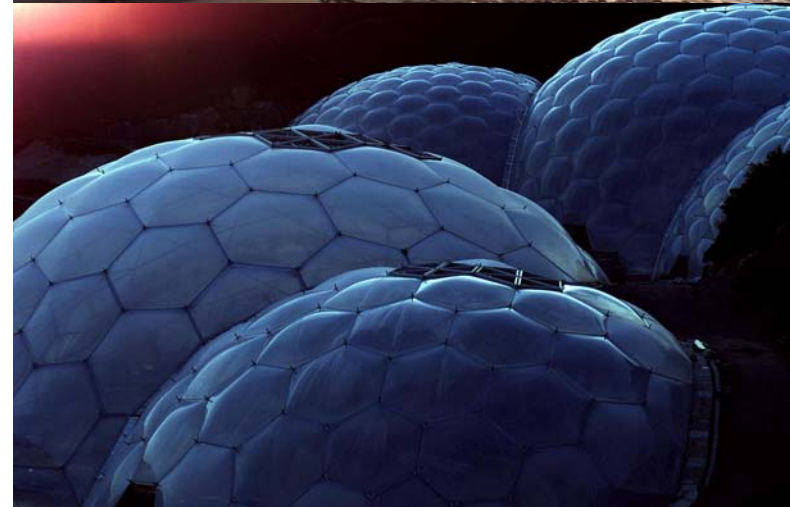


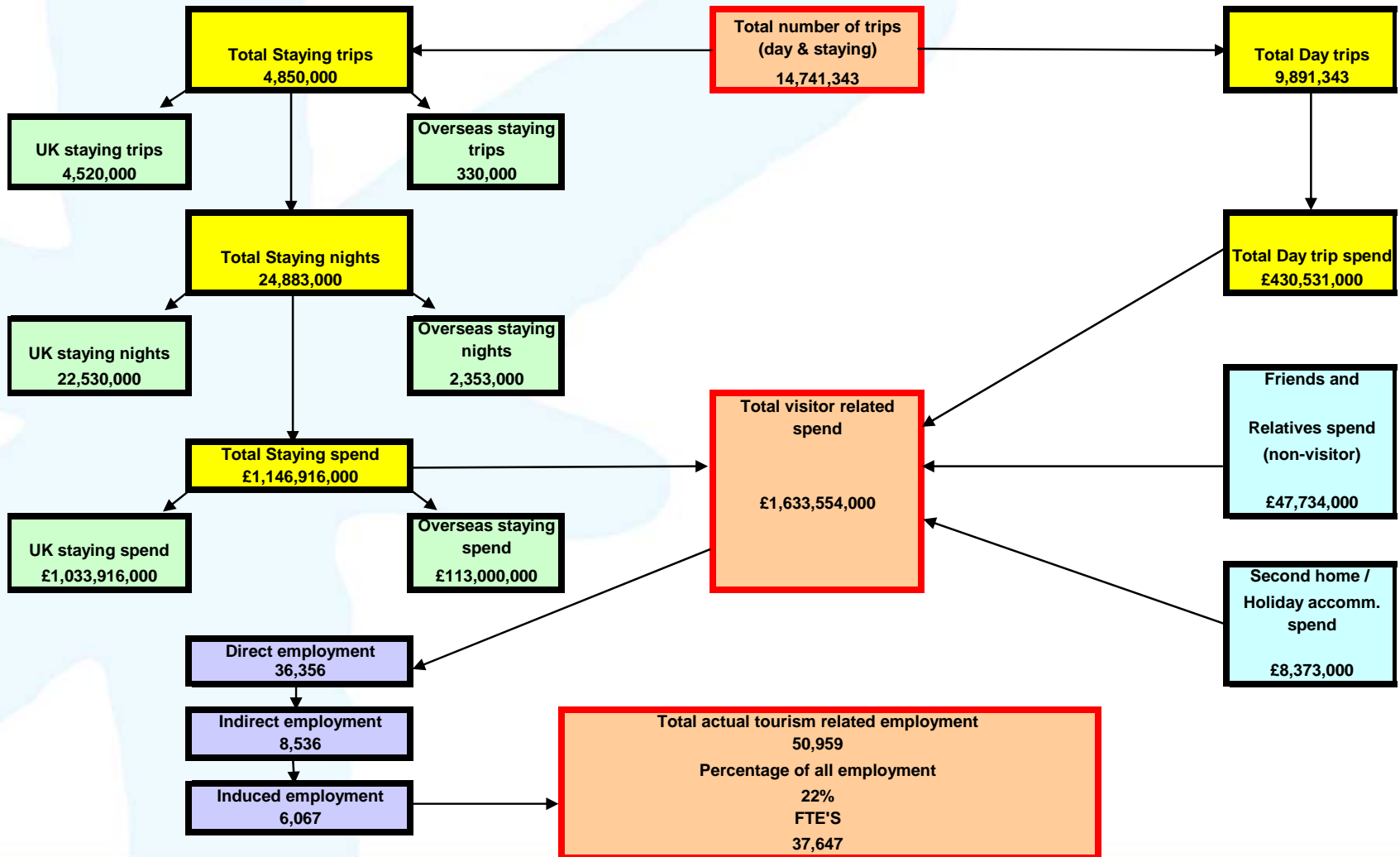
Value of Tourism 2007

CORNWALL



THE VALUE OF TOURISM 2007

Cornwall – Facts at a glance



VALUE OF TOURISM 2007

Cornwall – Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,131,000	3,871,000	£296,507,000
Self catering	1,017,000	7,147,000	£373,795,000
Touring caravans /tents	624,000	3,637,000	£101,201,000
Static vans/holiday centres	609,000	3,510,000	£146,688,000
Group/campus	32,000	103,000	£4,630,000
Paying guest in private house	0	0	£0
Second homes	71,000	483,000	£13,375,000
Boat moorings	21,000	89,000	£2,356,000
Other	47,000	180,000	£6,218,000
Staying with friends and relatives	964,000	3,507,000	£89,146,000
Total	4,520,000	22,530,000	£1,033,916,000

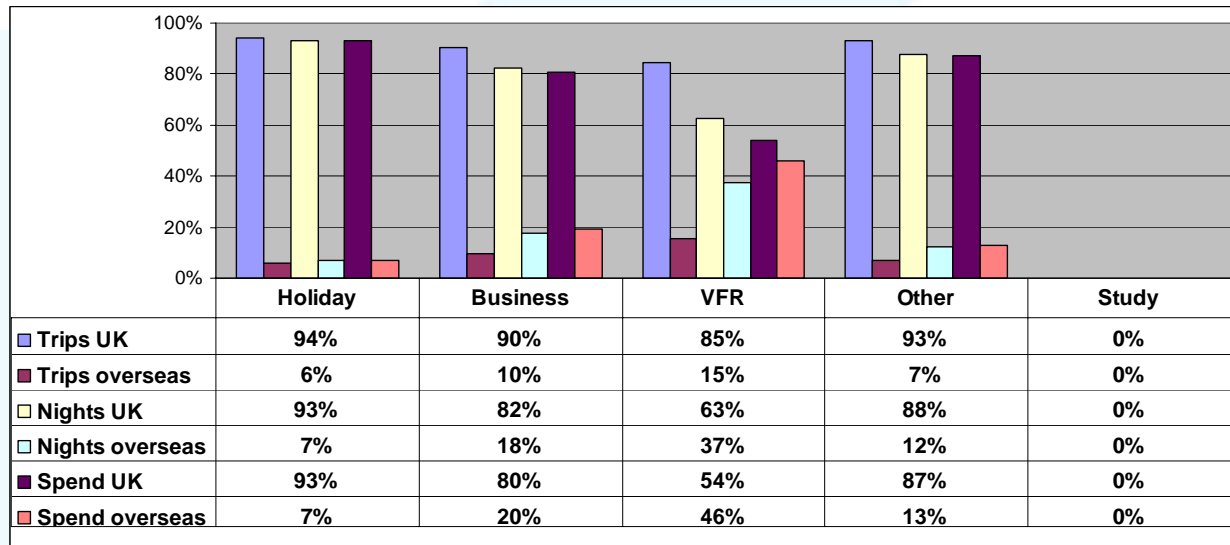
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	154,000	494,000	£41,066,000
Self catering	33,000	481,000	£18,719,000
Touring caravans /tents	37,000	193,000	£4,967,000
Static vans/holiday centres	1,000	28,000	£857,000
Group/campus	5,000	117,000	£7,010,000
Paying guest in private house	0	0	£0
Second homes	6,000	140,000	£5,113,000
Boat moorings	0	0	£0
Other	3,000	4,000	£107,000
Staying with friends and relatives	91,000	896,000	£35,160,000
Total	330,000	2,353,000	£113,000,000

VALUE OF TOURISM 2007

Cornwall – Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

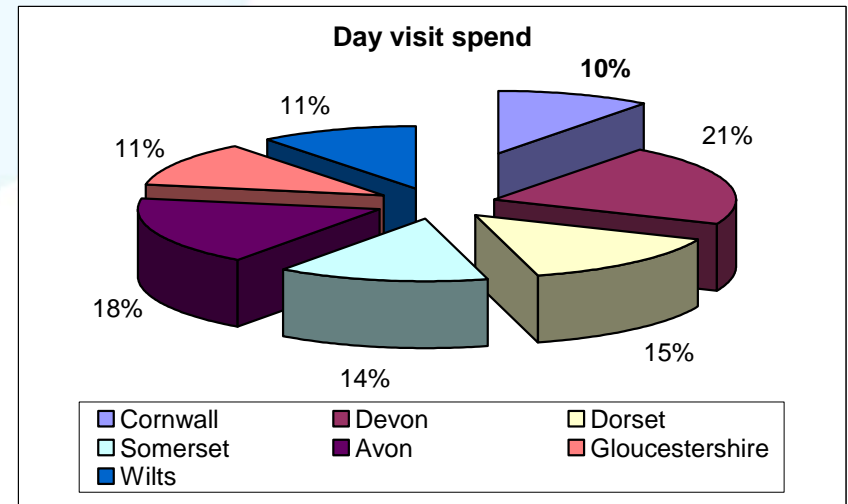
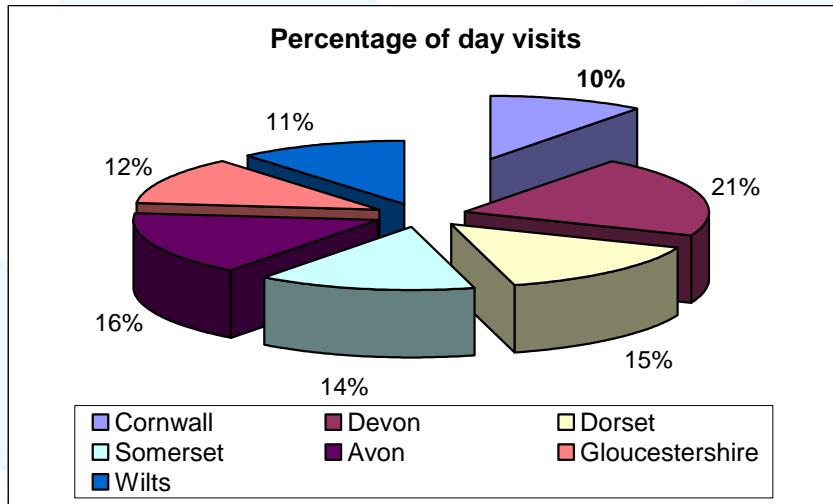
	Trips	Nights	Spend
Holiday	3,874,000	20,507,000	£949,316,000
Business	170,000	511,000	£37,944,000
VFR	405,000	1,173,000	£33,724,000
Other	67,000	335,000	£12,933,000
Study	0	0	£0
Total	4,516,000	22,527,000	£1,033,916,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	235,000	1,493,000	£73,306,000
Business	18,000	111,000	£9,192,000
VFR	73,000	702,000	£28,594,000
Other	5,000	47,000	£1,907,000
Study	0	0	£0
Total	330,000	2,353,000	£112,999,000

