homes	3,000	51,000	£2,026,000
Boat moorings	0	0	£0
Other	10,000	43,000	£2,117,000
Staying with friends and relatives	58,000	566,000	£17,879,000
Total	192,000	1,347,000	£66,175,000

## Somerset - Staying visits by purpose

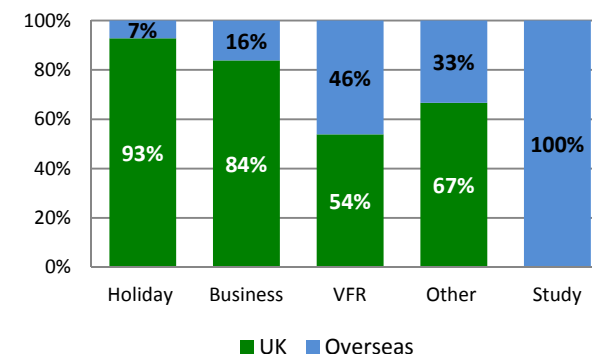
Domestic tourists	Trips	Nights	Spend
Holiday	1,789,000	6,250,000	£297,167,000
Business	185,000	530,000	£39,835,000
Visits to friends and relatives	304,000	787,000	£40,056,000
Other	25,000	64,000	£3,397,000
Study	0	0	£0
<b>Total</b>	<b>2,303,000</b>	<b>7,631,000</b>	<b>£380,455,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	87,000	483,000	£30,445,000
Business	28,000	102,000	£11,069,000
Visits to friends and relatives	67,000	674,000	£16,009,000
Other	9,000	32,000	£4,923,000
Study	1,000	56,000	£3,729,000
<b>Total</b>	<b>192,000</b>	<b>1,347,000</b>	<b>£66,175,000</b>

