



North Somerset Council
Visitor Economic Impact Figures
1998 - 2008

Background

The following figures are collated for North Somerset Council by an independent company Global Tourism Solutions (UK) Ltd, using information supplied by the local tourism related businesses and following the Scarborough Tourism Economic Activity Monitor (STEAM) model. STEAM is derived from a model developed by David James and Frank Hart in the process of developing a ten-year tourism policy for the province of Saskatchewan, Canada, in 1981.

In 1988 David James was appointed Director of Tourism and Amenities for Scarborough Borough Council and it was in that context that the Local Area Tourism Statistics model was transferred to the UK. The model was first run on behalf of Scarborough District Council in 1990. In 1991, the North Yorkshire County Council, together with the District Councils in the County, embarked on a pilot programme to evaluate the now-named Scarborough Tourism Economic Activity Monitor. At the same time, STEAM was adopted by a number of local authorities in England, Scotland and Wales.

Visitor numbers (000's)

	1998	1998/99	2000	2001	2002	2003	2004	2005	2006	2007	2008
Serviced accommodation	181	177	317	182	207	223	216	206	210	223	263
Non serviced accommodation	85	84	201	158	175	289	260	251	208	229	224
VFR (visiting friends and relatives)	79	79	79	80	80	79	75	74	77	81	82
Day visitors	3,271	3,291	3,499	4,372	4,084	4,338	4,759	5,361	5,601	5,594	5,890
TOTAL	3,616	3,631	4096	4,792	4,546	4,929	5,310	5,892	6,096	6,127	6,459

Visitor numbers (000's) by month

	1998	1998/99	2000	2001	2002	2003	2004	2005	2006	2007	2008
January	53	56	71	58	73	82	84	93	94	97	104
February	59	60	72	62	83	93	99	105	106	109	121
March	70	83	107	75	108	118	124	138	132	137	147
April	414	410	465	526	476	528	570	624	631	649	684
May	389	384	439	521	423	479	505	558	556	572	613
June	390	409	448	541	524	570	609	679	682	694	742
July	554	545	602	634	601	646	705	783	966	843	870
August	642	670	720	791	769	822	898	1,005	1,012	1,040	1,097
September	643	646	692	955	901	958	1045	1,169	1,177	1,222	1,277
October	199	214	235	318	296	321	343	378	373	386	403
November	95	102	116	142	135	144	152	166	169	174	186
December	108	116	129	169	157	168	176	194	198	204	215
TOTAL	3,616	3,695	4,096	4,792	4,546	4,929	5,310	5,892	6,096	6,127	6,459

Visitor days (000's)

	1998	1998/99	1999/00	2001	2002	2003	2004	2005	2006	2007	2008
Serviced accommodation	586	572	633	580	661	711	691	659	673	714	838
Non serviced accommodation	651	651	748	853	955	1,615	1,515	1,463	1,098	1,210	1,185
VFR (visiting friends and relatives)	197	197	197	200	200	197	187	186	192	202	207
Day visitors	3271	3,291	3,333	4,373	4,084	4,338	4,759	5,361	5,601	5,594	5,890
TOTAL	4,705	4,711	4,911	6,006	5,900	6,861	7,152	7,669	7,564	7,721	8,120

Visitor expenditure (£000's)

	1998	1998/99	1999/00	2001	2002	2003	2004	2005	2006	2007	2008
Direct expenditure	95,802	97,400	102,000	118,761	122,027	146,987	167,461	181,269	184,860	199,023	227,958
Indirect expenditure	46,675	47,500	49,700	57,640	59,199	70,699	80,411	87,176	89,286	96,046	110,411
TOTAL	142,477	144,900	151,700	176,401	181,225	217,686	247,872	268,445	274,146	295,069	338,369

Categories of visitor expenditure (£000's)

	1998	1998/99	1999/00	2001	2002	2003	2004	2005	2006	2007	2008
Serviced accommodation	45,159	45,100	49,100	46,124	53,246	58,244	54,525	53,670	59,567	66,953	91,091
Non serviced accommodation	21,445	21,800	23,300	23,217	26,414	48,810	54,227	54,014	42,725	48,773	51,021
VFR (visiting friends and relatives)	4,689	4,800	4,800	5,116	5,181	5,253	6,785	6,968	7,361	8,047	8,602
Day visitors	71,184	73,200	74,400	101,944	96,384	105,379	132,335	153,792	164,492	171,269	187,655
TOTAL	142,477	144,900	151,700	176,401	181,225	217,686	247,872	268,445	274,146	295,069	338,369

**Sectors of visitor expenditure
(£000's)**

	1998	1998/99	1999/00	2001	2002	2003	2004	2005	2006	2007	2008
Direct expenditure											
Accommodation	15,805	15,800	16,100	14,732	17,007	21,925	21,674	21,448	23,223	26,343	37,089
Food and drink	27,740	28,300	30,100	36,113	36,895	44,230	37,847	41,224	41,077	43,992	48,394
Recreation	17,982	18,400	19,200	24,082	23,867	28,327	14,417	15,831	15,767	16,819	18,462
Shopping	16,928	17,300	18,200	21,972	21,927	25,653	48,738	54,054	55,591	59,074	64,629
Transport	3,078	3,200	3,300	4,175	4,157	4,961	19,844	21,715	21,669	23,152	25,433
Total direct expenditure	81,533	83,000	86,900	101,074	103,853	125,096	142,520	154,271	157,328	169,381	194,007
VAT	14,268	14,500	15,200	17,688	18,174	21,892	24,941	26,997	27,532	29,642	33,951
Indirect expenditure	46,675	47,500	49,700	57,640	59,199	70,699	80,411	87,176	89,286	96,046	110,411
TOTAL	142,476	144,900	151,700	176,401	181,225	217,686	247,872	268,445	274,146	295,069	338,369

**Direct & indirect employment
FTE's**

	1998	1998/99	1999/00	2001	2002	2003	2004	2005	2006	2007	2008
Direct employment	3,084	3,080	3,099	3,889	3,871	4,238	3,916	4,046	3,887	4,031	4,305
Indirect employment	947	941	981	1,088	1,103	1,280	1,232	1,277	1,259	1,319	1,471
TOTAL	4,031	4,021	4,080	4,977	4,974	5,518	5,147	5,323	5,146	5,350	5,776

Employment by sectors

	1998	1998/99	1999/00	2001	2002	2003	2004	2005	2006	2007	2008
Accommodation	1044	1,042	965	1,393	1,393	1,379	1,394	1,394	1,309	1,354	1,457
Food & drink	853	850	899	1,033	1,042	1,214	879	915	878	916	977
Recreation	671	672	696	836	818	943	406	427	409	425	452
Shopping	474	474	495	573	565	642	1,031	1,094	1,083	1,121	1,190
Transport	42	42	44	53	52	61	206	215	207	215	229
Total direct employment	3084	3,080	3,099	3,889	3,871	4,238	3,916	4,046	3,887	4,031	4,305
Indirect employment	947	941	981	1,088	1,103	1,280	1,232	1,277	1,259	1,319	1,471
TOTAL	4031	4,021	4,080	4,977	4,974	5,518	5,147	5,323	5,146	5,350	5,776