VALUE OF TOURISM 2007

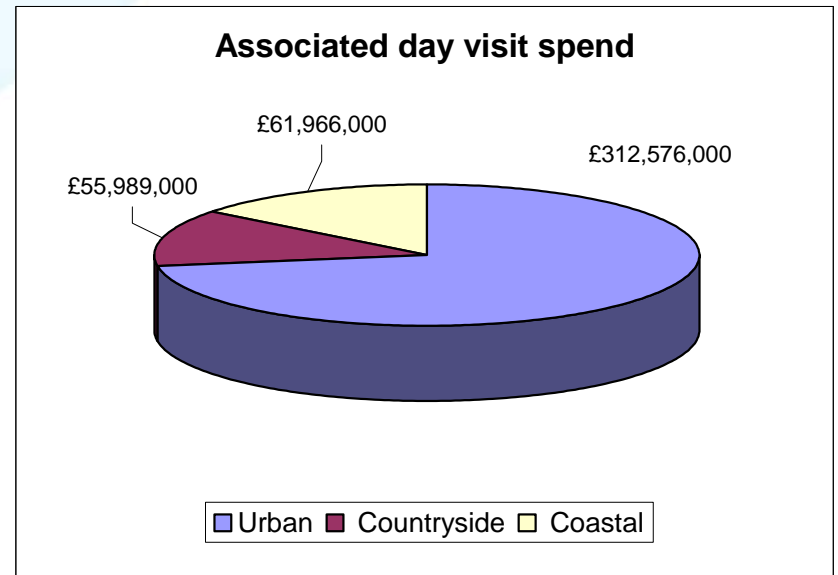
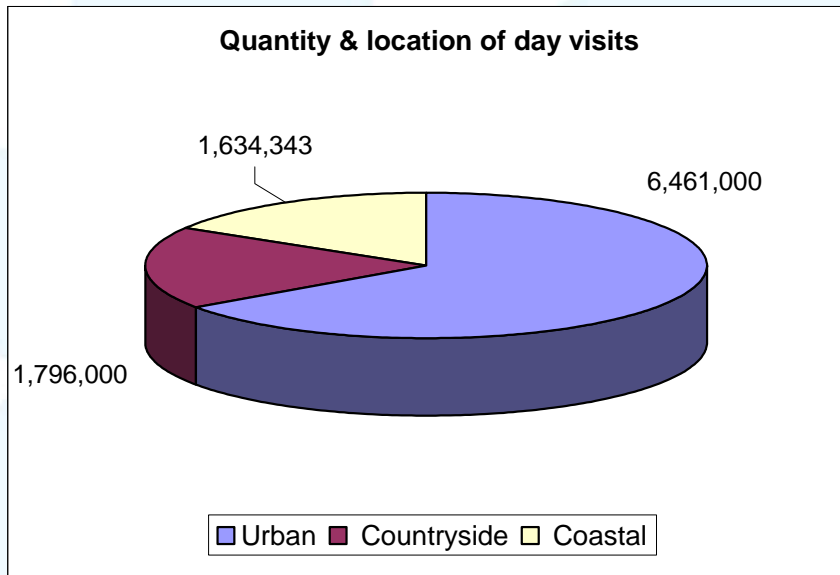
Cornwall – Day visitors in context



	Trips	Spend
Cornwall	9,891,343	£430,531,000
Devon	19,897,792	£876,045,000
Dorset	14,361,852	£610,798,308
Somerset	13,856,034	£592,932,000
Former Avon	15,702,000	£743,084,000
Gloucestershire	11,535,000	£479,737,000
Wilts	10,804,000	£446,919,000
Totals	96,048,021	£4,180,046,308

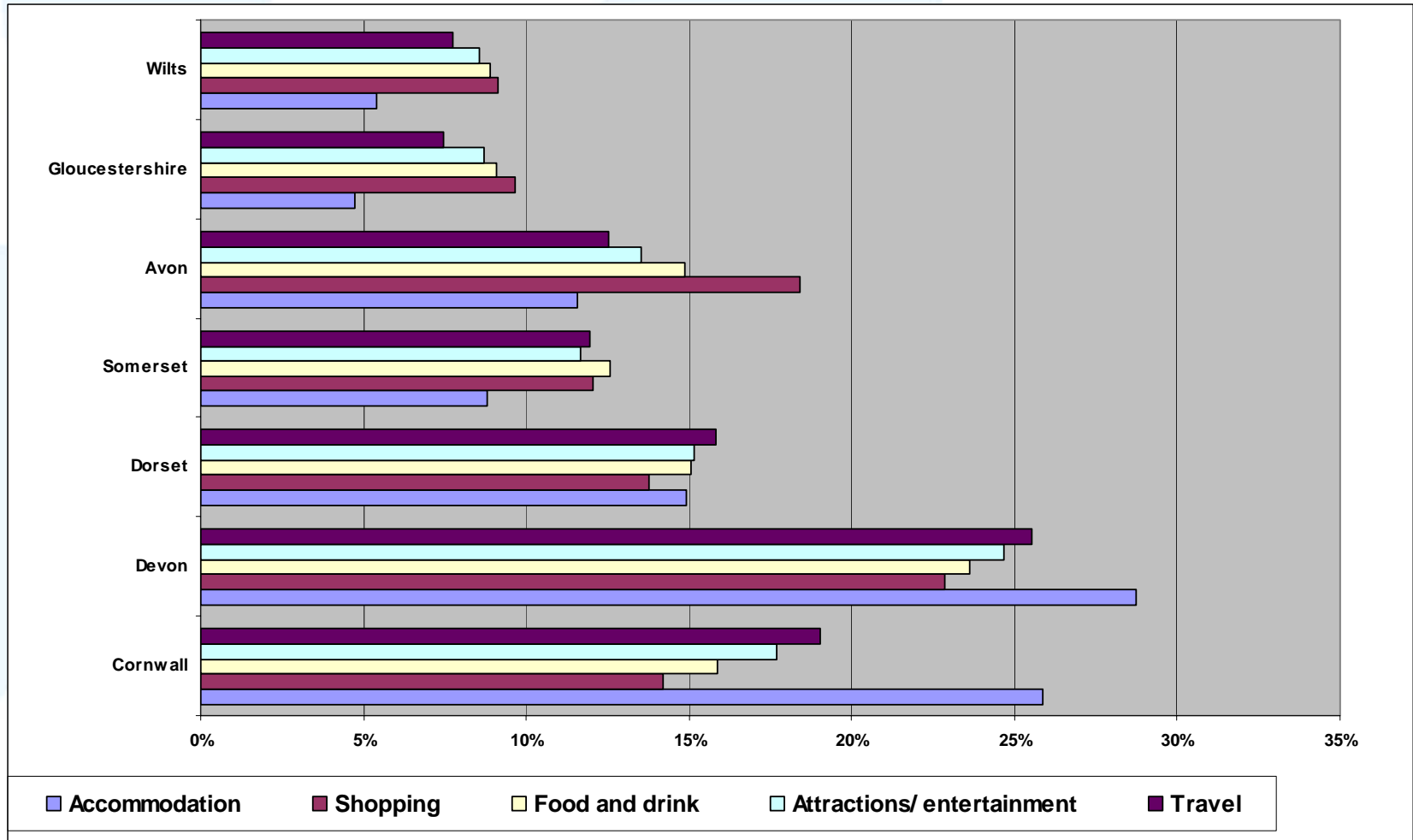
VALUE OF TOURISM 2007

Cornwall – Day visitors in detail



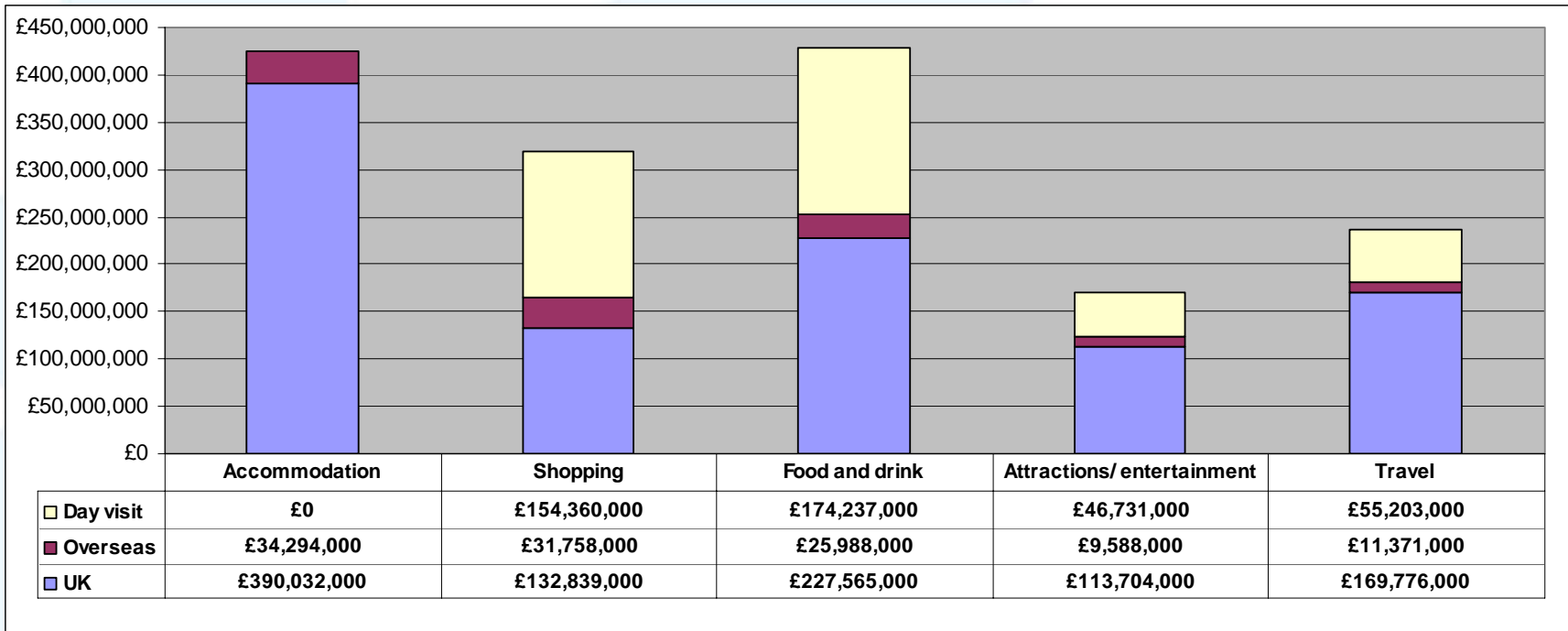
VALUE OF TOURISM 2007

Cornwall – Expenditure associated with trips (all visits)



VALUE OF TOURISM 2007

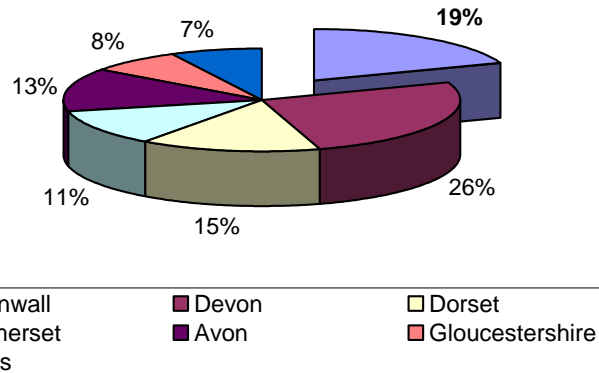
Cornwall – Expenditure associated with trips