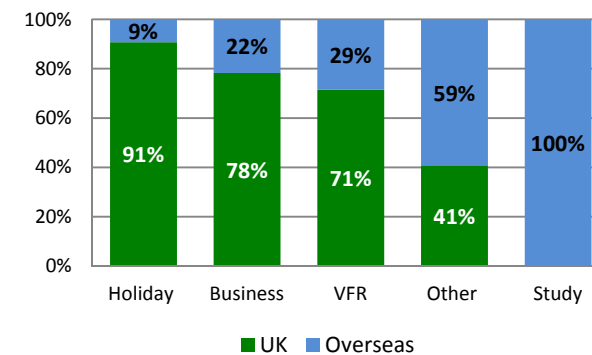
Trips



Nights

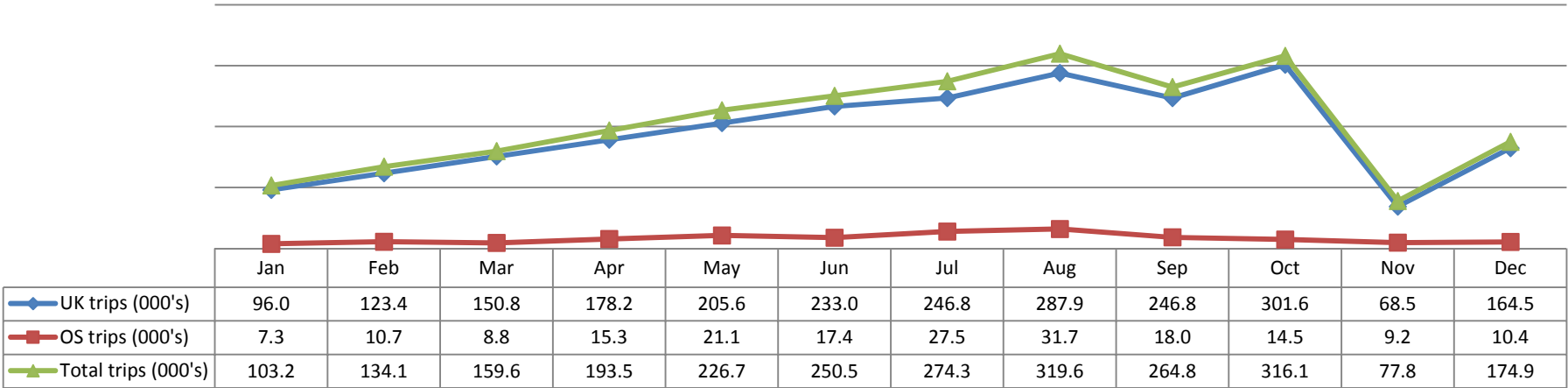


Spend

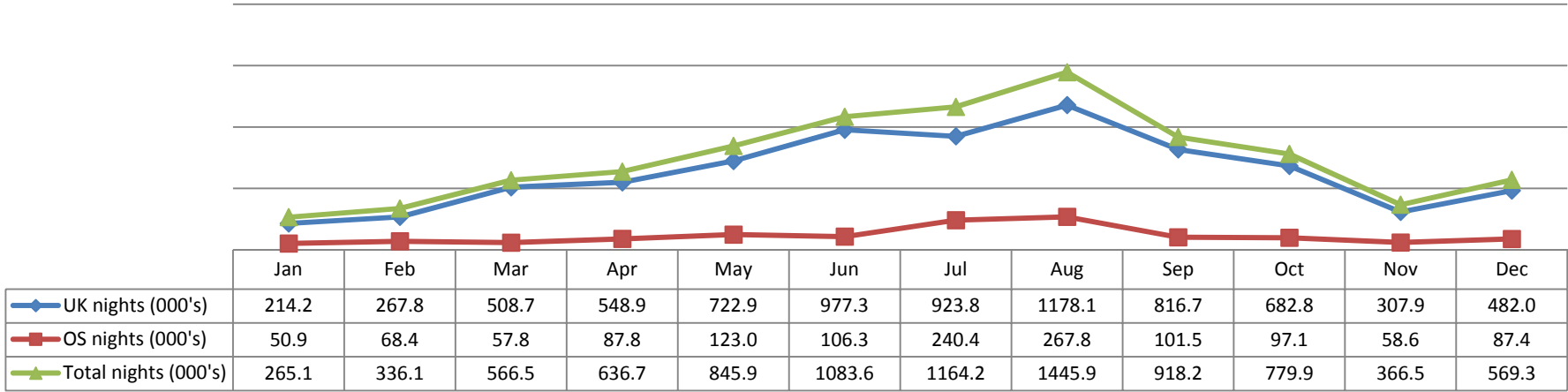


# Somerset- Estimated seasonality of staying visits

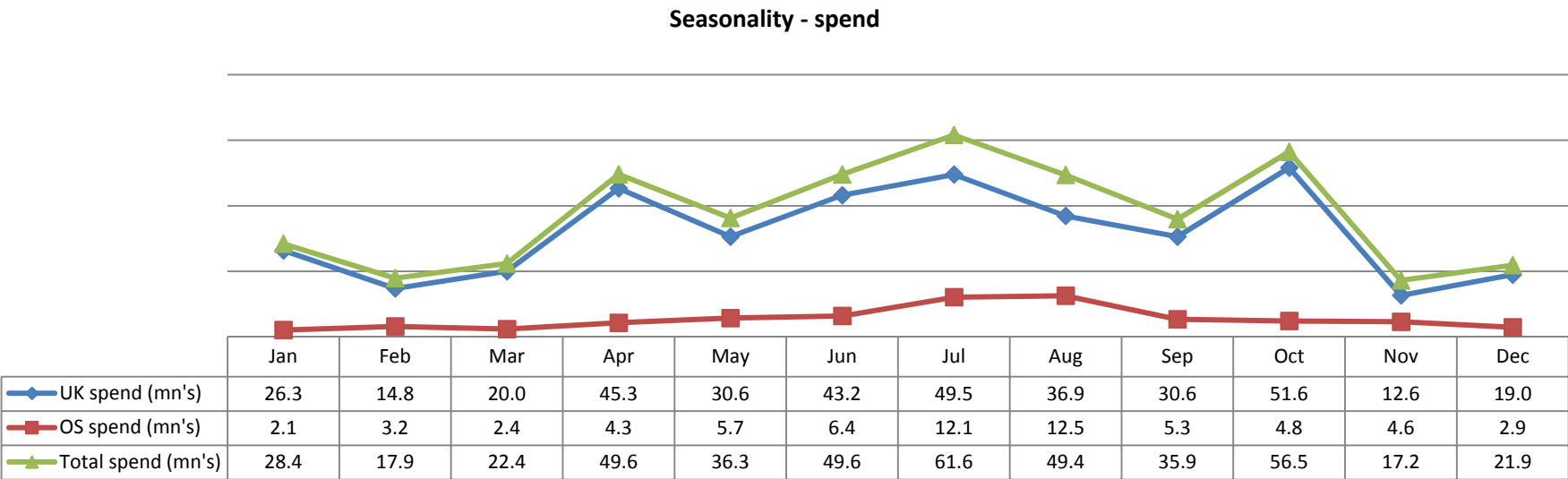
Seasonality - trips



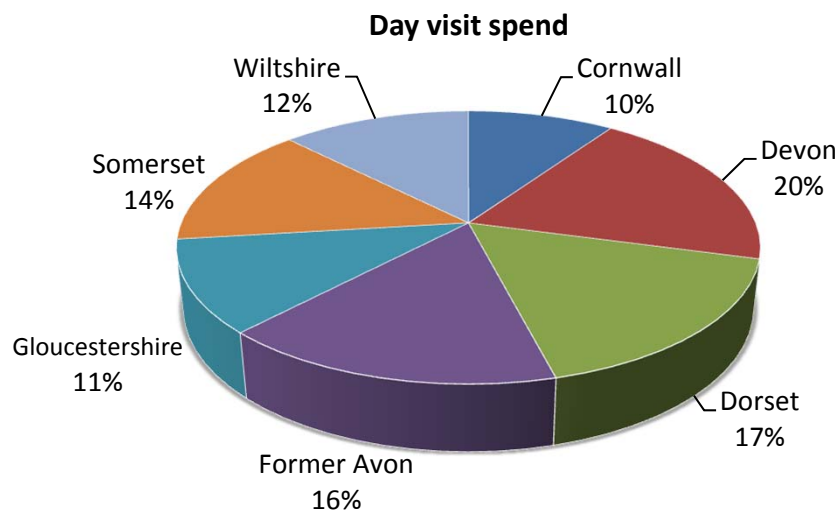
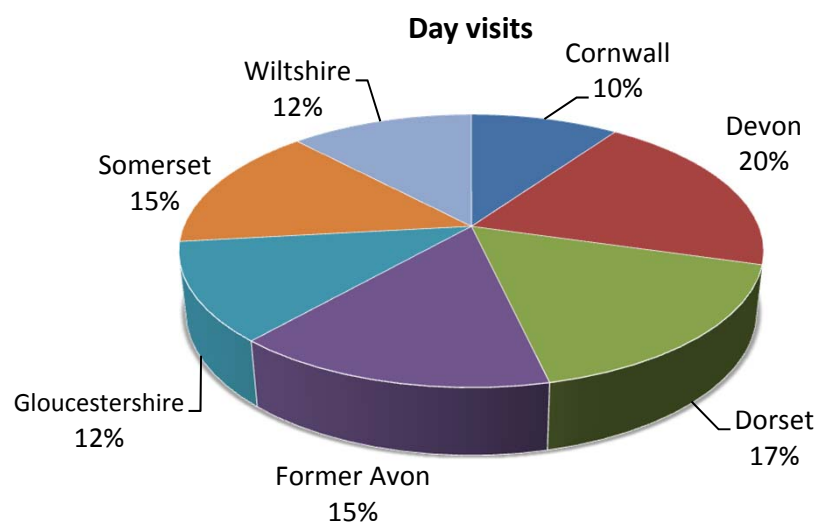
Seasonality - nights



# Somerset - Estimated seasonality of staying visits



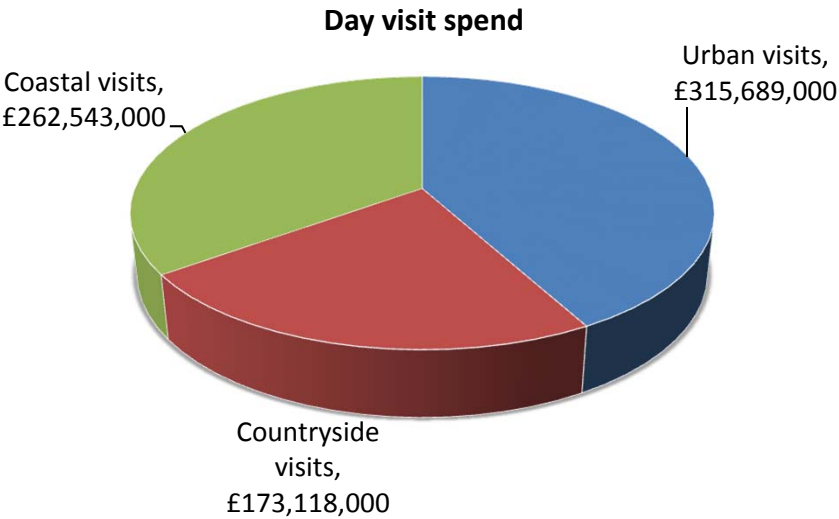
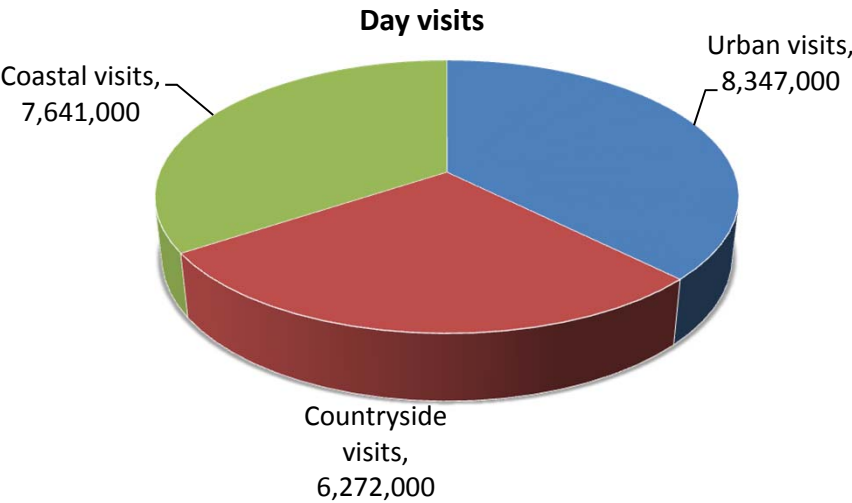
## Somerset - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.6	£499.8
Devon	29.8	£1,015.9
Dorset	25.5	£870.8
Former Avon	22.8	£839.3
Gloucestershire	17.7	£568.9
Somerset	22.3	£751.4
Wiltshire	18.1	£646.2

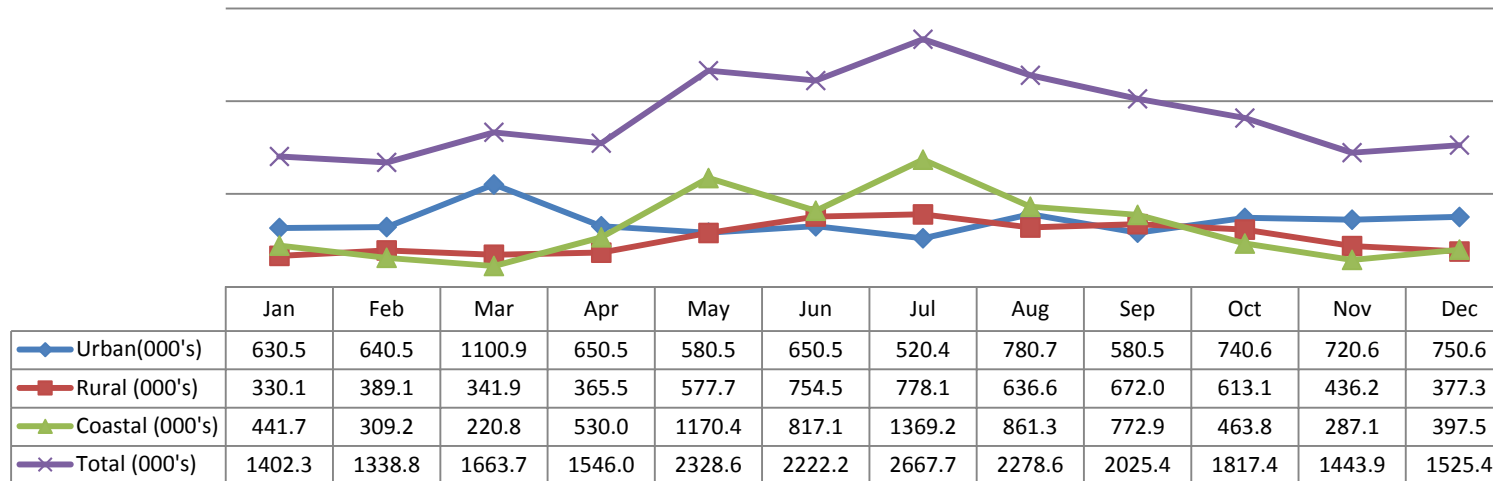
# Somerset - Day visits by location

Total day visits	Total day visit spend
22,260,000	£751,350,000

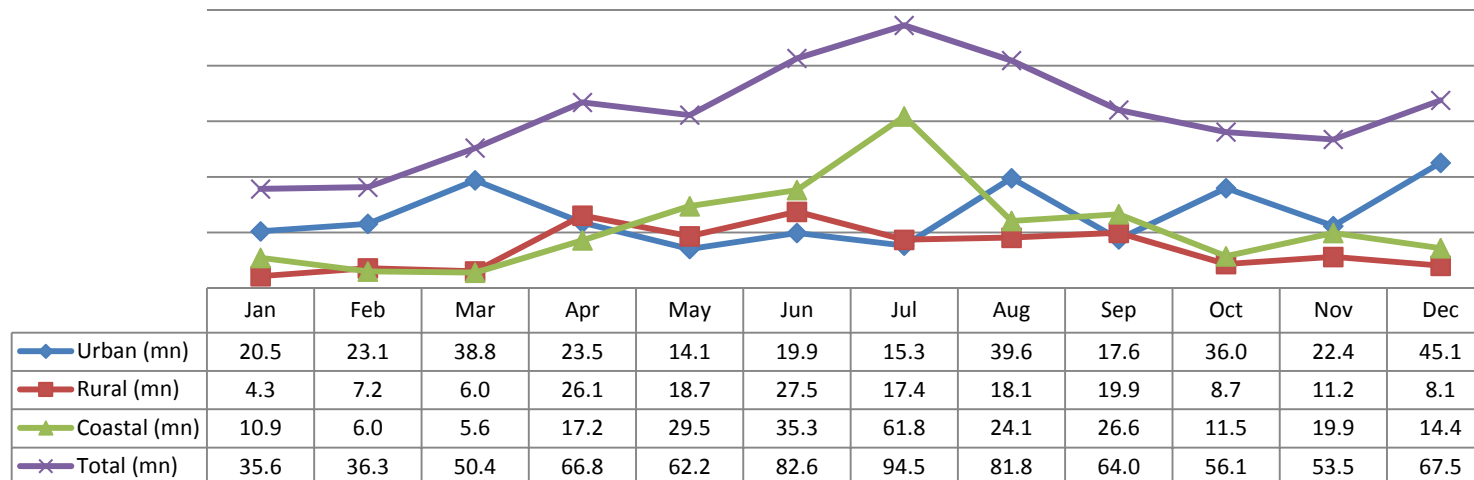


# Somerset - Estimated seasonality of day visits

Seasonality - day visits (000's)



