

Weston-Super-Mare Tourism Summary 2017



Weston-Super-Mare is a coastal town situated in the local authority area of North Somerset. The town has a population of approximately 76,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 246 thousand staying visitor trips
- 5.1 million day visits
- £234.8 million direct visitor spend
- £239.4 million total visitor related spend
- 4,600 actual jobs supported by visitor related spend

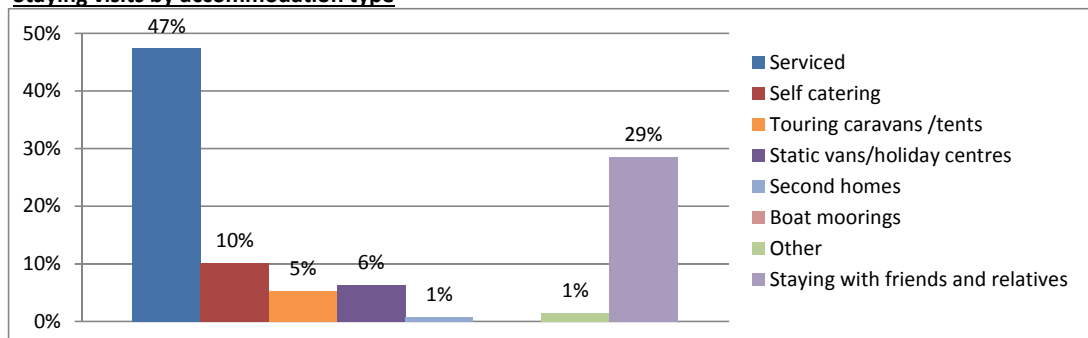
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	132,900	429,900	£26,974,200
Business	48,500	103,000	£10,875,900
Visits to friends and relatives	34,300	96,800	£3,901,500
Other	4,300	12,800	£1,156,600
Study	0	0	£0
Total	220,000	642,500	£42,908,200

Overseas visitors	Trips	Nights	Spend
Holiday	8,000	48,300	£2,174,500
Business	6,100	13,900	£1,707,700
Visits to friends and relatives	10,800	77,100	£3,961,100
Other	900	3,900	£456,800
Study	0	0	£0
Total	25,800	143,100	£8,300,100

All staying visitors	Trips	Nights	Spend
Holiday	140,900	478,200	£29,148,700
Business	54,600	116,900	£12,583,600
Visits to friends and relatives	45,100	173,900	£7,862,600
Other	5,200	16,700	£1,613,400
Study	0	0	£0
Total	245,800	785,600	£51,208,300

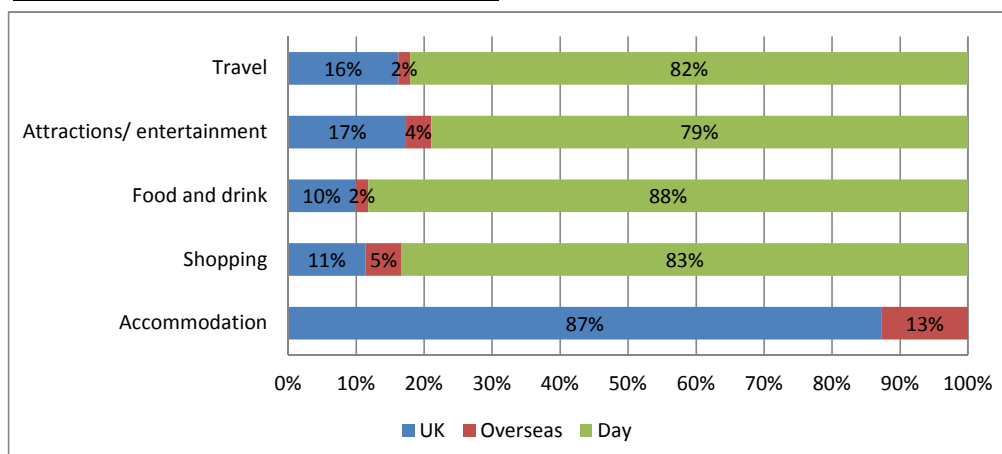
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	1,278,600	£53,245,500
Countryside visits	5,600	£141,100
Coastal visits	3,802,600	£130,150,600
Total	5,086,800	£183,537,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£15,895,800	£2,304,300	£0	£18,200,100
Shopping	£5,003,600	£2,328,000	£36,535,300	£43,866,900
Food & Drink	£9,806,500	£1,917,100	£87,446,900	£99,170,500
Attractions/ Entertainment	£4,172,700	£887,800	£18,963,500	£24,024,000
Travel	£8,029,500	£862,900	£40,591,400	£49,483,800

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
	£100,400	£0	£4,503,400	£4,603,800

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

£239,349,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	261	25	286
Retailing	59	294	352
Catering	150	1,118	1,268
Attractions/entertainment	92	353	444
Transport	33	150	183
Arising from non trip spend	73	0	73
Total Direct	668	1,939	2,606

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

All employment related to visitor spending	FTE's	Actual
Direct	2,606	3,821
Indirect	543	619
Induced	157	180
Total	3,307	4,620

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