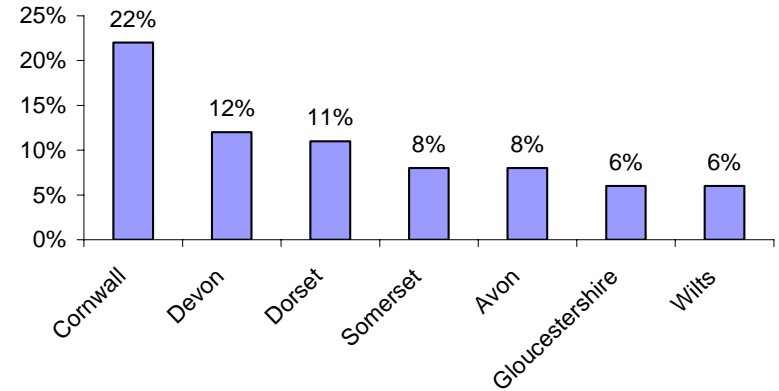
VALUE OF TOURISM 2007

Cornwall – Employment in context

Distribution of tourism related employment (FTE'S)



Tourism employment as a proportion of the total county employment



	Number of FTE's
Cornwall	37,647
Devon	50,215
Dorset	28,579
Somerset	22,315
Former Avon	25,994
Gloucestershire	14,957
Wilts	14,365
Totals	194,072

VALUE OF TOURISM 2007

Cornwall – Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	27,297	9,059	36,356
Indirect	6,763	1,773	8,536
Induced	5,621	446	6,067
Totals	39,681	11,278	50,959

Estimated number of full time jobs related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	18,723	6,115	24,837
Indirect	5,932	1,555	7,488
Induced	4,931	391	5,322
Totals	29,586	8,061	37,647

Estimated number of full time jobs(FTE's)

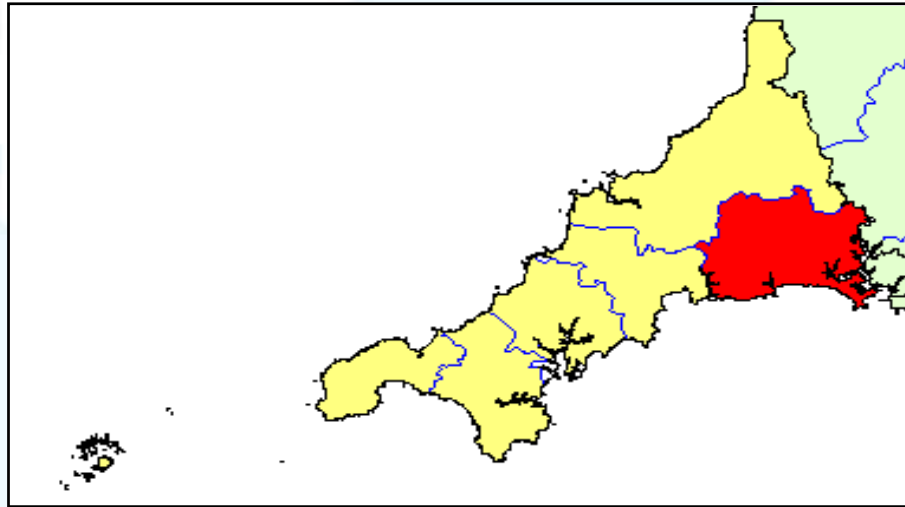
	Staying	Day	Total
Accommodation	8,156	66	8,222
Retailing	1,891	1,774	3,665
Catering	4,415	3,034	7,449
Attractions/entertainment	2,440	957	3,398
Transport	929	283	1,212
Arising from non trip spend	891	0	891
Totals	18,723	6,115	24,837

Value of Tourism 2007

CARADON DISTRICT

VALUE OF TOURISM 2007

Caradon Briefing



<u>CARADON</u>	<u>KEY FACTS</u>
564,000	trips by staying visitors
2,981,000	staying visitor nights
£129,225,000	spend by staying visitors
1,483,000	day visits
£63,015,000	spend by day visitors
£8,287,000	other tourism related spend
5,281	jobs related to tourism spending
13%	of employment is supported by tourism

VALUE OF TOURISM 2007

Caradon Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	86,000	293,000	£22,467,000
Self catering	129,000	905,000	£47,341,000
Touring caravans /tents	56,000	324,000	£9,025,000
Static vans/holiday centres	94,000	544,000	£22,751,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	10,000	65,000	£1,803,000
Boat moorings	1,000	5,000	£134,000
Other	7,000	28,000	£983,000
Staying with friends and relatives (VFR)	152,000	554,000	£14,086,000
Total	535,000	2,720,000	£118,590,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	5,000	17,000	£1,427,000
Self catering	4,000	61,000	£2,371,000
Touring caravans /tents	3,000	17,000	£443,000
Static vans/holiday centres	0	4,000	£133,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	19,000	£689,000
Boat moorings	0	0	£0
Other	1,000	1,000	£17,000
Staying with friends and relatives (VFR)	14,000	142,000	£5,556,000
Total	29,000	261,000	£10,635,000

VALUE OF TOURISM 2007

Caradon Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	453,000	2,454,000	£109,715,000
Business	7,000	22,000	£1,594,000
VFR	64,000	190,000	£5,263,000
Other	11,000	54,000	£2,018,000
Study	0	0	£0
Total	535,000	2,720,000	£118,590,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	16,000	119,000	£5,304,000
Business	0	3,000	£217,000
VFR	11,000	130,000	£4,794,000
Other	1,000	9,000	£320,000
Study	0	0	£0
Total	29,000	261,000	£10,635,000

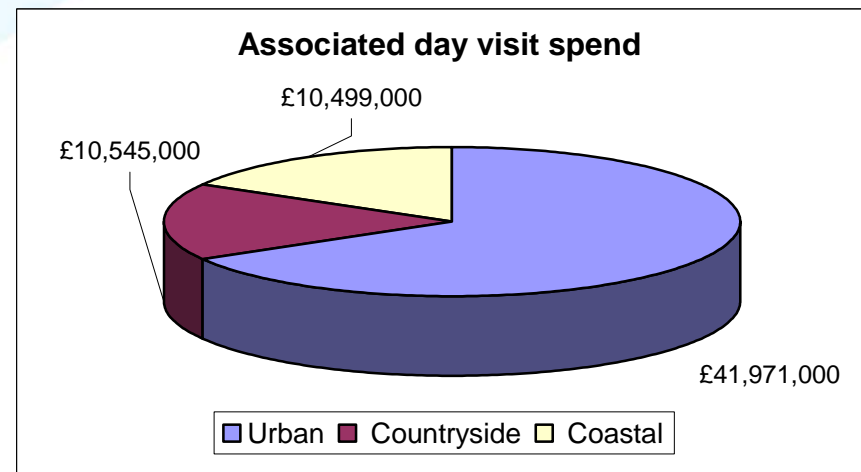
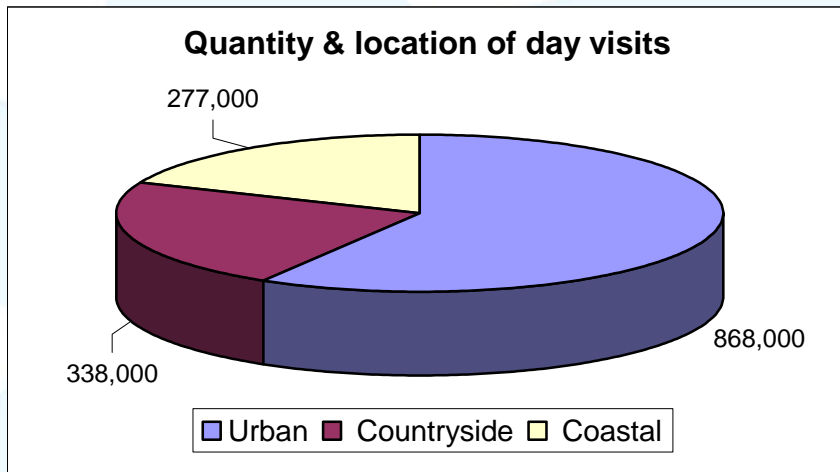
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

VALUE OF TOURISM 2007

Caradon Briefing

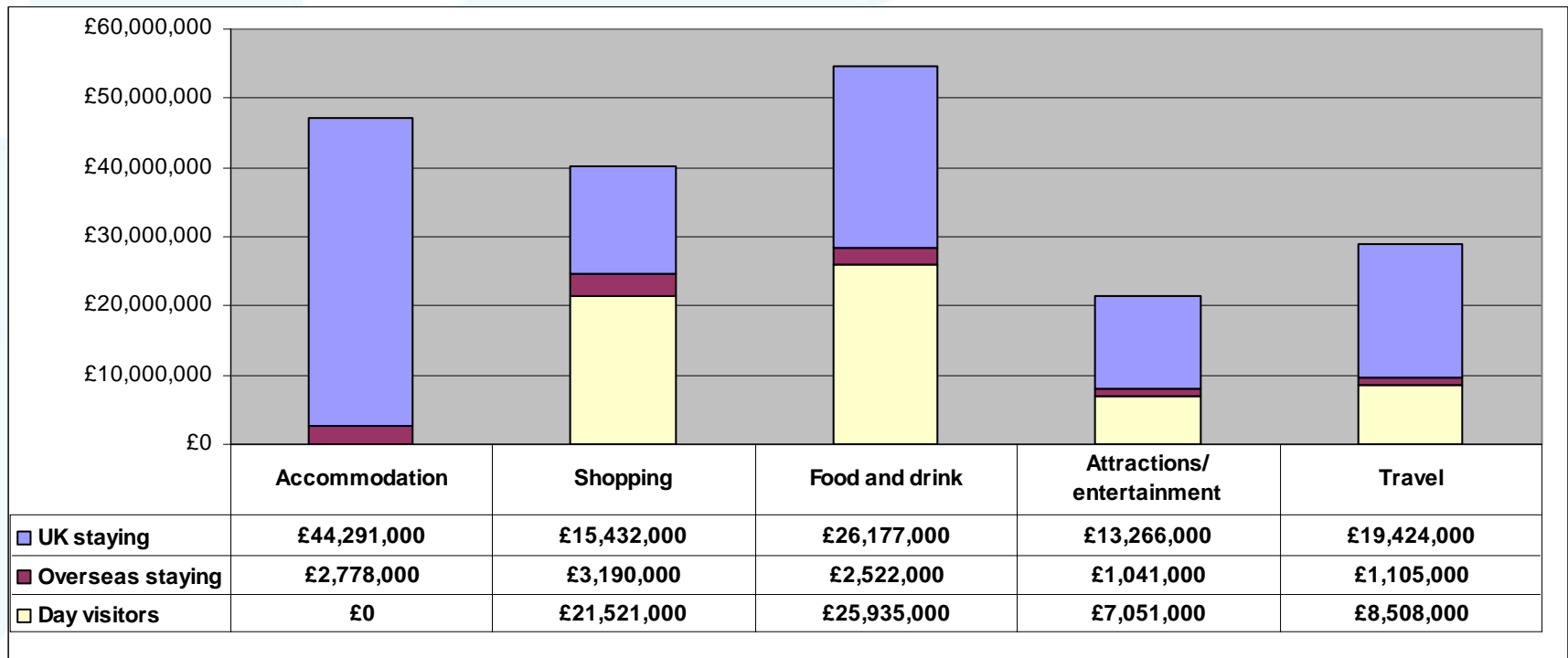
Day visits



VALUE OF TOURISM 2007

Caradon Briefing

Breakdown of expenditure



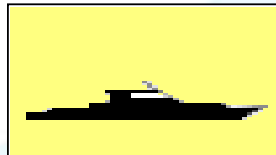
VALUE OF TOURISM 2007

Caradon Briefing

Other tourism related spend



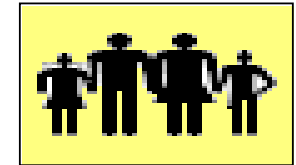
Second Homes
£464,000



Boats
£280,000



Static Vans
£0



VFR
£7,543,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,163	1,353	4,516
Indirect jobs	465	143	608
Induced jobs	147	11	158
Total	3,775	1,506	5,281
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,761