Seasonality - day visit spend (millions)





# Somerset – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,926,786,000	£2,427,485,000	£3,399,928,000	£1,199,397,000	£1,610,769,000	£10,564,362,000
%	18%	23%	32%	11%	15%	100%



## Somerset – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £137,742,000
- Overseas staying visitors £20,351,000



### Shopping

- UK staying visitors £47,937,000
- Overseas staying visitors £18,275,000
- Day visitors £198,153,000



### Food & drink

- UK staying visitors £86,484,000
- Overseas staying visitors £14,376,000
- Day visitors £334,068,000



### Attractions/entertainment

- UK staying visitors £40,879,000
- Overseas staying visitors £6,813,000
- Day visitors £89,405,000



### Travel

- UK staying visitors £67,412,000
- Overseas staying visitors £6,360,000
- Day visitors £129,725,000

## Somerset – Other visitor related expenditure by category

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Second Homes

£2,369,000



Boats

£1,000,000



Visiting friends and relatives (non-visitor spend)

£37,130,000

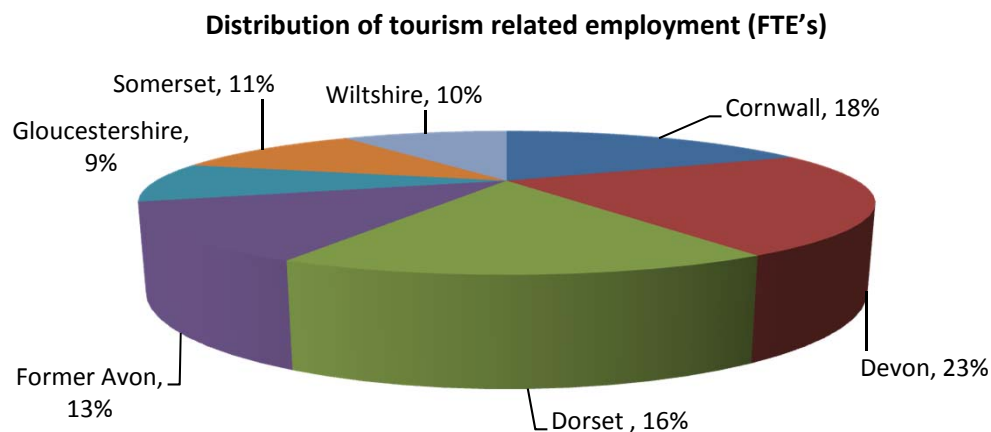
- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## Somerset – Business turnover

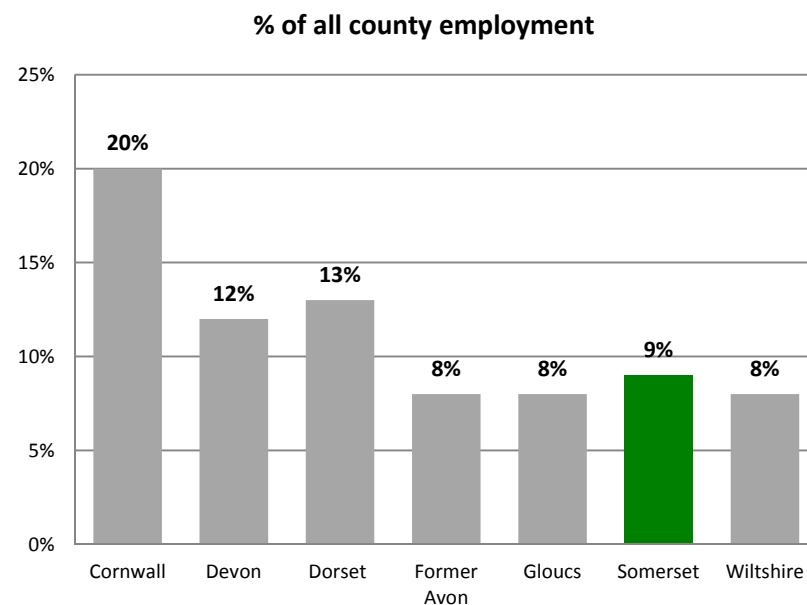
Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£160,110,000	£6,681,000	£166,791,000
Retailing	£65,551,000	£196,172,000	£261,723,000
Catering	£97,834,000	£324,046,000	£421,880,000
Attractions/entertainment	£49,363,000	£94,727,000	£144,090,000
Transport	£44,263,000	£77,835,000	£122,098,000
Arising from non trip spend	£40,499,000	£0	£40,499,000
<b>Total Direct</b>	<b>£457,620,000</b>	<b>£699,461,000</b>	<b>£1,157,081,000</b>

Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£457,620,000	£699,461,000	£1,157,081,000
Supplier and income induced	£254,848,000	£315,350,000	£570,198,000
<b>Total</b>	<b>£712,468,000</b>	<b>£1,014,811,000</b>	<b>£1,727,279,000</b>

# Somerset – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	39,336
Devon	48,701
Dorset	35,054
Former Avon	27,279
Gloucestershire	18,915
Somerset	23,777
Wiltshire	20,937



## Somerset – Tourism related employment

### Estimated actual employment

Direct 21,519	Indirect 5,800	Induced 4,518	Total 31,837
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### Full time equivalent employment (FTE's)

Direct 14,726	Indirect 5,088	Induced 3,963	Total 23,777
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Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,542	106	2,648
Retailing	578	1,729	2,307
Catering	1,381	4,573	5,953
Attractions/entertainment	814	1,562	2,376
Transport	290	510	800
Arising from non trip spend	643	0	643
Total Direct	6,247	8,480	14,726

# West Somerset 2014

## Local data version





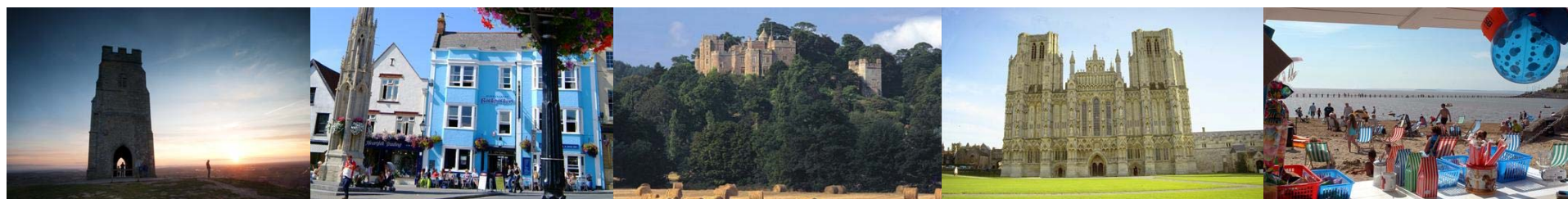
# Introduction

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This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in West Somerset and Somerset county in 2014.

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. 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. In addition to this local data provided by West Somerset Council has also been built into this version to address potential underestimates in national survey data for the volume and value of the Holiday Park and Static Caravan sector in the district.

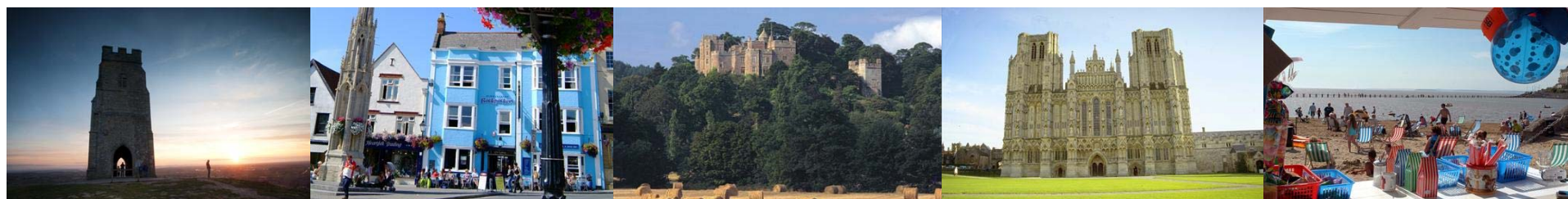
As a result of these changes the figures are not strictly comparable with previous years data and other districts in the county.



