

Tourism Economic Impact Estimates for 2003

1. Summary of Results

1.1 Key headline figures for 2003

- **312,000 staying trips**
- **£48,458,000 spent by staying visitors on their trip**
- **3,734,444 tourism day trips**
- **£105,472,000 spent by tourism day visitors on their trip**
- **In total £153,929,000 spent by all visitors on their trip**
- **Of this expenditure, £141,803,000 directly benefits local business in terms of business turnover**
- **A further £44,705,000 of business turnover is generated through indirect and induced spending**
- **Expenditure by friends and relatives on visitors, and visitors spend on second homes (i.e. maintenance) generates a further £8,284,000.**
- **In total, tourism activity generated £194,792,000 worth of income for local businesses**
- **This income supported 2,712 FTE jobs and 3,715 actual jobs**

1.2 Volume and value of trips

It is estimated that around 312,000 overnight tourism staying trips were made to Tunbridge Wells in 2003. Of these trips, domestic visitors made 86% of trips (264,000) and overseas visitors made 14% of trips (48,000).

Of all commercial accommodation available to visitors, serviced accommodation is the most popular choice among visitors (44% of all visitors). Significant proportions of visitors also stayed in the homes of friends and family (47% domestic visitors and 35% overseas visitors).

The average length of stay for a domestic visitor in 2003 is estimated to have been around 2.8 nights and for an overseas visitor it is estimated to have been around 6.3 nights. The duration of stay for domestic visitors reflects national trends towards shorter holidays.

Over half of domestic staying trips to Tunbridge Wells in 2003 were holiday based (60%). Around a quarter were to see friends and family.

Holidays followed by visiting friends and family were the two main purpose of trips for overseas visitors (40% and 29% respectively). Nearly a quarter were business related.

In total, it is estimated that around £48,458,000 was spent by staying visitors on their trip to Tunbridge Wells in 2003. Of this expenditure, 73% was spent by domestic visitors and 27% by overseas visitors.

It is estimated that nearly 3.7 million tourism day trips were made to Tunbridge Wells in 2003, generating a further £105,472,000 trip expenditure.

In total, around £153,929,000 was spent on trips to Tunbridge Wells in 2003 by staying and day visitors. 23% of this expenditure was made by domestic staying visitors; 9% by overseas staying visitors and 69% by day visitors.

It is estimated that around a third of staying trip expenditure went towards the cost of accommodation (31%). This was followed by food and drink (22%), shopping (19%) and expenditure on visits to attractions and other entertainment (10%). Around 16% of staying trip expenditure went towards the costs of travel. However, it is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

For tourism day visitors, the largest share of expenditure went towards the costs of purchasing food and drink (40%). This was followed by expenditure on shopping (37%).

1.3 Economic impact

The presence of tourism activity in Tunbridge Wells creates additional turnover for local businesses as a result of:

- Visitors spending money in local businesses (e.g. the local hotel);
- The purchase of supplies and services locally by businesses in receipt of visitor spending (e.g. hotel purchasing catering provisions), and;
- Spending of wages in businesses by employees whose jobs are directly and indirectly supported by tourist expenditure (e.g. staff employed at local hotel).

The model provides an estimate for the magnitude of additional business turnover generated through the impact of visitor related expenditure. Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. Furthermore, it is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Of the £153,929,000 estimated to have been spent by visitors in Tunbridge Wells, around £141,805,000 directly benefited local businesses from hotels, restaurants to kiosks.

Moreover, additional expenditure spent by visitors on second homes and by friends and relatives who visitors are staying with or visiting, needs also to be accounted for as this represents a significant additional source of income for local businesses. It is estimated that this 'additional' expenditure generated a further £8,284,000 of direct turnover for local businesses.

In addition to the business turnover generated in those businesses directly receiving visitor income, successive rounds of expenditure, that is spending by these businesses on local supplies and spending by employers in the local area, is estimated to have generated a further £44,705,000 to the local economy.

Drawing together direct business turnover, supplier and income induced expenditure, and the additional expenditure spent on second homes and by friends and relatives, the total value of tourism activity in Tunbridge Wells in 2003 is estimated to have been around £194,792,000.

This income to the local economy is estimated to have supported around 2,712 Full-Time Equivalent Jobs and 3,715 Actual Jobs (with the addition of seasonal and part-time employment).