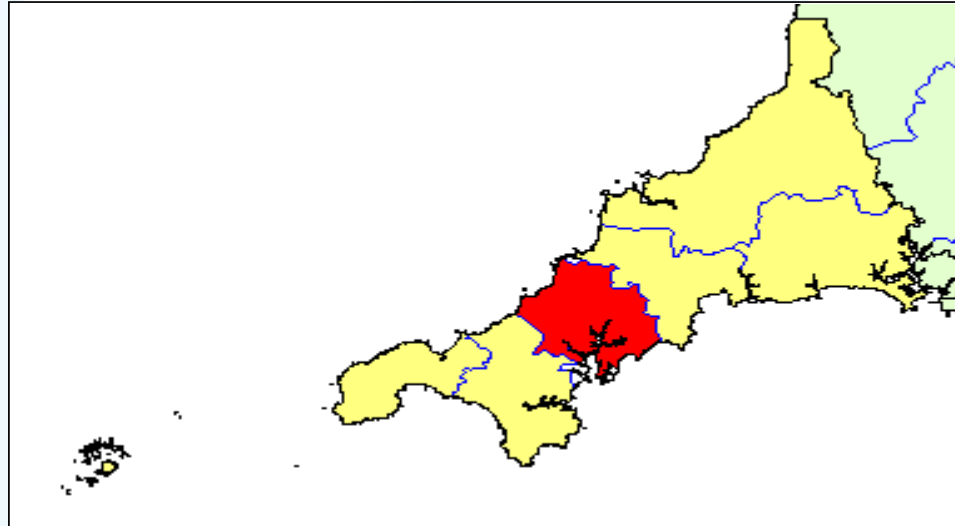
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

CARRICK DISTRICT

VALUE OF TOURISM 2007

Carrick Briefing



CARRICK KEY FACTS

676,000 trips by staying visitors
3,454,000 staying visitor nights
£163,050,000 spend by staying visitors
1,966,299 day visits
£87,705,000 spend by day visitors
£9,536,000 other tourism related spend
7,181 jobs related to
tourism spending
16% of employment is
supported by tourism

VALUE OF TOURISM 2007

Carrick Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	157,000	538,000	£41,171,000
Self catering	157,000	1,106,000	£57,848,000
Touring caravans /tents	34,000	196,000	£5,459,000
Static vans/holiday centres	75,000	434,000	£18,146,000
Group/campus	20,000	63,000	£2,854,000
Paying guests in private homes	0	0	£0
Second homes	11,000	76,000	£2,118,000
Boat moorings	3,000	13,000	£331,000
Other	8,000	31,000	£1,081,000
Staying with friends and relatives (VFR)	168,000	610,000	£15,495,000
Total	633,000	3,067,000	£144,503,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	15,000	48,000	£4,016,000
Self catering	5,000	74,000	£2,897,000
Touring caravans /tents	2,000	10,000	£268,000
Static vans/holiday centres	0	3,000	£106,000
Group/campus	3,000	72,000	£4,321,000
Paying guests in private homes	0	0	£0
Second homes	1,000	22,000	£810,000
Boat moorings	0	0	£0
Other	1,000	1,000	£19,000
Staying with friends and relatives (VFR)	16,000	156,000	£6,111,000
Total	43,000	387,000	£18,547,000

VALUE OF TOURISM 2007

Carrick Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	491,000	2,621,000	£122,573,000
Business	60,000	182,000	£13,667,000
VFR	70,000	206,000	£5,973,000
Other	12,000	59,000	£2,291,000
Study	0	0	£0
Total	633,000	3,067,000	£144,503,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	24,000	189,000	£9,087,000
Business	5,000	39,000	£3,120,000
VFR	13,000	149,000	£5,944,000
Other	1,000	10,000	£396,000
Study	0	0	£0
Total	43,000	387,000	£18,547,000

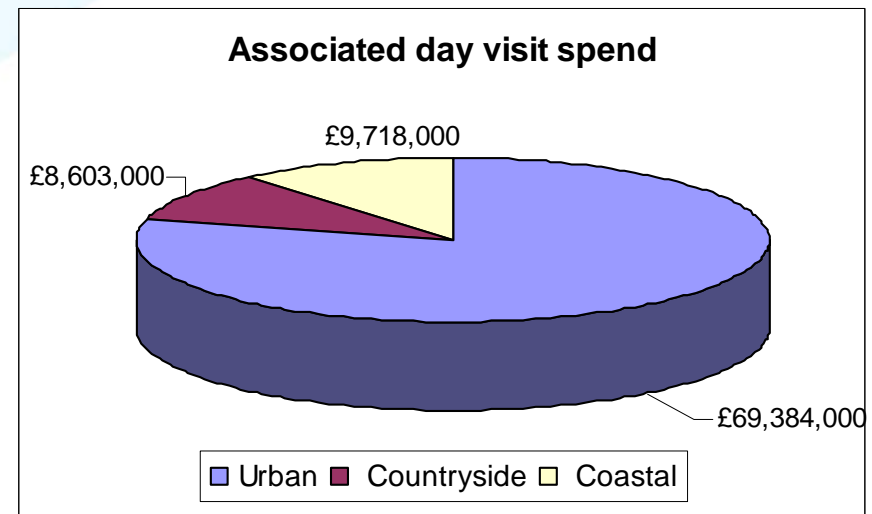
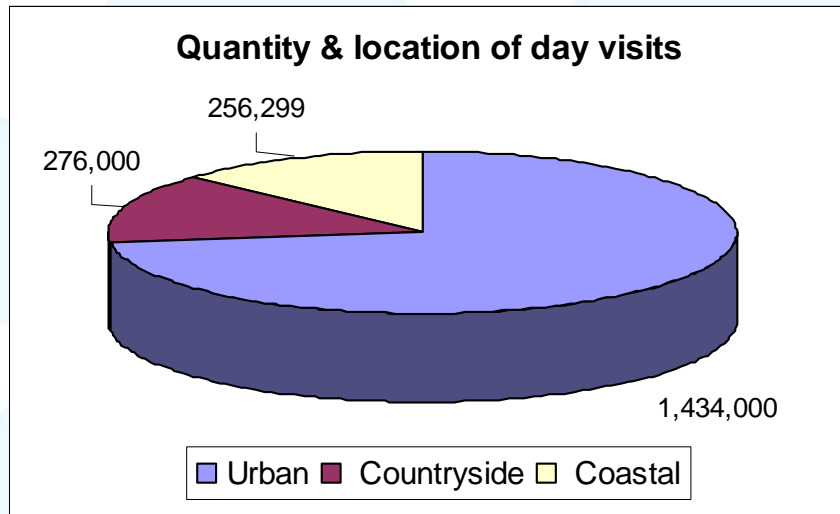
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VALUE OF TOURISM 2007

Carrick Briefing

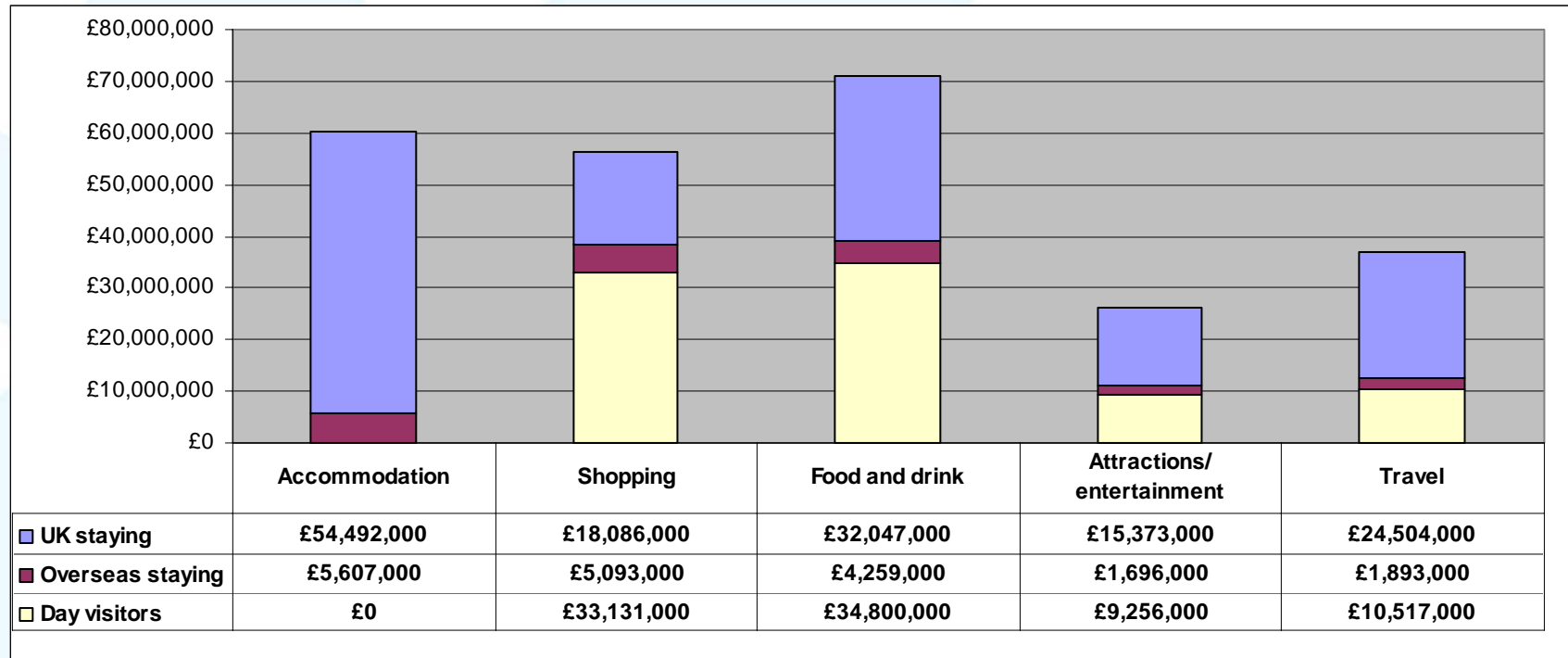
Day visits



VALUE OF TOURISM 2007

Carrick Briefing

Breakdown of expenditure



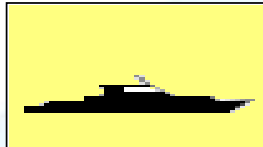
VALUE OF TOURISM 2007

Carrick Briefing

Other tourism related spend



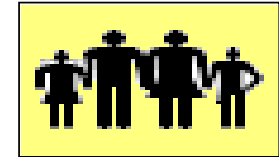
Second Homes
£545,000



Boats
£694,000



Static Vans
£0



VFR
£8,297,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	3,746	1,769	5,514
Indirect jobs	850	296	1,146
Induced jobs	473	47	521
Total	5,069	2,112	7,181
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,230

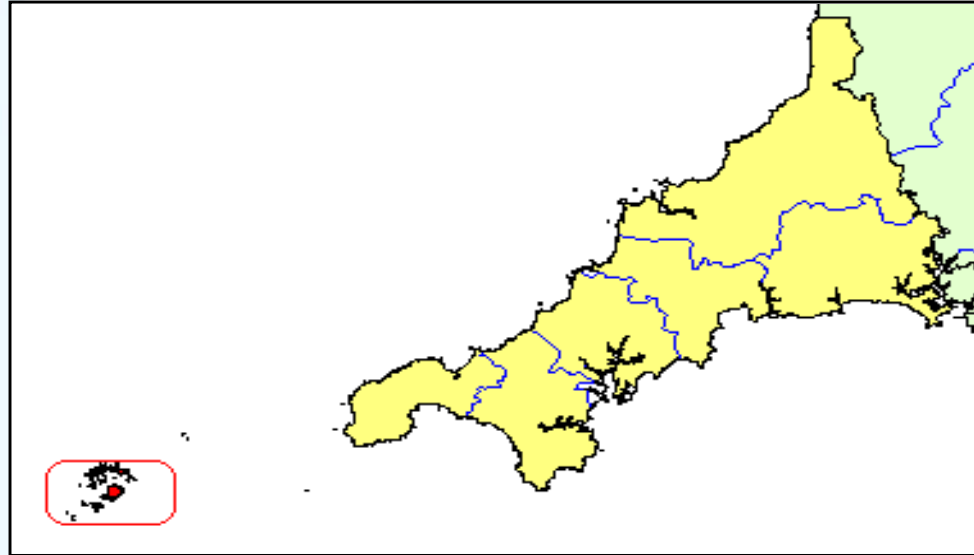
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