# Value of Tourism 2014

## West Somerset (local data version)

Key Facts	
805,000	Staying visitor trips
3,207,000	Staying visitor nights
£133,155,000	Staying visitor spend
2,474,000	Day visits
£79,695,000	Day visitor spend
£212,850,000	Direct visitor spend
£2,996,000	Other related spend
£215,846,000	TOTAL VISITOR RELATED SPEND
5,148	Estimated actual employment
3,675	FTE employment
35%	Proportion of all employment

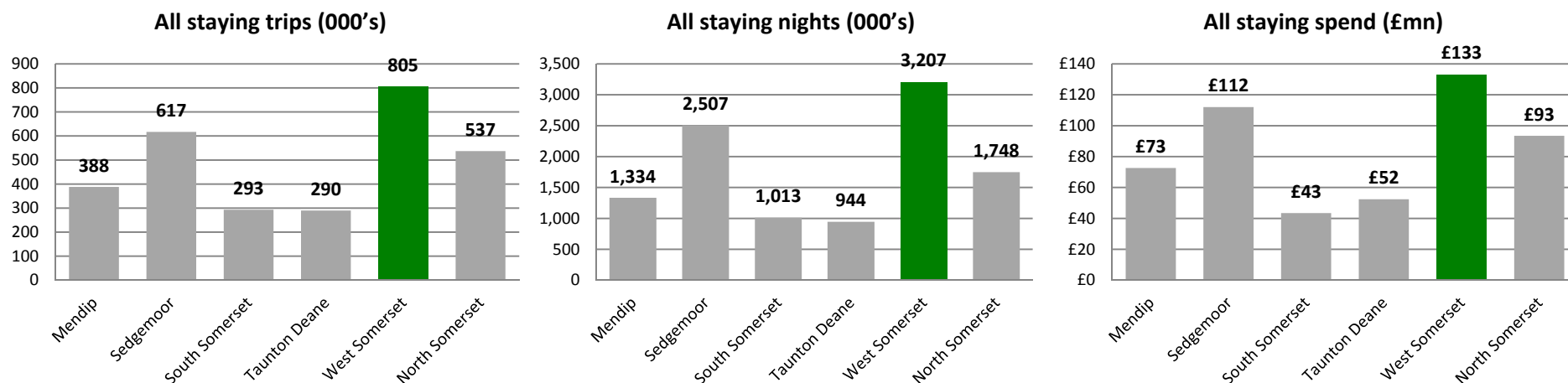


## West Somerset - Staying visits by accommodation type (local data version)

Domestic tourists	Trips	Nights	Spend
Serviced	107,000	248,000	£23,964,000
Self catering	53,300	227,000	£15,842,000
Touring caravans /tents	75,900	313,000	£8,908,000
Static vans/holiday centres	498,000	2,093,000	£71,225,000
Group/campus	4,500	11,000	£590,000
Paying guest in private homes	0	0	£0
Second homes	4,700	39,000	£546,000
Boat moorings	3,000	12,000	£377,000
Other	400	2,000	£132,000
Staying with friends and relatives	31,300	93,000	£2,318,000
Total	778,000	3,037,000	£123,901,000

Overseas tourists	Trips	Nights	Spend
Serviced	12,900	44,000	£3,948,000
Self catering	1,200	27,000	£1,313,000
Touring caravans /tents	3,600	17,000	£728,000
Static vans/holiday centres	3,600	17,000	£711,000
Group/campus	1,300	19,000	£958,000
Paying guest in private homes	0	0	£0
Second homes	1,000	17,000	£681,000
Boat moorings	0	0	£0
Other	500	2,000	£97,000
Staying with friends and relatives	2,700	26,000	£818,000
Total	27,000	170,000	£9,254,000

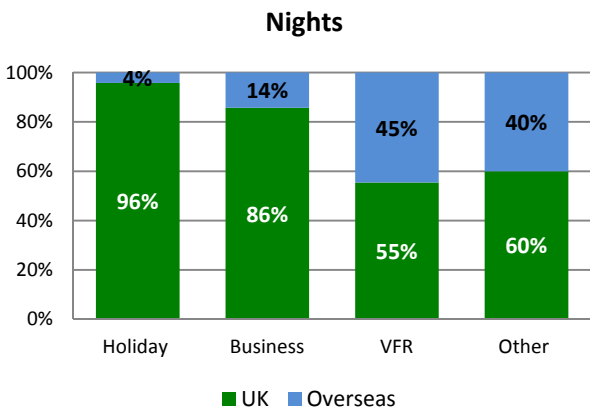
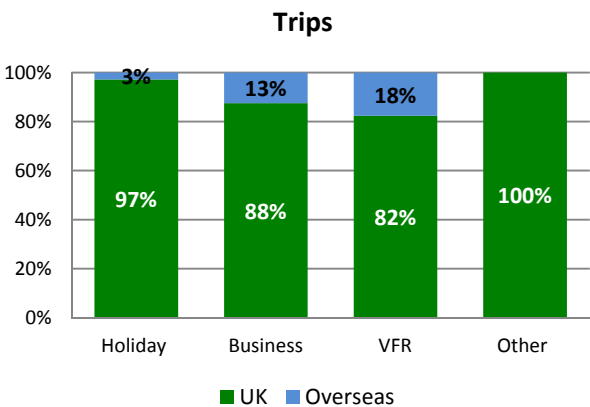
## West Somerset - Staying visits in the county context (local data version)



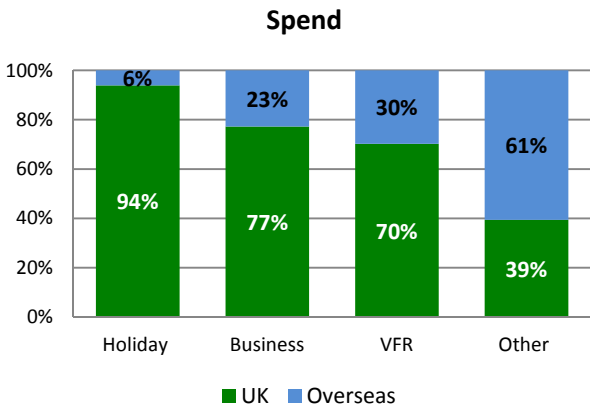
Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Mendip	351	37	1,057	277	£59	£14
Sedgemoor	583	34	2,235	272	£100	£12
South Somerset	268	25	828	185	£36	£8
Taunton Deane	264	26	774	170	£44	£8
West Somerset	778	27	3,037	170	£124	£9
North Somerset	490	47	1,462	286	£79	£15

# West Somerset - Staying visits by purpose (local data version)

Domestic tourists	Trips	Nights	Spend
Holiday	756,000	2,970,000	£120,487,000
Business	7,000	24,000	£1,507,000
Visits to friends and relatives	14,000	41,000	£1,758,000
Other	1,000	3,000	£149,000
Study	0	0	£0
Total	778,000	3,037,000	£123,901,000

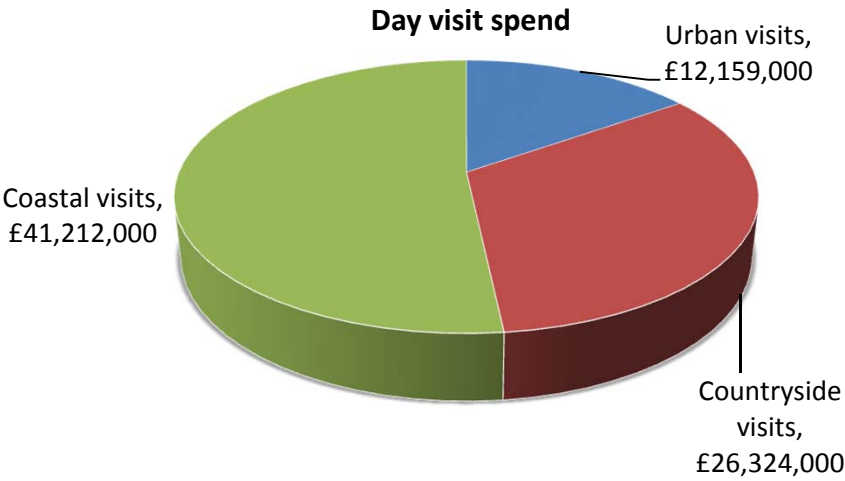
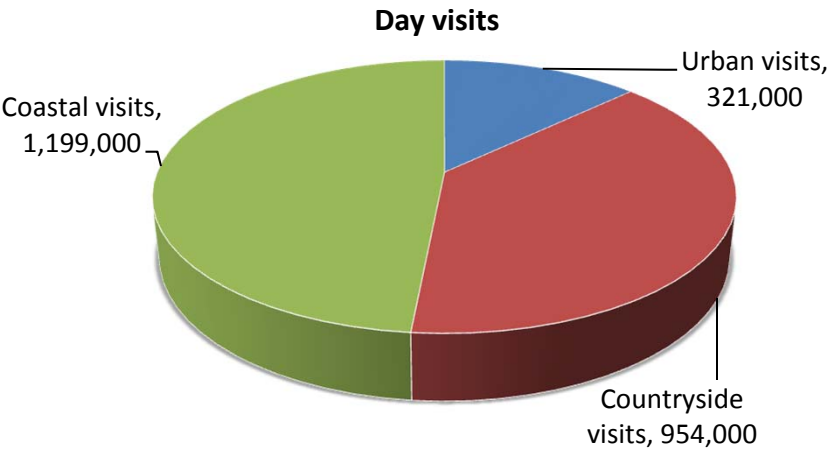


Overseas tourists	Trips	Nights	Spend
Holiday	22,000	131,000	£7,837,000
Business	1,000	4,000	£444,000
Visits to friends and relatives	3,000	33,000	£745,000
Other	0	2,000	£229,000
Study	0	0	£0
Total	27,000	170,000	£9,254,000



# West Somerset - Day visits by location (local data version)

Total day visits	Total day visit spend
2,474,000	£79,695,000



## West Somerset – Direct visitor expenditure by category (local data version)



### Accommodation

- UK staying visitors £47,212,000
- Overseas staying visitors £3,038,000



### Shopping

- UK staying visitors £16,058,000
- Overseas staying visitors £2,554,000
- Day visitors £14,494,000



### Food & drink

- UK staying visitors £27,025,000
- Overseas staying visitors £2,076,000
- Day visitors £38,165,000



### Attractions/entertainment

- UK staying visitors £13,759,000
- Overseas staying visitors £691,000
- Day visitors £10,283,000



### Travel

- UK staying visitors £19,847,000
- Overseas staying visitors £895,000
- Day visitors £16,753,000



## West Somerset – Other visitor related expenditure (local data version)

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Second Homes

£796,000



Boats

£500,000



Visiting friends and relatives (non-visitor spend)

£1,700,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

## West Somerset – Tourism related employment (local data version)

### Estimated actual employment

Direct 4,289	Indirect 660	Induced 199	Total 5,148
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### Full time equivalent employment (FTE's)

