

Development & Environment
Development Management



North Somerset Council
Visitor Economic Impact Figures
2000 - 2010

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)

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Serviced accommodation	317	182	207	223	216	206	210	223	263	287	284
Non serviced accommodation	201	158	175	289	260	251	208	229	224	200	213
VFR (visiting friends and relatives)	79	80	80	79	75	74	77	81	82	83	83
Day visitors	3,499	4,372	4,084	4,338	4,759	5,361	5,601	5,594	5,890	5,912	5,903
TOTAL	4096	4,792	4,546	4,929	5,310	5,892	6,096	6,127	6,459	6,482	6,484

Visitor numbers (000's) by month

	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
January	71	58	73	82	84	93	94	97	104	107	106
February	72	62	83	93	99	105	106	109	121	121	125
March	107	75	108	118	124	138	132	137	147	150	163
April	465	526	476	528	570	624	631	649	684	736	703
May	439	521	423	479	505	558	556	572	613	616	603
June	448	541	524	570	609	679	682	694	742	737	723
July	602	634	601	646	705	783	966	843	870	851	819
August	720	791	769	822	898	1,005	1,012	1,040	1,097	1,082	1,056
September	692	955	901	958	1045	1,169	1,177	1,222	1,277	1,282	1,301
October	235	318	296	321	343	378	373	386	403	403	445
November	116	142	135	144	152	166	169	174	186	184	211
December	129	169	157	168	176	194	198	204	215	213	229
TOTAL	4,096	4,792	4,546	4,929	5,310	5,892	6,096	6,127	6,459	6,482	6,484

Visitor days (000's)

	1999/00	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Serviced accommodation	633	580	661	711	691	659	673	714	838	916	905
Non serviced accommodation	748	853	955	1,615	1,515	1,463	1,098	1,210	1,185	1,067	1,084
VFR (visiting friends and relatives)	197	200	200	197	187	186	192	202	207	208	209
Day visitors	3,333	4,373	4,084	4,338	4,759	5,361	5,601	5,594	5,890	5,912	5,903
TOTAL	4,911	6,006	5,900	6,861	7,152	7,669	7,564	7,721	8,120	8,103	8,101

Visitor expenditure (£000's)

	1999/00	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Direct expenditure	102,000	118,761	122,027	146,987	167,461	181,269	184,860	199,023	227,958	233,958	248,213
Indirect expenditure	49,700	57,640	59,199	70,699	80,411	87,176	89,286	96,046	110,411	113,656	120,665
TOTAL	151,700	176,401	181,225	217,686	247,872	268,445	274,146	295,069	338,369	347,614	368,878

Categories of visitor expenditure (£000's)

	1999/00	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Serviced accommodation	49,100	46,124	53,246	58,244	54,525	53,670	59,567	66,953	91,091	102,936	114,887
Non serviced accommodation	23,300	23,217	26,414	48,810	54,227	54,014	42,725	48,773	51,021	47,456	49,612
VFR (visiting friends and relatives)	4,800	5,116	5,181	5,253	6,785	6,968	7,361	8,047	8,602	8,666	9,026
Day visitors	74,400	101,944	96,384	105,379	132,335	153,792	164,492	171,269	187,655	188,556	195,353
TOTAL	151,700	176,401	181,225	217,686	247,872	268,445	274,146	295,069	338,369	347,614	368,878

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

	1999/00	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Direct expenditure											
Accommodation	16,100	14,732	17,007	21,925	21,674	21,448	23,223	26,343	37,089	42,987	47,896
Food and drink	30,100	36,113	36,895	44,230	37,847	41,224	41,077	43,992	48,394	49,583	50,348
Recreation	19,200	24,082	23,867	28,327	14,417	15,831	15,767	16,819	18,462	18,900	19,411
Shopping	18,200	21,972	21,927	25,653	48,738	54,054	55,591	59,074	64,629	65,938	66,874
Transport	3,300	4,175	4,157	4,961	19,844	21,715	21,669	23,152	25,433	26,034	26,716
Total direct expenditure	86,900	101,074	103,853	125,096	142,520	154,271	157,328	169,381	194,007	203,442	211,245
VAT	15,200	17,688	18,174	21,892	24,941	26,997	27,532	29,642	33,951	30,516	36,968
Indirect expenditure	49,700	57,640	59,199	70,699	80,411	87,176	89,286	96,046	110,411	113,656	120,665
TOTAL	151,700	176,401	181,225	217,686	247,872	268,445	274,146	295,069	338,369	347,614	368,878

**Direct & indirect employment
FTE's**

	1999/00	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Direct employment	3,099	3,889	3,871	4,238	3,916	4,046	3,887	4,031	4,305	4,346	4,214
Indirect employment	981	1,088	1,103	1,280	1,232	1,277	1,259	1,319	1,471	1,504	1,521
TOTAL	4,080	4977	4,974	5,518	5,147	5,323	5,146	5,350	5,776	5,850	5,735

Employment by sectors

FTE's	1999/00	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
Accommodation	965	1,393	1,393	1,379	1,394	1,394	1,309	1,354	1,457	1,514	1,408
Food & drink	899	1,033	1,042	1,214	879	915	878	916	977	974	962
Recreation	696	836	818	943	406	427	409	425	452	450	450
Shopping	495	573	565	642	1,031	1,094	1,083	1,121	1,190	1,180	1,165
Transport	44	53	52	61	206	215	207	215	229	228	228
Total direct employment	3,099	3,889	3,871	4,238	3,916	4,046	3,887	4,031	4,305	4,346	4,214
Indirect employment	981	1,088	1,103	1,280	1,232	1,277	1,259	1,319	1,471	1,504	1,521
TOTAL	4,080	4,977	4,974	5,518	5,147	5,323	5,146	5,350	5,776	5,850	5,735