ISLES OF SCILLY

VALUE OF TOURISM 2007

Isles of Scilly Briefing



ISLES OF SCILLY KEY FACTS

- 98,000** trips by staying visitors
- 488,000** staying visitor nights
- £27,594,000** spend by staying visitors
- £310,000** other tourism related spend
- 849** jobs related to tourism spending
- 77%** of employment is supported by tourism

VALUE OF TOURISM 2007

Isles of Scilly Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	44,000	152,000	£11,620,000
Self catering	31,000	219,000	£11,477,000
Touring caravans /tents	10,000	57,000	£1,572,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	3,000	£82,000
Boat moorings	0	2,000	£48,000
Other	0	1,000	£25,000
Staying with friends and relatives (VFR)	4,000	14,000	£352,000
Total	90,000	447,000	£25,175,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	6,000	19,200	£1,596,000
Self catering	1,000	14,800	£575,000
Touring caravans /tents	600	3,000	£77,000
Static vans/holiday centres	0	0	£0
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	0	900	£31,000
Boat moorings	0	0	£0
Other	0	0	£0
Staying with friends and relatives (VFR)	400	3,500	£139,000
Total	8,000	41,000	£2,419,000

VALUE OF TOURISM 2007

Isles of Scilly Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	82,000	423,000	£23,356,000
Business	6,000	18,000	£1,605,000
VFR	2,000	5,000	£155,000
Other	0	1,000	£59,000
Study	0	0	£0
Total	90,000	447,000	£25,175,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	7,000	35,400	£1,966,000
Business	700	3,700	£343,000
VFR	300	2,200	£102,000
Other	0	100	£7,000
Study	0	0	£0
Total	8,000	41,000	£2,419,000

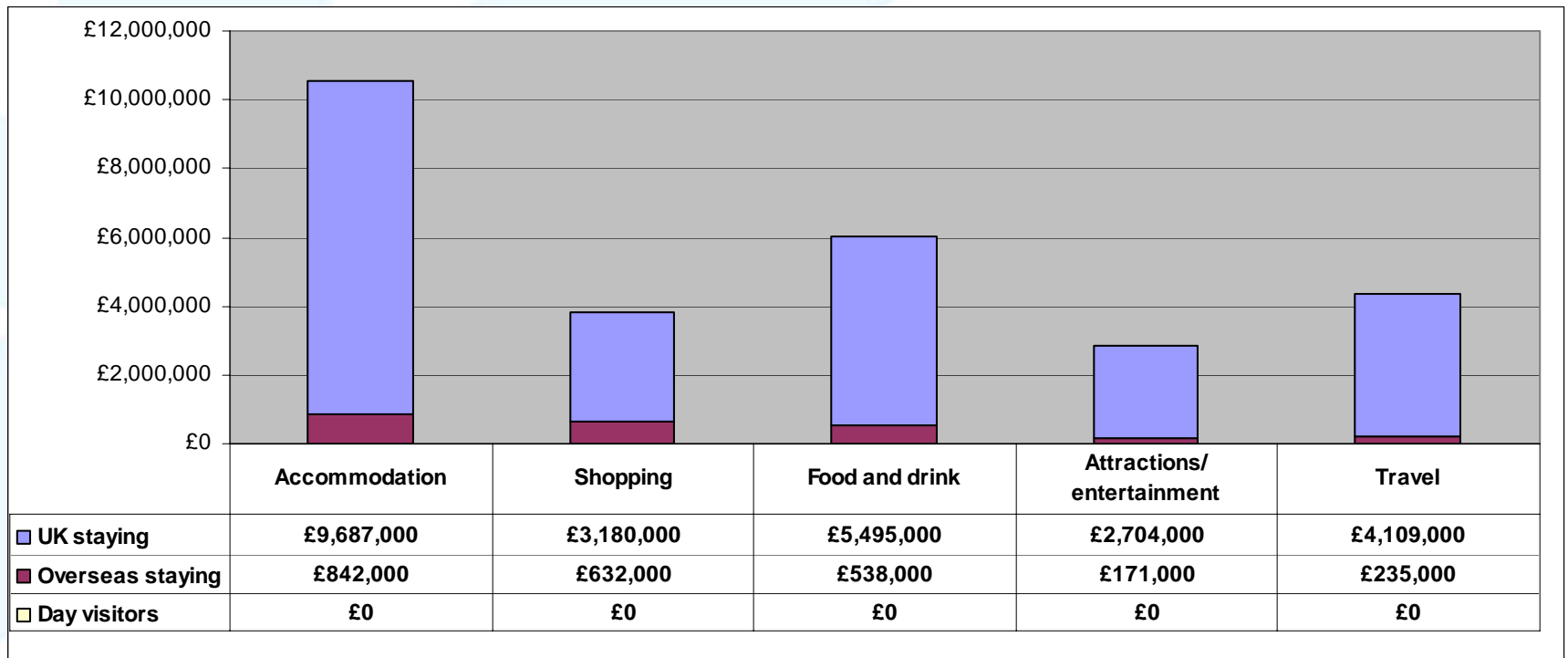
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2007

Isles of Scilly Briefing

Breakdown of expenditure



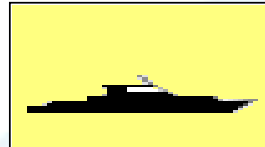
VALUE OF TOURISM 2007

Isles of Scilly Briefing

Other tourism related spend



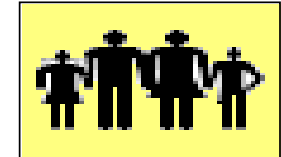
Second Homes
£21,000



Boats
£100,000



Static Vans
£0



VFR
£189,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	721	0	721
Indirect jobs	95	0	95
Induced jobs	33	0	33
Total	849	0	849
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			603

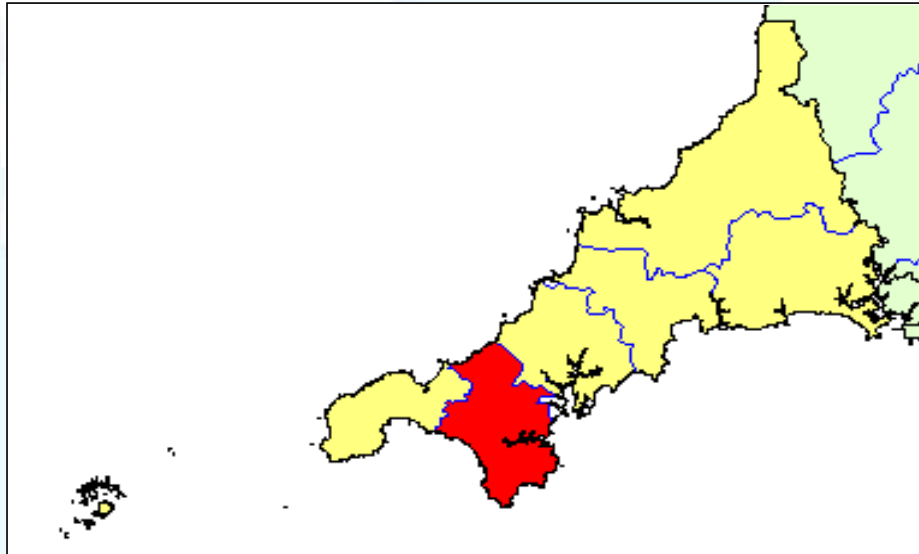
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

KERRIER DISTRICT

VALUE OF TOURISM 2007

Kerrier Briefing



KERRIER

KEY FACTS

- 511,000** trips by staying visitors
- 2,633,000** staying visitor nights
- £113,642,000** spend by staying visitors
- 1,564,000** day visits
- £68,571,000** spend by day visitors
- £9,628,000** other tourism related spend
- 5,649** jobs related to tourism spending
- 12%** of employment is supported by tourism

VALUE OF TOURISM 2007

Kerrier Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	61,000	209,000	£15,999,000
Self catering	129,000	908,000	£47,468,000
Touring caravans /tents	43,000	250,000	£6,965,000
Static vans/holiday centres	32,000	186,000	£7,777,000
Group/campus	2,000	5,000	£238,000
Paying guests in private homes	0	0	£0
Second homes	7,000	50,000	£1,386,000
Boat moorings	2,000	7,000	£191,000
Other	9,000	33,000	£1,156,000
Staying with friends and relatives (VFR)	179,000	652,000	£16,568,000
Total	464,000	2,301,000	£97,747,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	21,000	68,000	£5,687,000
Self catering	4,000	61,000	£2,377,000
Touring caravans /tents	3,000	13,000	£342,000
Static vans/holiday centres	0	1,000	£45,000
Group/campus	0	6,000	£360,000
Paying guests in private homes	0	0	£0
Second homes	1,000	15,000	£530,000
Boat moorings	0	0	£0
Other	1,000	1,000	£20,000
Staying with friends and relatives (VFR)	17,000	167,000	£6,535,000
Total	47,000	332,000	£15,895,000

VALUE OF TOURISM 2007

Kerrier Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	368,000	1,989,000	£87,524,000
Business	8,000	26,000	£1,807,000
VFR	75,000	223,000	£6,083,000
Other	12,000	64,000	£2,333,000
Study	0	0	£0
Total	464,000	2,301,000	£97,747,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	30,000	182,000	£9,048,000
Business	3,000	15,000	£1,293,000
VFR	13,000	126,000	£5,207,000
Other	1,000	8,000	£347,000
Study	0	0	£0
Total	47,000	332,000	£15,895,000

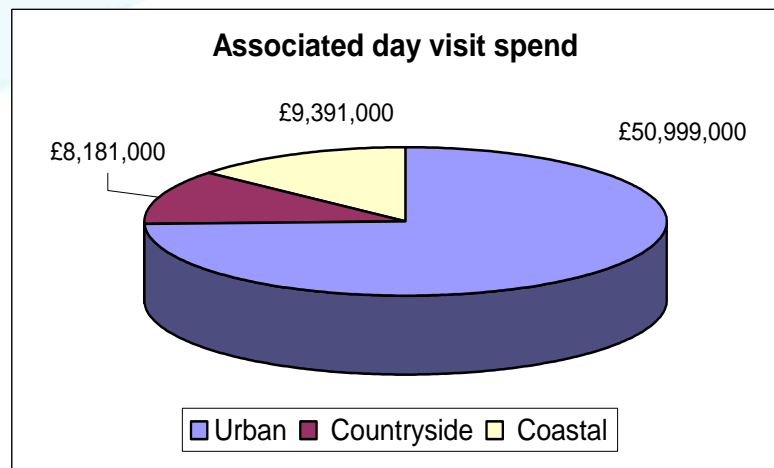
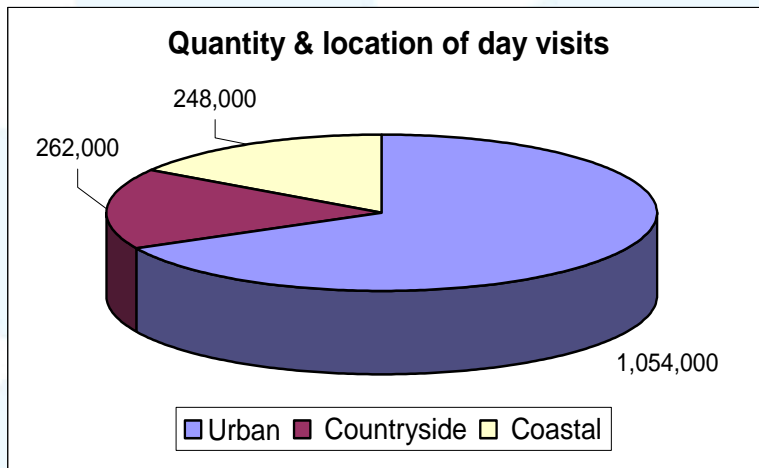
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