Direct 2,921	Indirect 579	Induced 175	Total 3,675
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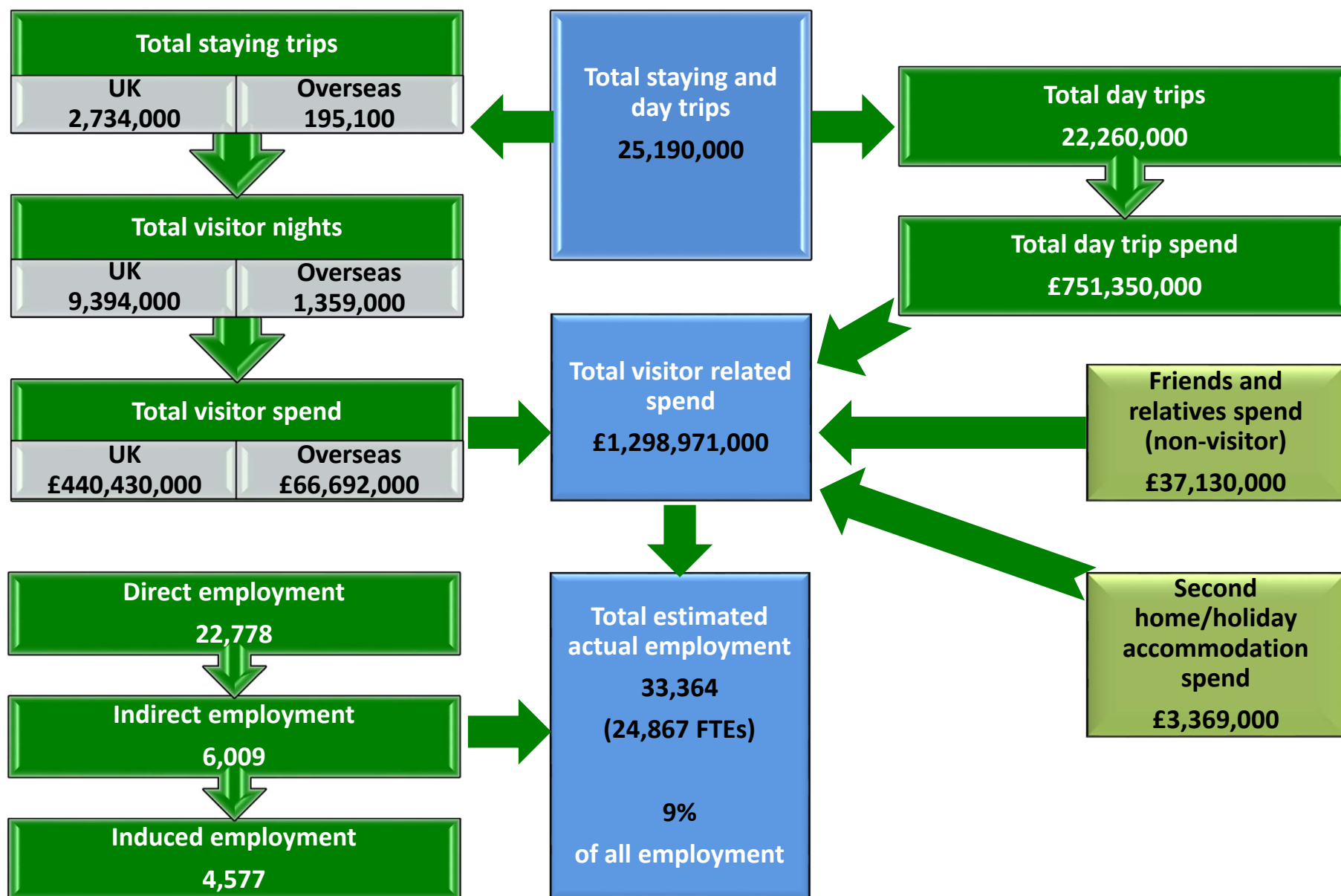
Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	892	13	905
Retailing	179	140	319
Catering	440	577	1,017
Attractions/entertainment	272	197	469
Transport	90	73	163
Arising from non trip spend	48	0	48
Total Direct	1,921	1,000	2,921



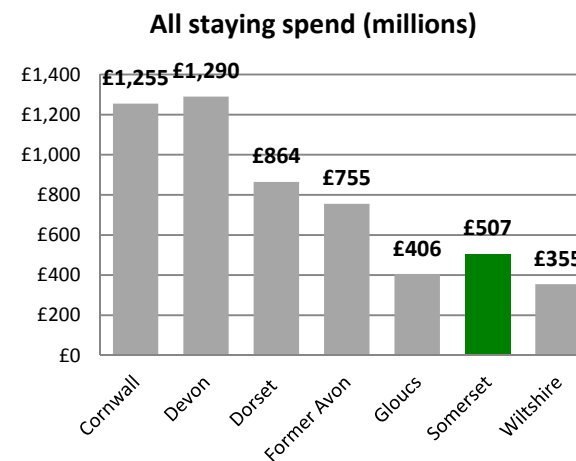
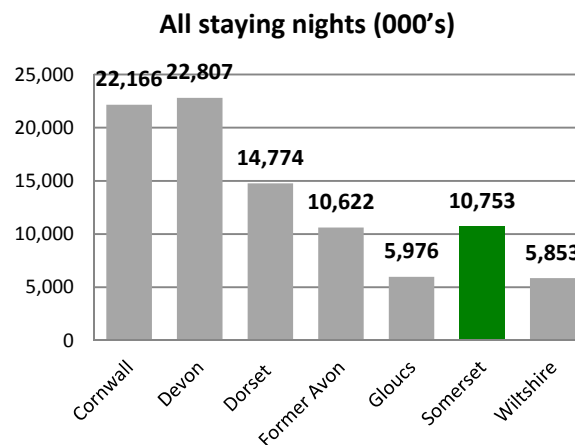
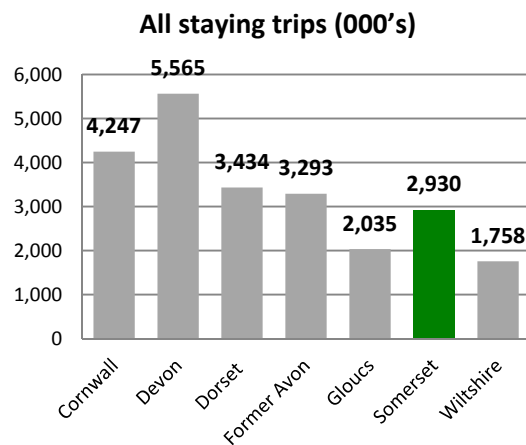
# Somerset county 2014 (with West Somerset local data version)



## Somerset - Key facts at a glance



## Somerset - Staying visits in the regional context



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,912	335	19,821	2,345	£1,117	£138
Devon	5,121	444	19,687	3,120	£1,097	£192
Dorset	3,098	336	11,705	3,069	£682	£183
Former Avon	2,592	701	6,465	4,157	£498	£257
Gloucestershire	1,751	284	4,201	1,775	£290	£116
<b>Somerset</b>	<b>2,735</b>	<b>195</b>	<b>9,394</b>	<b>1,359</b>	<b>£440</b>	<b>£67</b>
Wiltshire	1,471	287	4,099	1,754	£258	£97

## Somerset - Staying visits by accommodation type

Domestic tourists	Trips	Nights	Spend
Serviced	696,000	1,611,000	£155,892,000
Self catering	311,000	1,324,000	£92,516,000
Touring caravans /tents	417,000	1,721,000	£48,949,000
Static vans/holiday centres	570,900	2,457,000	£83,631,000
Group/campus	27,000	63,000	£3,509,000
Paying guest in private homes	0	0	£0
Second homes	14,000	116,000	£1,625,000
Boat moorings	6,000	25,000	£753,000
Other	9,000	39,000	£2,894,000
Staying with friends and relatives	684,000	2,038,000	£50,661,000
Total	2,734,900	9,394,000	£440,430,000

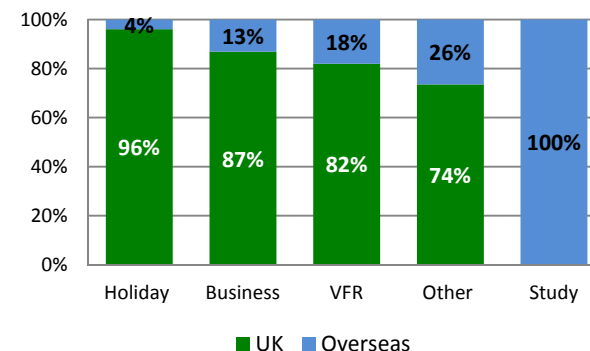
Overseas tourists	Trips	Nights	Spend
Serviced	84,000	283,000	£25,684,000
Self catering	7,000	158,000	£7,670,000
Touring caravans /tents	20,000	96,000	£3,998,000
Static vans/holiday centres	4,100	22,000	£925,000
Group/campus	8,000	115,000	£5,697,000
Paying guest in private homes	1,000	25,000	£696,000
Second homes	3,000	51,000	£2,026,000
Boat moorings	0	0	£0
Other	10,000	43,000	£2,117,000
Staying with friends and relatives	58,000	566,000	£17,879,000
Total	195,100	1,359,000	£66,692,000

