

Clevedon Tourism Summary 2017



Clevedon is a coastal town situated in the local authority area of North Somerset. The town has a population of approximately 21,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 32 thousand staying visitor trips
- 998 thousand day visits
- £41.2 million direct visitor spend
- £41.8 million total visitor related spend
- 800 actual jobs supported by visitor related spend

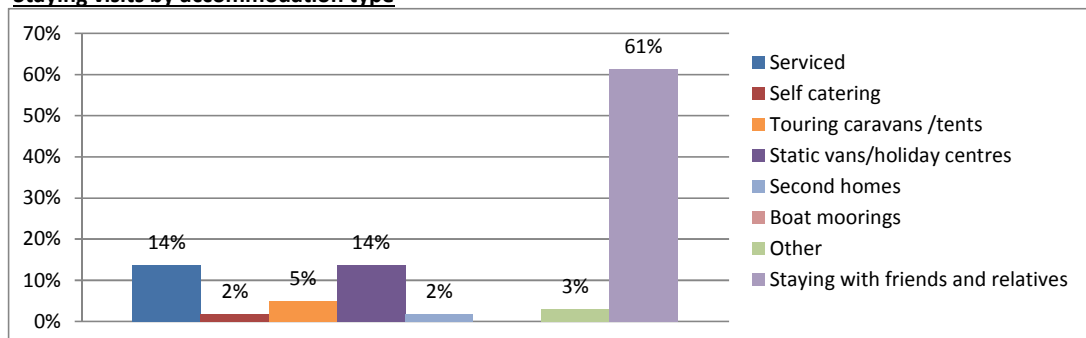
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	17,400	60,100	£2,398,200
Business	6,400	14,400	£966,900
Visits to friends and relatives	4,500	13,500	£346,900
Other	600	1,800	£102,800
Study	0	0	£0
Total	28,800	89,800	£3,814,800

Overseas visitors	Trips	Nights	Spend
Holiday	1,000	7,900	£241,300
Business	800	2,300	£189,500
Visits to friends and relatives	1,400	12,700	£439,500
Other	100	600	£50,700
Study	0	0	£0
Total	3,300	23,500	£920,900

All staying visitors	Trips	Nights	Spend
Holiday	18,400	68,000	£2,639,500
Business	7,200	16,700	£1,156,400
Visits to friends and relatives	5,900	26,200	£786,400
Other	700	2,400	£153,500
Study	0	0	£0
Total	32,100	113,300	£4,735,700

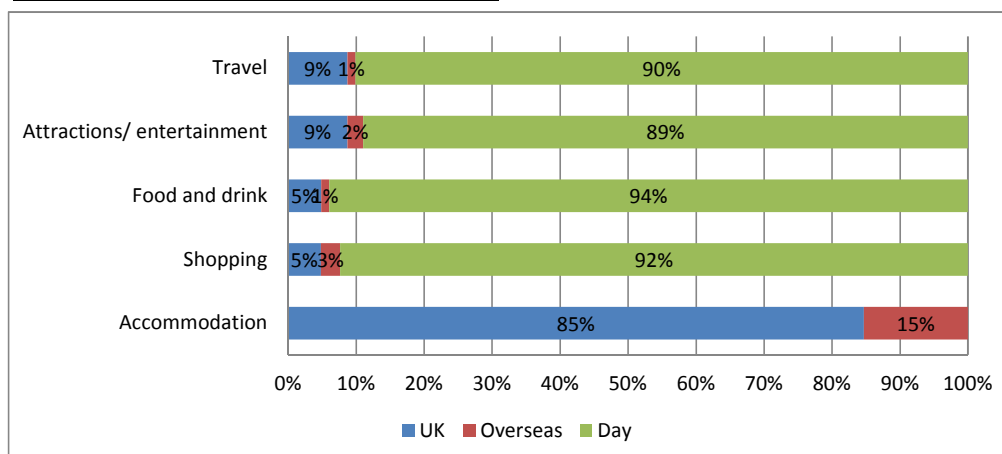
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	338,000	£14,074,700
Countryside visits	26,900	£680,500
Coastal visits	633,200	£21,673,500
Total	998,100	£36,428,700

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£1,413,200	£255,700	£0	£1,668,900
Shopping	£444,900	£258,300	£8,499,700	£9,202,900
Food & Drink	£871,900	£212,700	£16,800,600	£17,885,200
Attractions/ Entertainment	£371,000	£98,500	£3,777,300	£4,246,800
Travel	£713,900	£95,700	£7,351,200	£8,160,800

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£28,100	£0	£587,700	£615,800

Total visitor related spend (Direct visitor spend plus other expenditure)

£41,780,200

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	24	5	29
Retailing	6	68	74
Catering	14	215	229
Attractions/entertainment	9	70	79
Transport	3	27	30
Arising from non trip spend	10	0	10
Total Direct	65	385	450

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	450	661
Indirect	90	103
Induced	27	31
Total	567	795

Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.



For further information please contact info@tswr.co.uk