VALUE OF TOURISM 2007

Kerrier Briefing

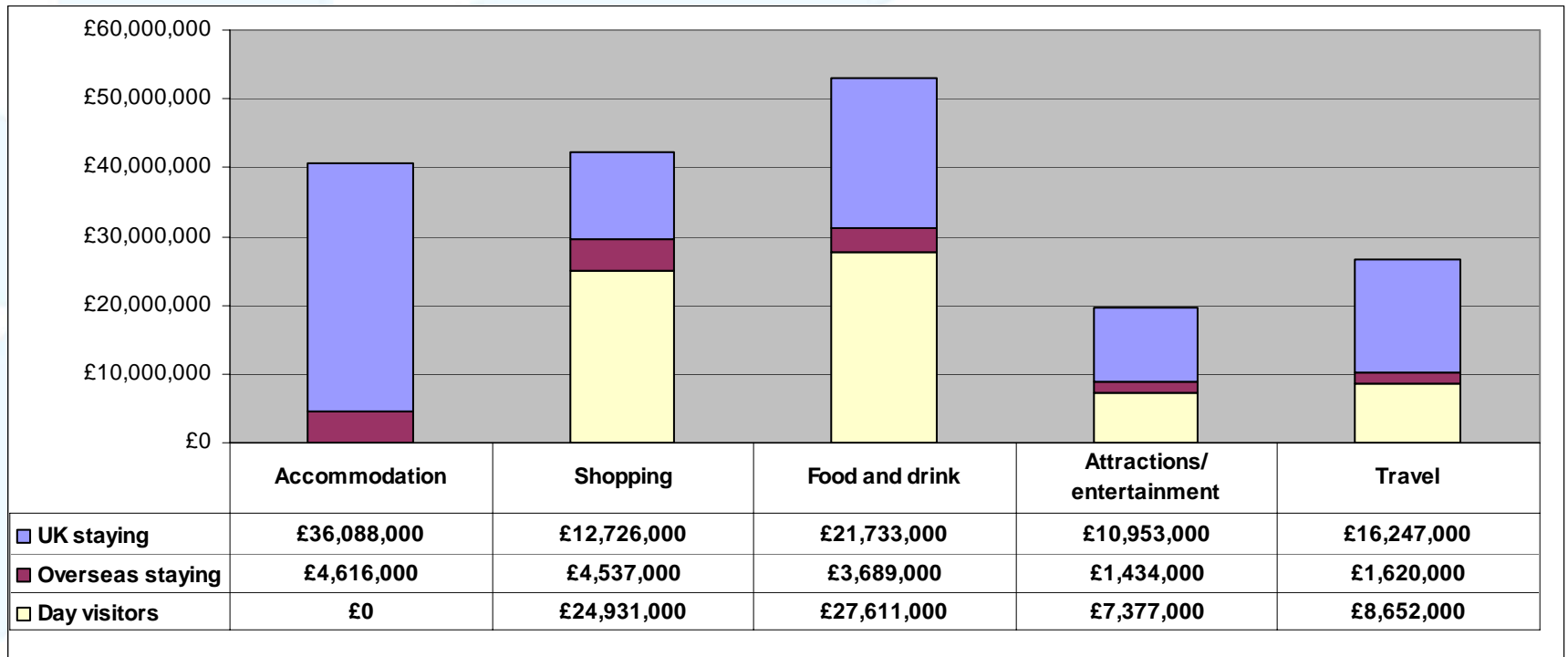
Day visits



VALUE OF TOURISM 2007

Kerrier Briefing

Breakdown of expenditure



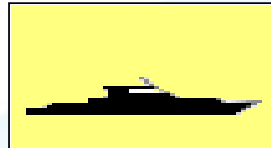
VALUE OF TOURISM 2007

Kerrier Briefing

Other tourism related spend



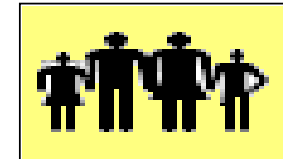
Second Homes
£356,000



Boats
£400,000



Static Vans
£0



VFR
£8,872,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	2,903	1,517	4,420
Indirect jobs	598	233	831
Induced jobs	360	38	399
Total	3,862	1,788	5,649
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			4,107

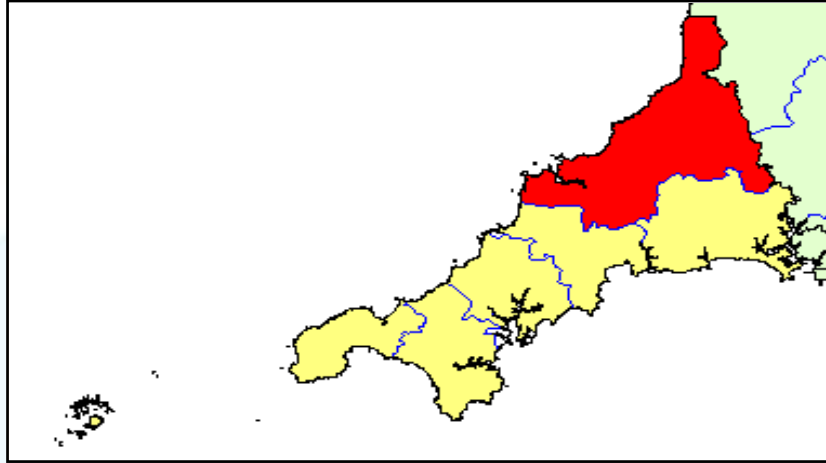
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

NORTH CORNWALL DISTRICT

VALUE OF TOURISM 2007

North Cornwall Briefing



NORTH CORNWAL KEY FACTS

- 1,136,000** trips by staying visitors
- 6,367,000** staying visitor nights
- £289,210,000** spend by staying visitors
- 1,957,000** day visits
- £83,520,000** spend by day visitors
- £9,184,000** other tourism related spend
- 10,027** jobs related to tourism spending
- 23%** of employment is supported by tourism

VALUE OF TOURISM 2007

North Cornwall Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	196,000	670,000	£51,319,000
Self catering	344,000	2,416,000	£126,370,000
Touring caravans /tents	173,000	1,011,000	£28,127,000
Static vans/holiday centres	171,000	985,000	£41,172,000
Group/campus	3,000	10,000	£458,000
Paying guests in private homes	0	0	£0
Second homes	26,000	179,000	£4,959,000
Boat moorings	1,000	3,000	£76,000
Other	8,000	29,000	£1,009,000
Staying with friends and relatives (VFR)	156,000	569,000	£14,472,000
Total	1,078,000	5,873,000	£267,964,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	19,000	60,000	£4,981,000
Self catering	11,000	163,000	£6,328,000
Touring caravans /tents	10,000	54,000	£1,380,000
Static vans/holiday centres	0	8,000	£241,000
Group/campus	1,000	12,000	£694,000
Paying guests in private homes	0	0	£0
Second homes	2,000	52,000	£1,896,000
Boat moorings	0	0	£0
Other	1,000	1,000	£17,000
Staying with friends and relatives (VFR)	15,000	145,000	£5,708,000
Total	58,000	494,000	£21,246,000

VALUE OF TOURISM 2007

North Cornwall Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	943,000	5,415,000	£245,914,000
Business	59,000	192,000	£13,986,000
VFR	66,000	207,000	£5,828,000
Other	11,000	59,000	£2,235,000
Study	0	0	£0
Total	1,078,000	5,873,000	£267,964,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	41,000	311,000	£13,377,000
Business	5,000	37,000	£2,670,000
VFR	12,000	137,000	£4,874,000
Other	1,000	9,000	£325,000
Study	0	0	£0
Total	58,000	494,000	£21,246,000

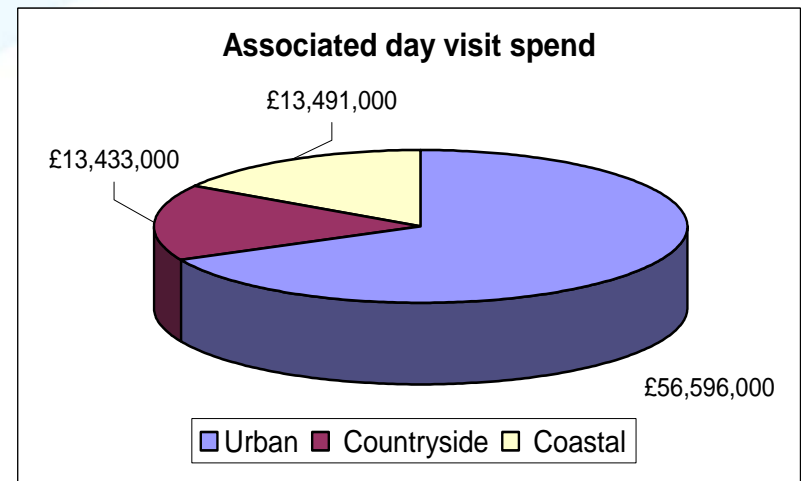
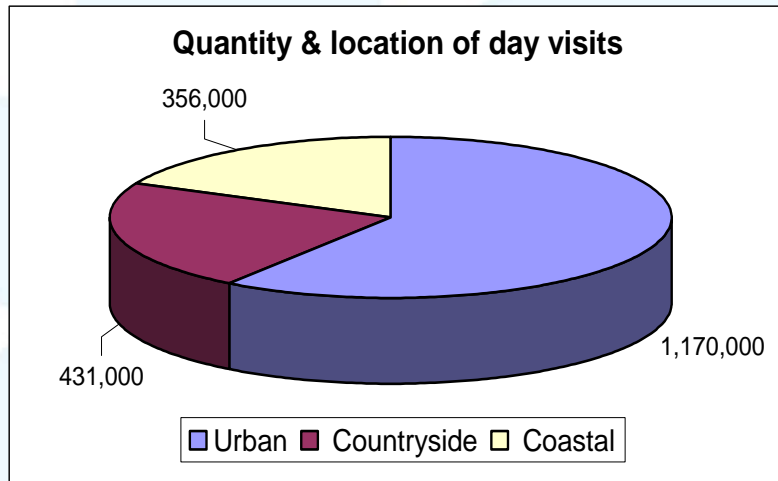
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