## Somerset - Staying visits by purpose

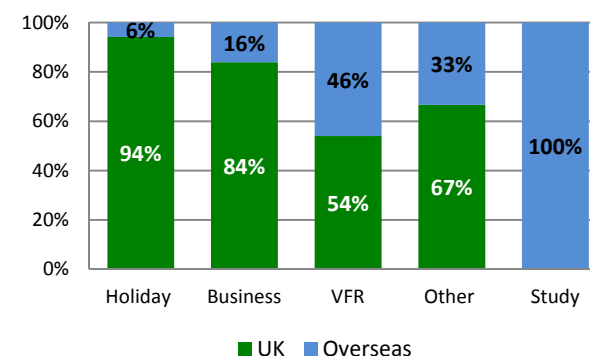
Domestic tourists	Trips	Nights	Spend
Holiday	2,221,000	8,009,000	£357,694,000
Business	185,000	532,000	£39,592,000
Visits to friends and relatives	304,000	789,000	£39,772,000
Other	25,000	64,000	£3,373,000
Study	0	0	£0
<b>Total</b>	<b>2,735,000</b>	<b>9,393,000</b>	<b>£440,431,000</b>

Overseas tourists	Trips	Nights	Spend
Holiday	90,000	497,000	£31,063,000
Business	28,000	102,000	£11,038,000
Visits to friends and relatives	67,000	673,000	£15,957,000
Other	9,000	32,000	£4,907,000
Study	1,000	56,000	£3,729,000
<b>Total</b>	<b>195,000</b>	<b>1,360,000</b>	<b>£66,692,000</b>