VALUE OF TOURISM 2007

North Cornwall Briefing

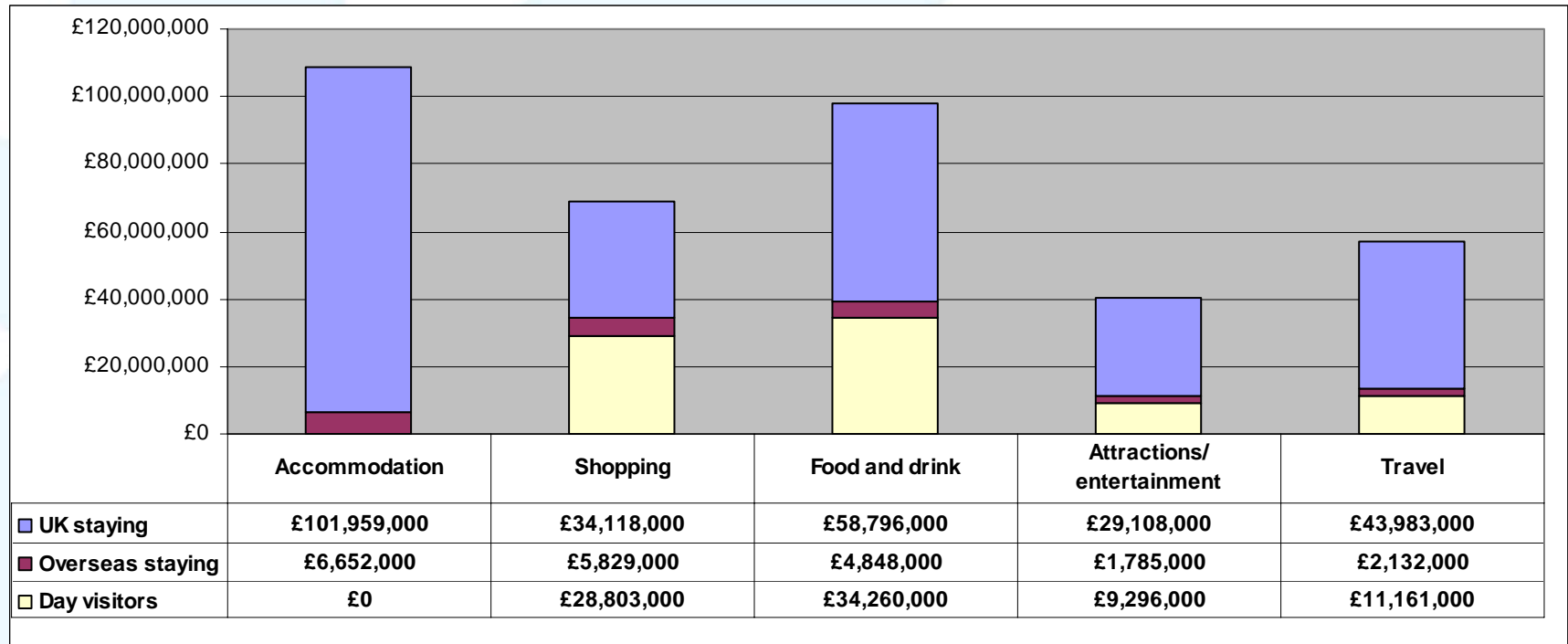
Day visits



VALUE OF TOURISM 2007

North Cornwall Briefing

Breakdown of expenditure



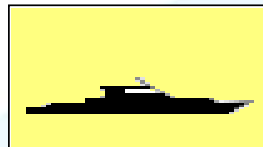
VALUE OF TOURISM 2007

North Cornwall Briefing

Other tourism related spend



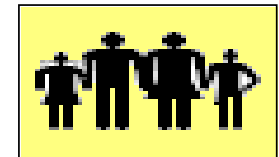
Second Homes
£1,275,000



Boats
£160,000



Static Vans
£0



VFR
£7,749,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	6,749	1,745	8,494
Indirect jobs	1,017	189	1,206
Induced jobs	314	14	328
Total	8,079	1,948	10,027
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			7,136

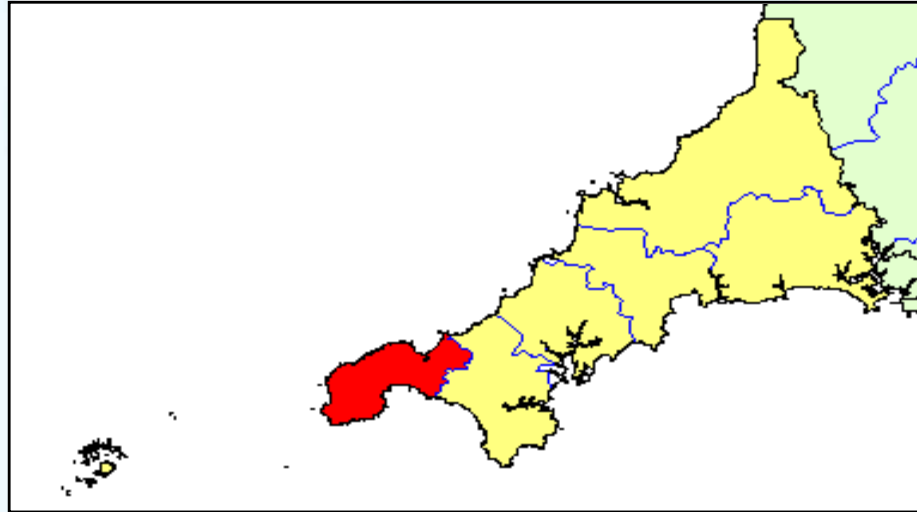
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

PENWITH DISTRICT

VALUE OF TOURISM 2007

Penwith Briefing



<u>PENWITH</u>	<u>KEY FACTS</u>
718,000	trips by staying visitors
3,587,000	staying visitor nights
£169,765,000	spend by staying visitors
1,119,000	day visits
£49,810,000	spend by day visitors
£6,469,000	other tourism related spend
7,260	jobs related to tourism spending
23%	of employment is supported by tourism

VALUE OF TOURISM 2007

Penwith Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	202,000	691,000	£52,910,000
Self catering	126,000	883,000	£46,160,000
Touring caravans /tents	109,000	635,000	£17,662,000
Static vans/holiday centres	89,000	511,000	£21,346,000
Group/campus	1,000	4,000	£190,000
Paying guests in private homes	0	0	£0
Second homes	10,000	68,000	£1,876,000
Boat moorings	1,000	3,000	£72,000
Other	6,000	22,000	£760,000
Staying with friends and relatives (VFR)	118,000	429,000	£10,900,000
Total	660,000	3,244,000	£151,876,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	35,000	112,000	£9,269,000
Self catering	4,000	59,000	£2,312,000
Touring caravans /tents	6,000	34,000	£867,000
Static vans/holiday centres	0	4,000	£125,000
Group/campus	0	5,000	£288,000
Paying guests in private homes	0	0	£0
Second homes	1,000	20,000	£717,000
Boat moorings	0	0	£0
Other	0	0	£13,000
Staying with friends and relatives (VFR)	11,000	110,000	£4,299,000
Total	58,000	343,000	£17,889,000

VALUE OF TOURISM 2007

Penwith Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	583,000	3,005,000	£141,733,000
Business	20,000	59,000	£4,478,000
VFR	49,000	140,000	£4,094,000
Other	8,000	40,000	£1,570,000
Study	0	0	£0
Total	660,000	3,244,000	£151,876,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	45,000	248,000	£13,018,000
Business	3,000	16,000	£1,447,000
VFR	9,000	74,000	£3,210,000
Other	1,000	5,000	£214,000
Study	0	0	£0
Total	58,000	343,000	£17,889,000

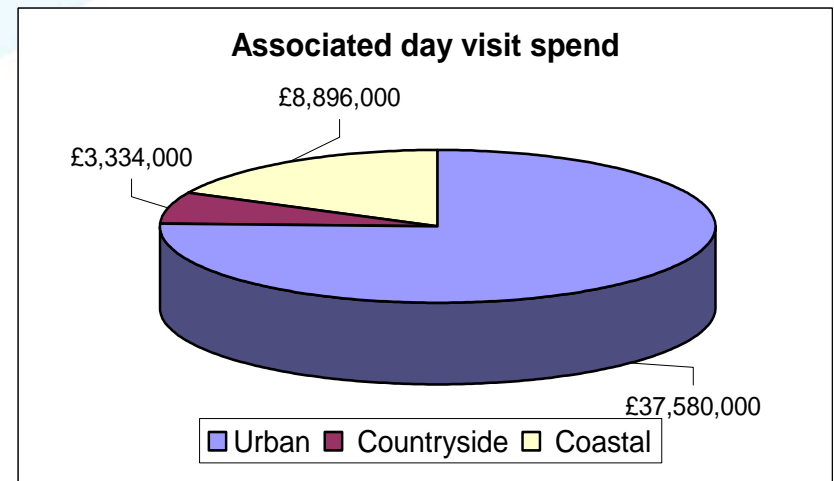
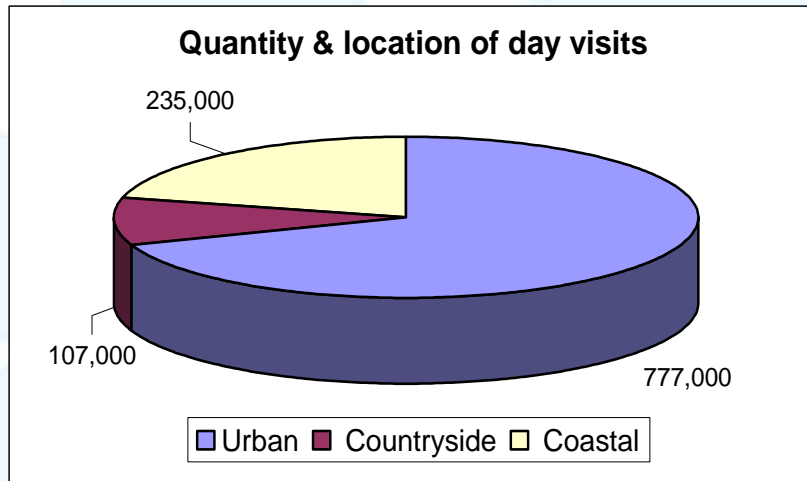
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

VALUE OF TOURISM 2007

Penwith Briefing

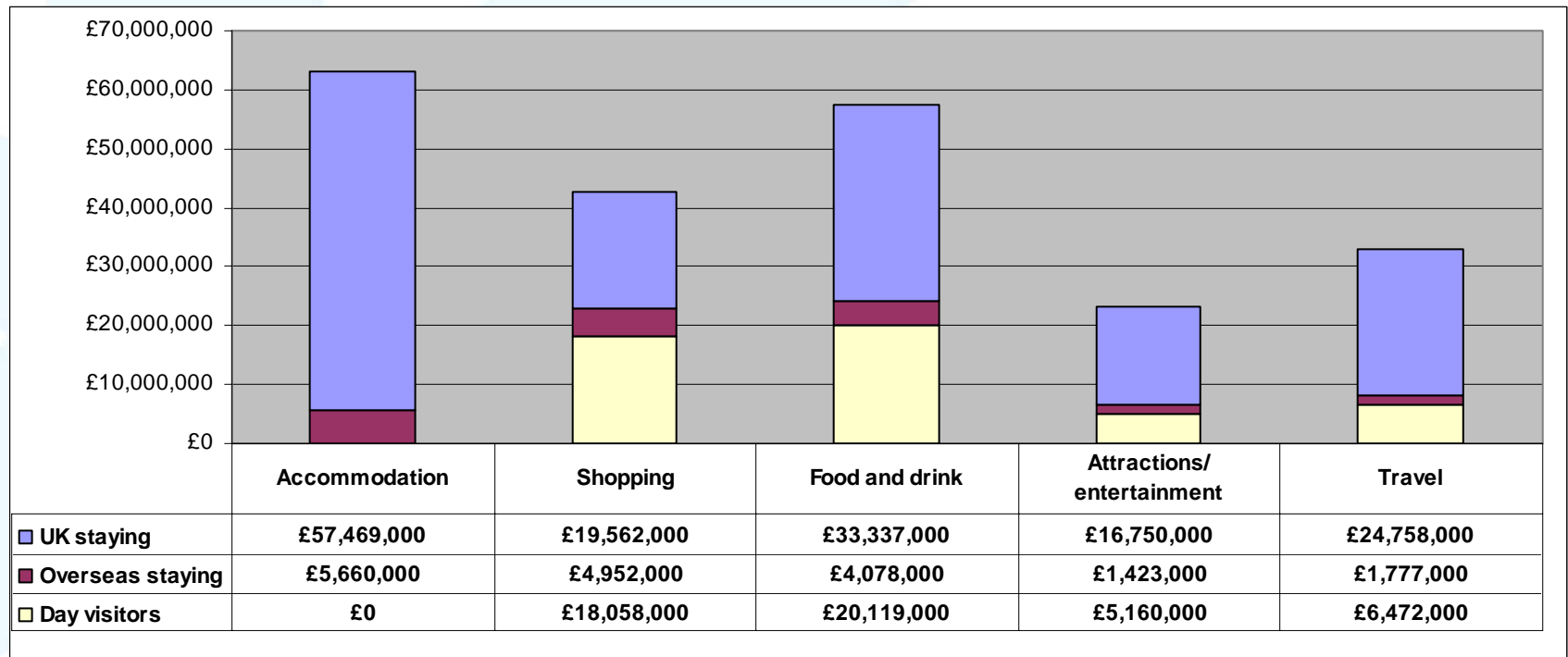
Day visits



VALUE OF TOURISM 2007

Penwith Briefing

Breakdown of expenditure



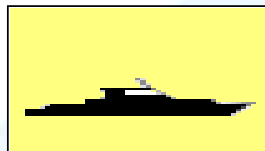
VALUE OF TOURISM 2007

Penwith Briefing

Other tourism related spend



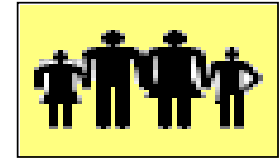
Second Homes
£482,000



Boats
£150,000



Static Vans
£0



VFR
£5,837,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,511	1,178	5,689
Indirect jobs	934	169	1,103
Induced jobs	445	23	468
Total	5,890	1,370	7,260
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,257