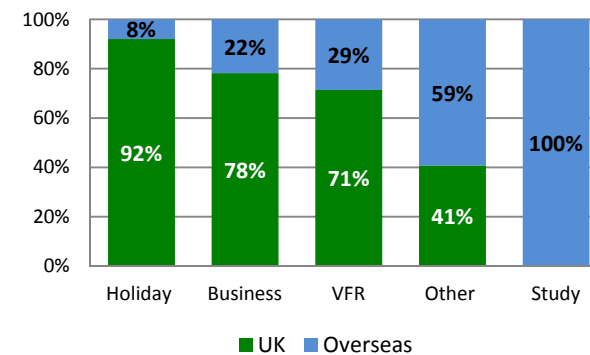
Trips



Nights

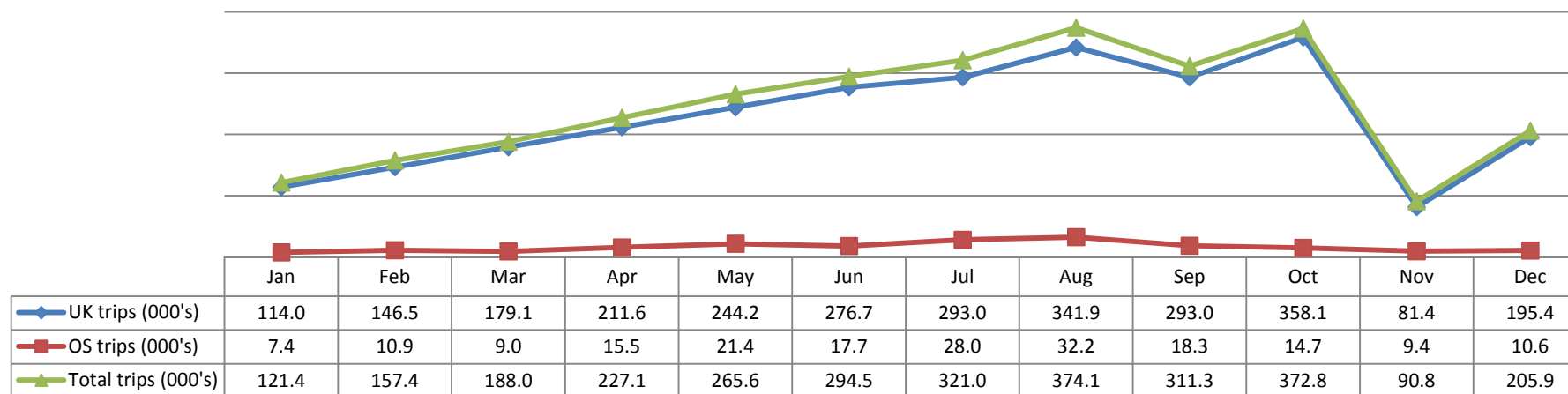


Spend

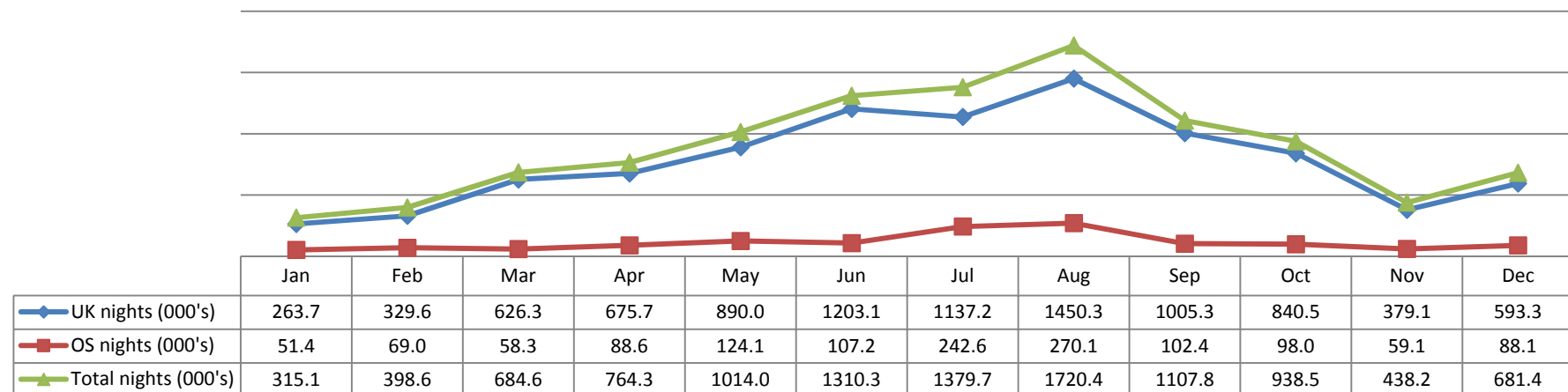


# Somerset- Estimated seasonality of staying visits

Seasonality - trips

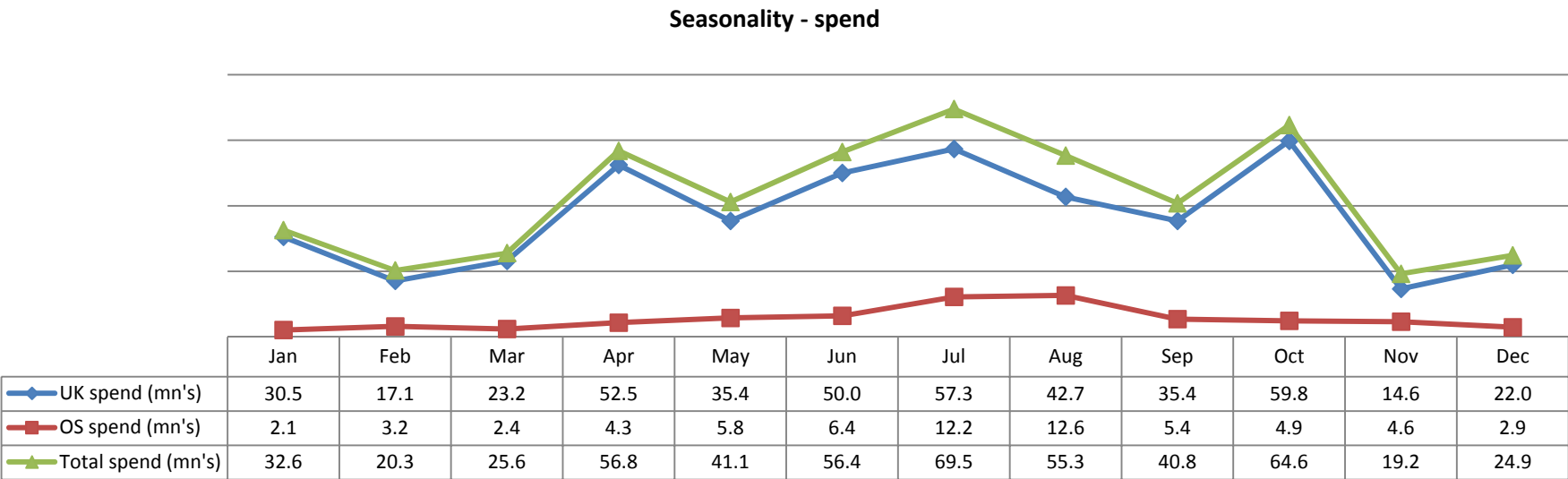


Seasonality - nights

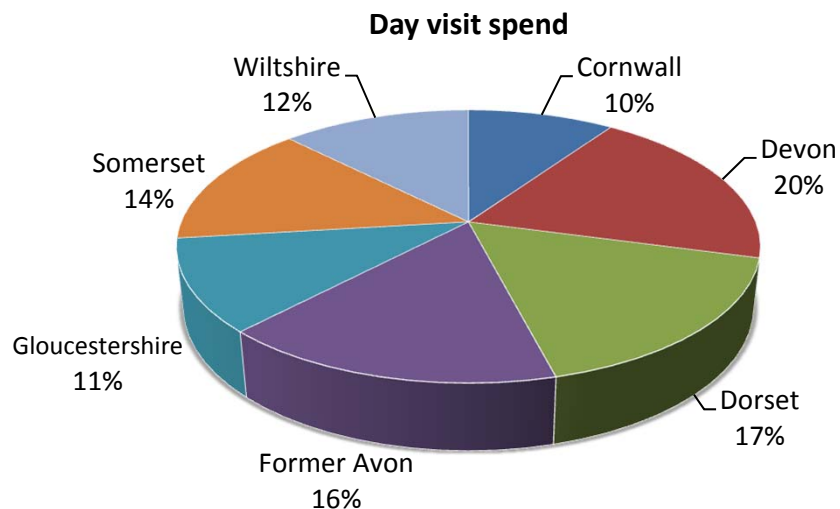
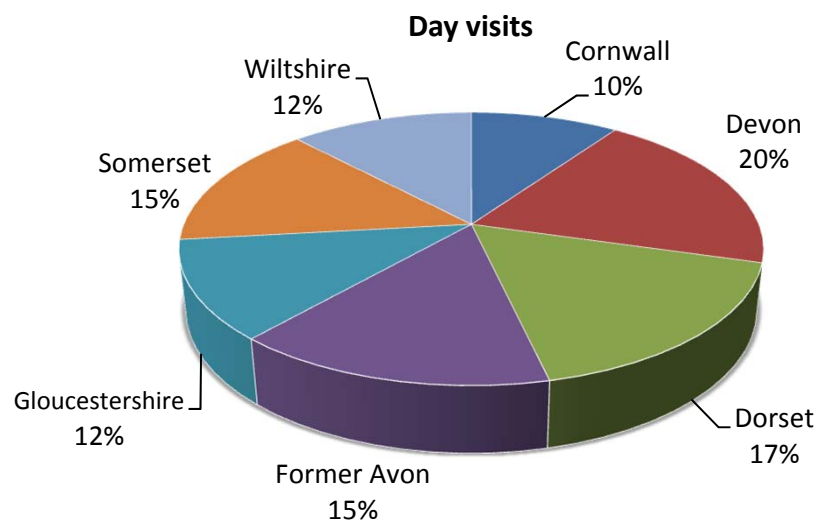




# Somerset - Estimated seasonality of staying visits



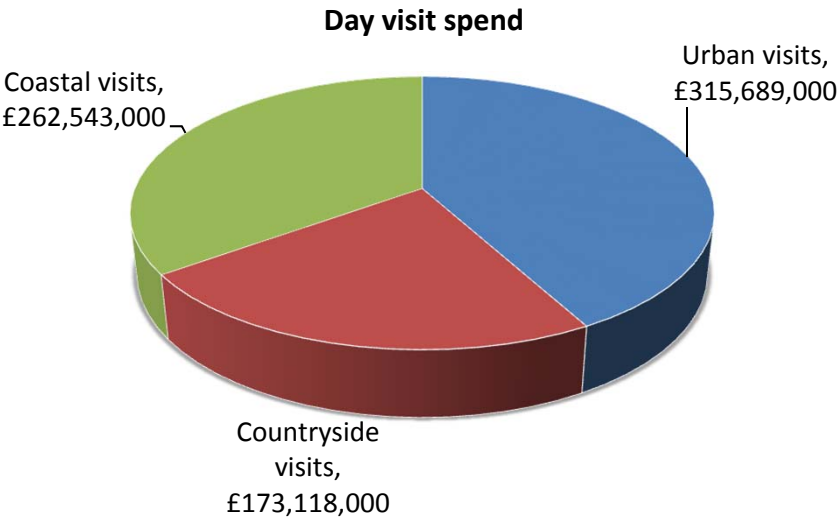
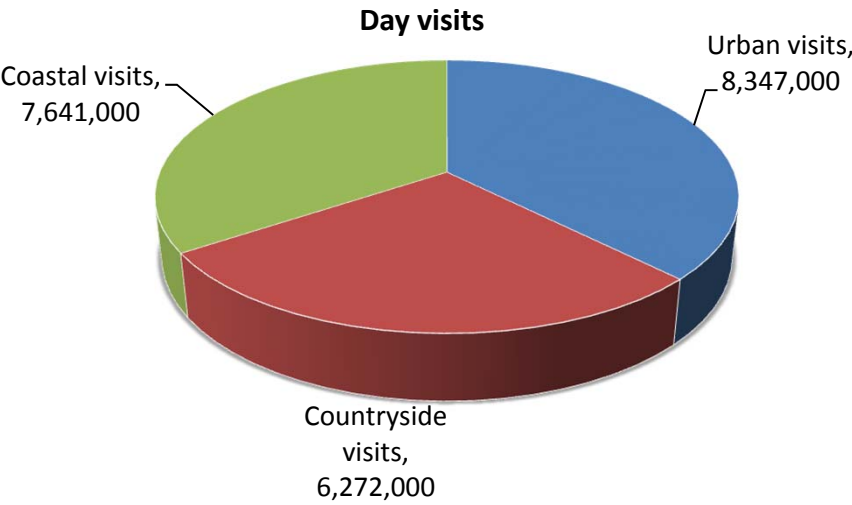
## Somerset - Day visits in the regional context



Area	Day visits (millions)	Day visit spend (millions)
Cornwall	14.6	£499.8
Devon	29.8	£1,015.9
Dorset	25.5	£870.8
Former Avon	22.8	£839.3
Gloucestershire	17.7	£568.9
Somerset	22.3	£751.4
Wiltshire	18.1	£646.2

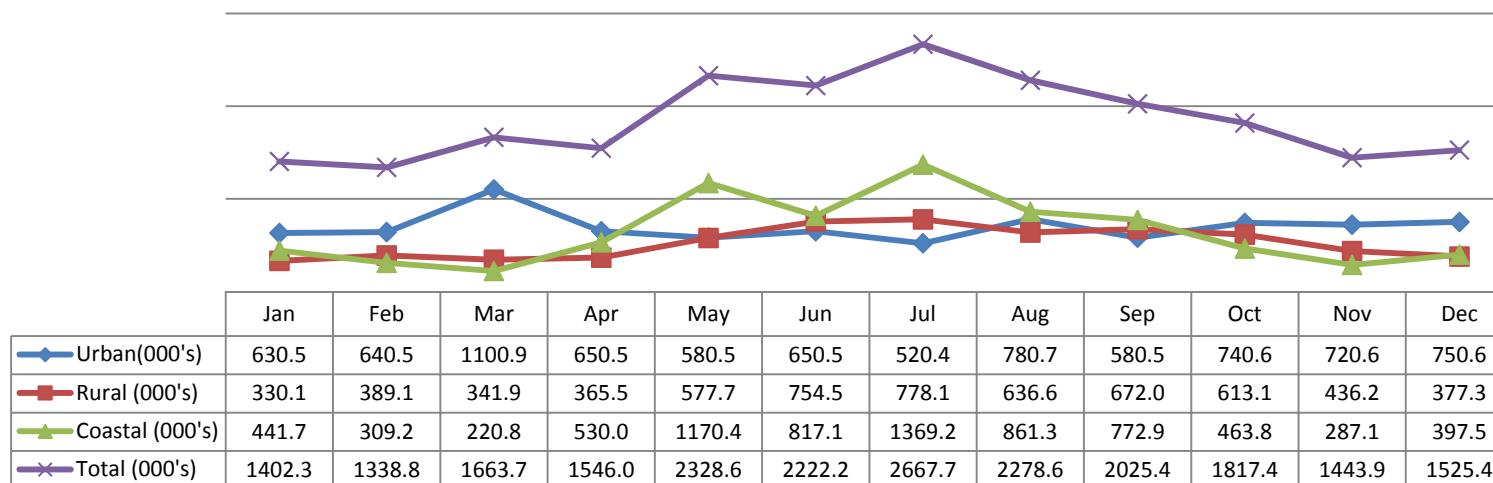
# Somerset - Day visits by location

Total day visits	Total day visit spend
22,260,000	£751,350,000

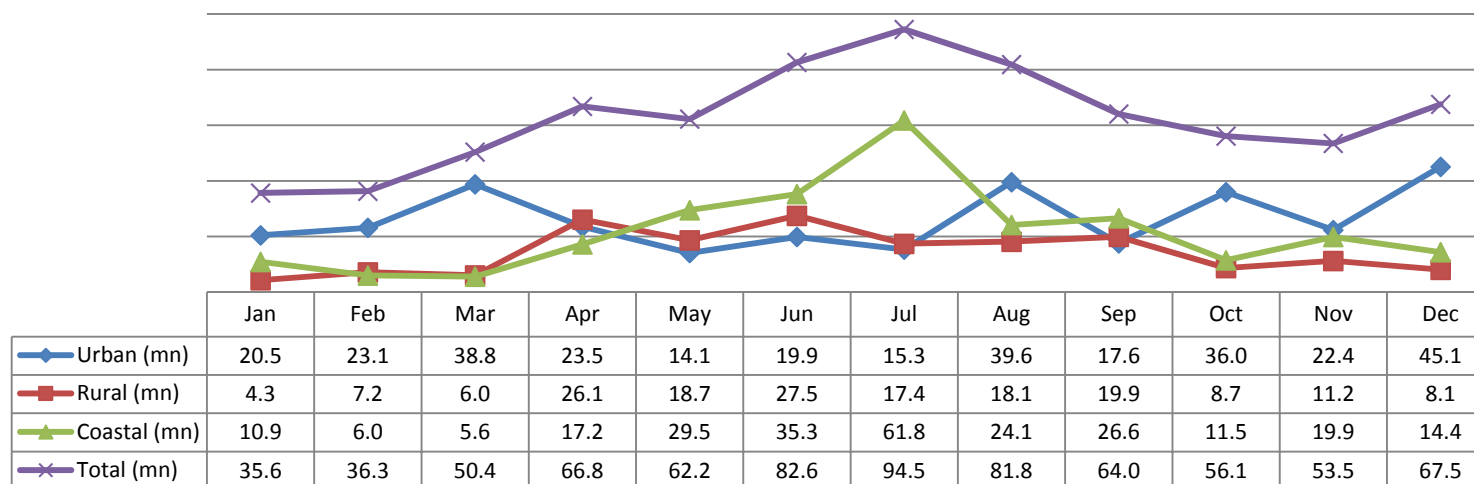


# Somerset - Estimated seasonality of day visits

Seasonality - day visits (000's)