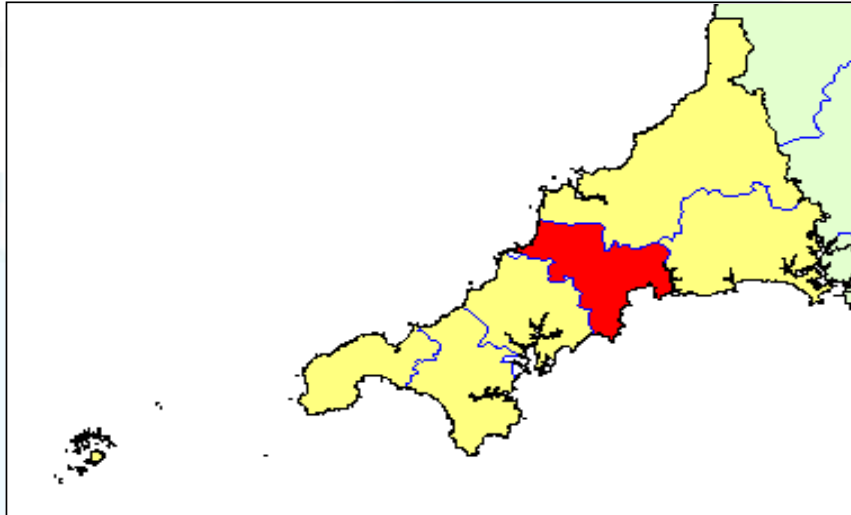
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

Value of Tourism 2007

RESTORMEL DISTRICT

VALUE OF TOURISM 2007

Restormel Briefing



RESTORMEL

KEY FACTS

- 1,143,000** trips by staying visitors
- 5,370,000** staying visitor nights
- £254,429,000** spend by staying visitors
- 1,802,000** day visits
- £77,910,000** spend by day visitors
- £12,695,000** other tourism related spend
- 11,054** jobs related to tourism spending
- 23%** of employment is supported by tourism

VALUE OF TOURISM 2007

Restormel Briefing

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	385,000	1,319,000	£101,022,000
Self catering	101,000	710,000	£37,131,000
Touring caravans /tents	200,000	1,164,000	£32,390,000
Static vans/holiday centres	147,000	849,000	£35,495,000
Group/campus	6,000	20,000	£890,000
Paying guests in private homes	0	0	£0
Second homes	6,000	42,000	£1,152,000
Boat moorings	13,000	57,000	£1,504,000
Other	9,000	35,000	£1,205,000
Staying with friends and relatives (VFR)	187,000	679,000	£17,272,000
Total	1,055,000	4,875,000	£228,062,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	53,000	169,000	£14,089,000
Self catering	3,000	48,000	£1,859,000
Touring caravans /tents	12,000	62,000	£1,590,000
Static vans/holiday centres	0	7,000	£207,000
Group/campus	1,000	22,000	£1,348,000
Paying guests in private homes	0	0	£0
Second homes	0	12,000	£440,000
Boat moorings	0	0	£0
Other	1,000	1,000	£21,000
Staying with friends and relatives (VFR)	18,000	174,000	£6,812,000
Total	88,000	495,000	£26,367,000

VALUE OF TOURISM 2007

Restormel Briefing

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	955,000	4,585,000	£217,760,000
Business	9,000	25,000	£1,886,000
VFR	78,000	206,000	£6,083,000
Other	13,000	59,000	£2,333,000
Study	0	0	£0
Total	1,055,000	4,875,000	£228,062,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	72,000	371,000	£20,453,000
Business	1,000	6,000	£515,000
VFR	14,000	111,000	£5,062,000
Other	1,000	7,000	£338,000
Study	0	0	£0
Total	88,000	495,000	£26,367,000

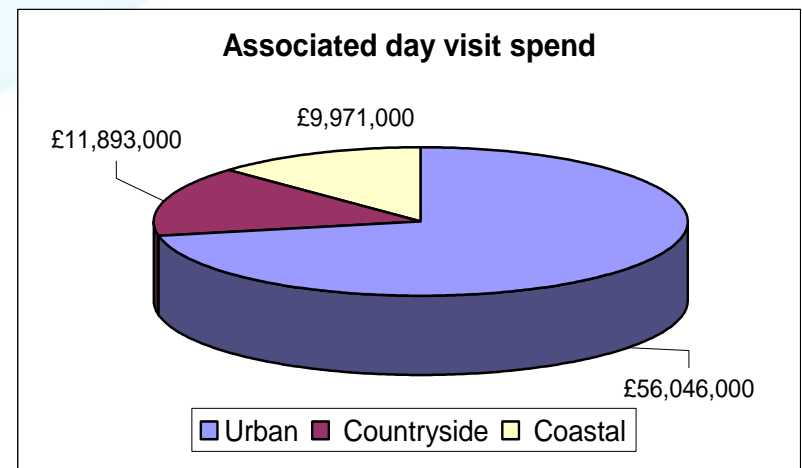
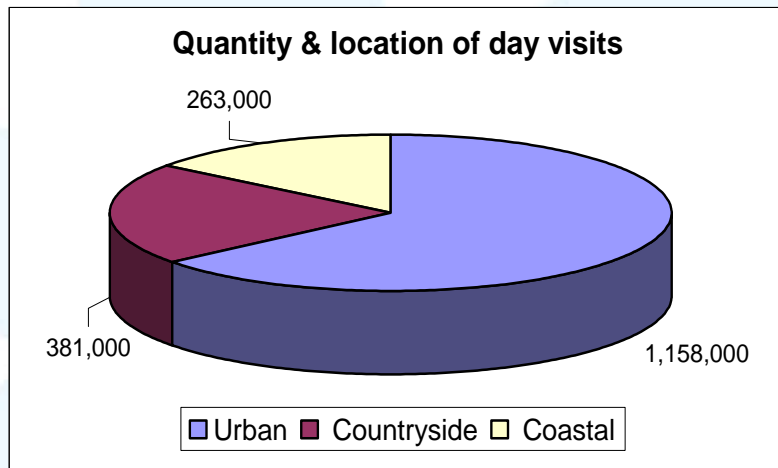
NOTE - Some figures will appear as 0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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VALUE OF TOURISM 2007

Restormel Briefing

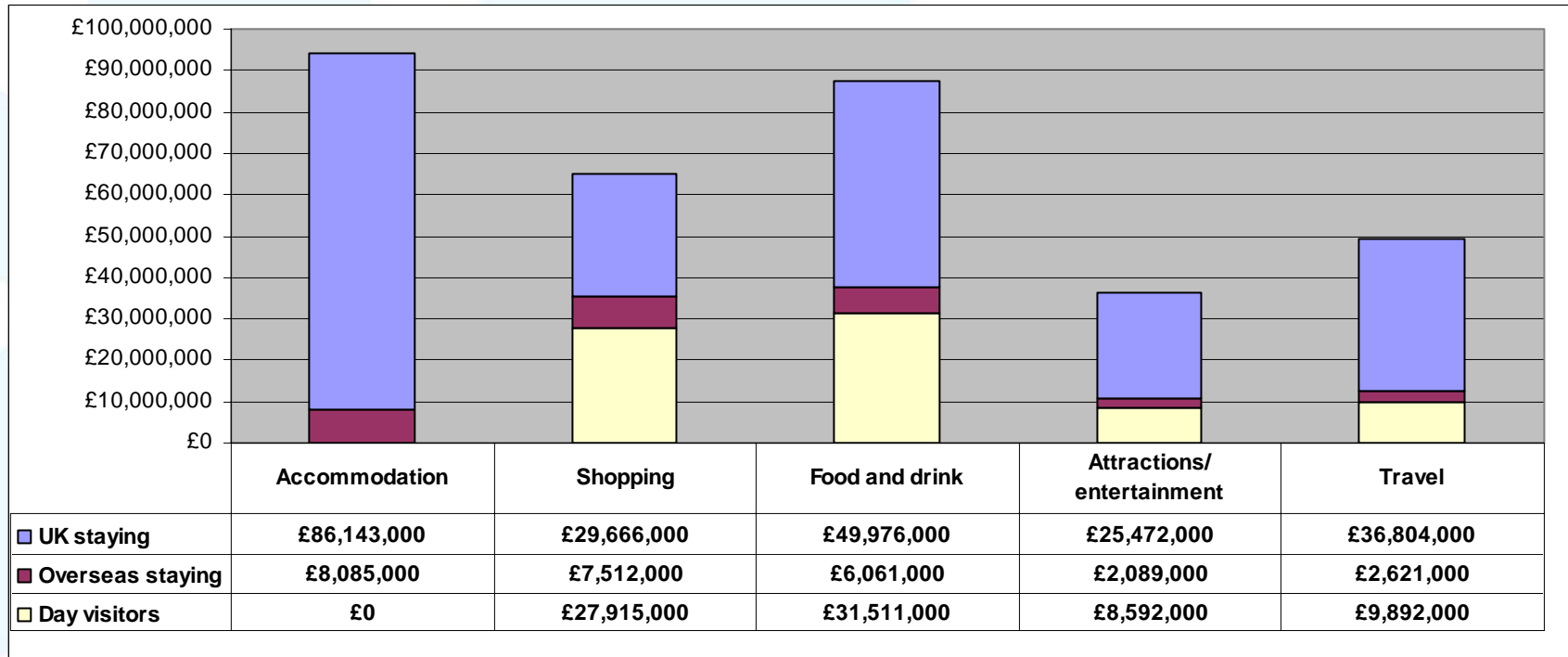
Day visits



VALUE OF TOURISM 2007

Restormel Briefing

Breakdown of expenditure



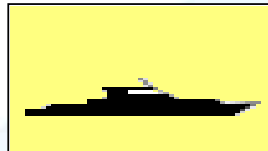
VALUE OF TOURISM 2007

Restormel Briefing

Other tourism related spend



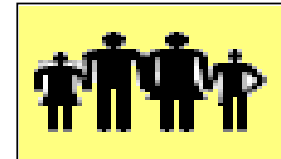
Second Homes
£296,000



Boats
£3,150,000



Static Vans
£0



VFR
£9,249,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	6,817	1,852	8,669
Indirect jobs	1,410	266	1,676
Induced jobs	673	36	709
Total	8,900	2,153	11,054
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			8,013

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.