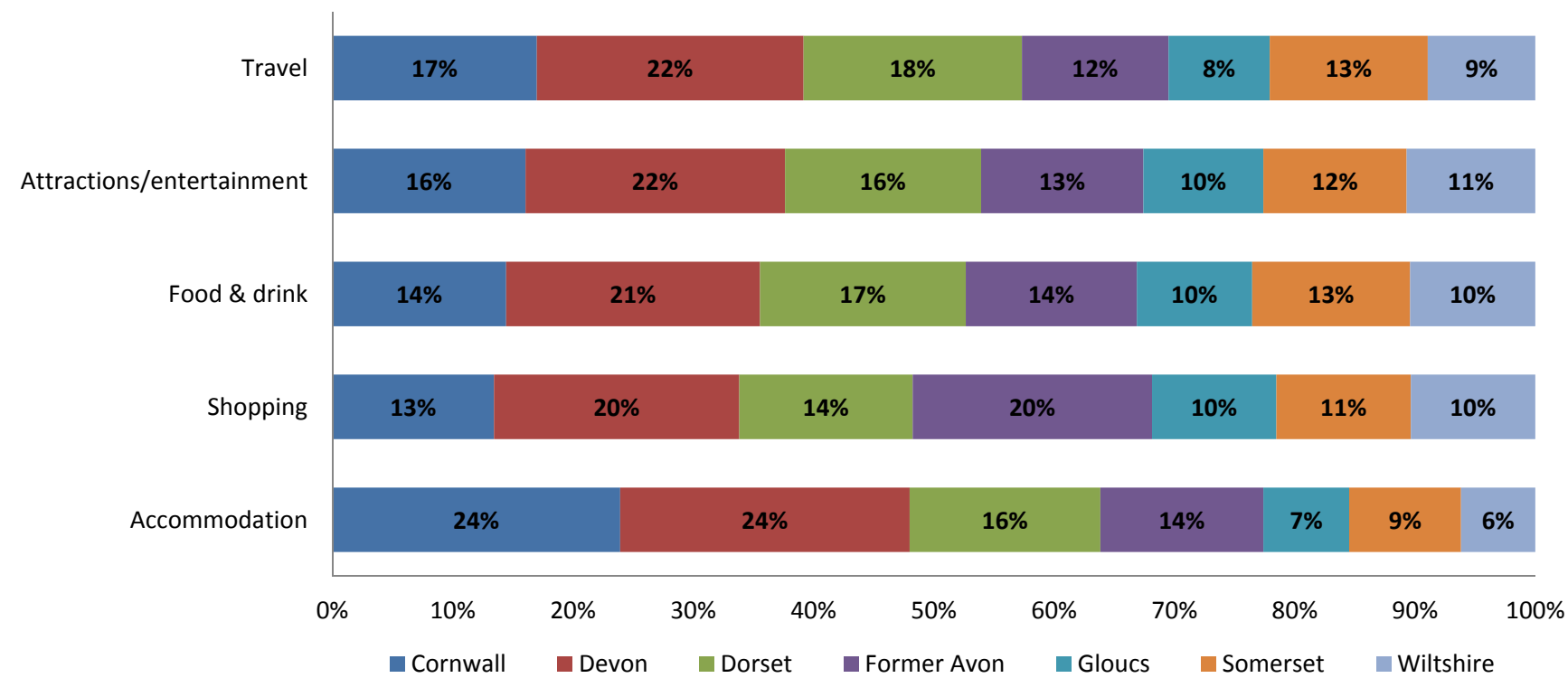


Seasonality - day visit spend (millions)



# Somerset – Direct visitor expenditure by category in the regional context

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,949,892,000	£2,435,644,000	£3,412,694,000	£1,206,560,000	£1,620,068,000	£10,624,855,000
%	18%	23%	32%	11%	15%	100%



## Somerset – Direct visitor expenditure by category



### Accommodation

- UK staying visitors £160,839,000
- Overseas staying visitors £20,532,000



### Shopping

- UK staying visitors £55,744,000
- Overseas staying visitors £18,418,000
- Day visitors £198,153,000



### Food & drink

- UK staying visitors £99,454,000
- Overseas staying visitors £14,493,000
- Day visitors £334,068,000



### Attractions/entertainment

- UK staying visitors £47,572,000
- Overseas staying visitors £6,840,000
- Day visitors £89,405,000



### Travel

- UK staying visitors £76,821,000
- Overseas staying visitors £6,409,000
- Day visitors £129,725,000

## Somerset – Other visitor related expenditure by category

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Second Homes

£2,369,000



Boats

£1,000,000



Visiting friends and relatives (non-visitor spend)

£37,130,000

- Spend on second homes estimates cover rates, maintenance, and replacement of furniture and fittings.
- Spend on boats estimates cover berthing charges, servicing and maintenance and upgrading of equipment.
- Additional spending is incurred by friends and relatives as a result of people coming to stay with them.

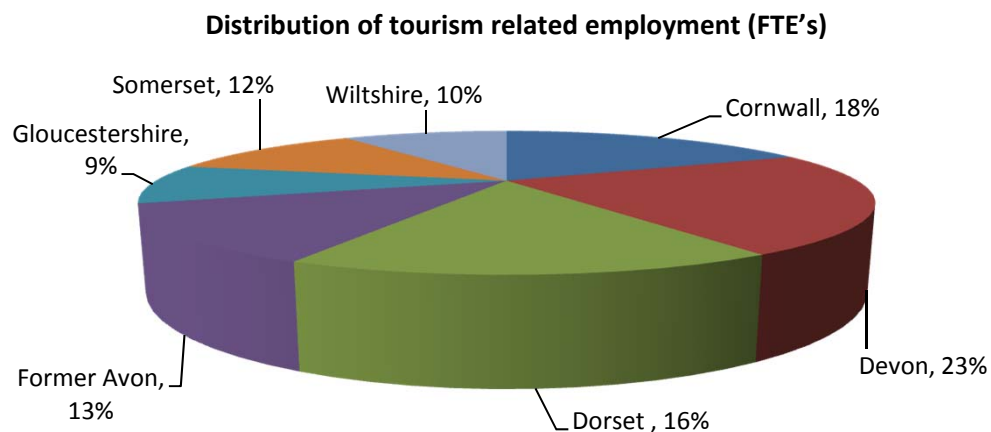
## Somerset – Business turnover

Turnover derived from trip expenditure	Staying visitor related	Day visitor related	Total
Accommodation	£183,649,000	£6,681,000	£190,330,000
Retailing	£73,421,000	£196,172,000	£269,593,000
Catering	£110,528,000	£324,046,000	£434,574,000
Attractions/entertainment	£56,294,000	£94,727,000	£151,021,000
Transport	£49,938,000	£77,835,000	£127,773,000
Arising from non trip spend	£40,499,000	£0	£40,499,000
<b>Total Direct</b>	<b>£514,329,000</b>	<b>£699,461,000</b>	<b>£1,213,790,000</b>

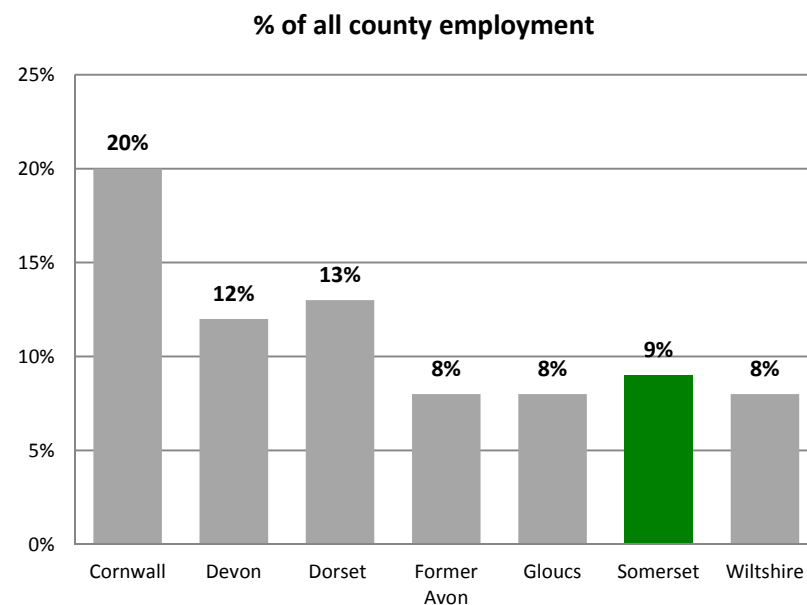
Total business turnover supported by tourism activity	Staying visitor related	Day visitor related	Total
Direct	£514,329,000	£699,461,000	£1,213,790,000
Supplier and income induced	£269,639,000	£315,350,000	£584,989,000
<b>Total</b>	<b>£783,968,000</b>	<b>£1,014,811,000</b>	<b>£1,798,779,000</b>



## Somerset – Tourism related employment in the regional context



Area	Number of FTE's
Cornwall	39,336
Devon	48,701
Dorset	35,054
Former Avon	27,279
Gloucestershire	18,915
Somerset	24,867
Wiltshire	20,937



## Somerset – Tourism related employment

### Estimated actual employment

Direct 22,778	Indirect 6,009	Induced 4,577	Total 33,364
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### Full time equivalent employment (FTE's)

Direct 15,581	Indirect 5,271	Induced 4,015	Total 24,867
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Direct employment in businesses in receipt of visitor expenditure (FTE's)	Staying visitor related	Day visitor related	Total
Accommodation	2,955	106	3,061
Retailing	654	1,729	2,384
Catering	1,578	4,573	6,151
Attractions/entertainment	940	1,562	2,502
Transport	331	510	841
Arising from non trip spend	643	0	643
Total Direct	7,101	8,480	15,581