NOTE FROM CLLR SUSAN PROCHAK – 19 JULY 2021

The page references for the statistics I quoted are all on pp 6 and 7 in order of information given on p 6 bullet point 5, 6, 7 and 10. On p 7 bullet point 1.

The Economic Impact of Tourism on 1066 Country 2018

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TOURISM
SOUTH EAST

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Introduction

This report, commissioned by Rother District Council and Hastings Borough Council and undertaken by Tourism South East, examines the volume and value of tourism and the impact of visitor expenditure on 1066 Country in 2018 and provides comparative data against previously published data from 2017.

The study involved the application of the Cambridge Tourism Economic Impact Model or 'Cambridge Model'; a computer-based model developed by Geoff Broom Associates and the Regional Tourist Boards of England. In its basic form, the model distributes regional activity as measured in national surveys to local areas using 'drivers' such as accommodation stock and occupancy which influence the distribution of tourism at local level.

National and regional results

Trips by domestic overnight visitors

	South East Region			England		
	2018	2017	% change	2018	2017	% change
Trips	17,024,000	16,141,000	5%	97,400,000	100,600,000	-3%
Nights	45,706,000	42,705,000	7%	295,780,000	299,400,000	-1%
Spend	£2,740m	£2,706m	1%	£19,347m	£19,049m	2%

Trips by overseas overnight visitors

	South East Region			England		
	2018	2017	% change	2018	2017	% change
Trips	4,930,000	5,320,000	-7%	32,730,000	34,300,000	-5%
Nights	30,100,000	39,260,000	-23%	232,490,000	253,130,000	-8%
Spend	£2,010bn	£2,140bn	-6%	£19,790bn	£21,360bn	-7%

Trips by day visitors

	South East Region			England		
	2018	2017	% change	2018	2017	% change
Trips	225,000,000	232,000,000	-3%	1,431,000,000	1,505,000,000	-5%
Spend	£7,515m	£7,068m	6%	£53,036m	£50,899m	4%

Total trips

	South East Region			England		
	2018	2017	% change	2018	2017	% change
Trips	246,954,000	253,461,000	-3%	1,561,130,000	1,639,900,000	-5%
Spend	£12,265m	£11,914m	3%	£92,173m	£91,308m	1%

- Results from GBTS reveal that 97.4 million domestic overnight trips were taken in England in 2018, a decrease of 3% compared with 2017. However, the value of domestic overnight trips increased by 2%, from £19.1 million in 2017 to £19.4 million in 2018.
- Across the South East region, the volume of domestic overnight trips increased by 5% (from 16.1m to 17.0m) and trip spend increased by 1% compared to 2017 (from £2.71m to £2.74m).
- According to results from IPS, overseas visitors made a total of 32.7 million overnight trips to England, a decrease of 5% compared with 2017. Trip expenditure also decreased by a significant 8% at the national level.
-

- Overseas visitor trip volume was also down for the region; total overnight trips taken by visitors from overseas to the South East decreased by 7% (from 5.3m to 4.9m). However, the overall expenditure associated with trips by overseas visitors to the region fell significantly by 23% according to the national survey.

- Figures published in the Great Britain Day Visits Survey (2018) indicate that there were 1.4 billion tourism day visits undertaken in England during 2018 (down 5% compared to 2017). However, spend per head in day trip expenditure increased by 4% at a national level.

- According to the national survey, tourism day trips to the region fell in 2018; down from 232 million tourism day trips to 225 million day trips, a fall of 3%. Day trip spend at regional level saw an increase of 6% compared with 2017 (from £7.1 million to £7.5 million).

- In total, 247 million trips were made to the region in 2018, down 3% from 253.5 million trips in 2017.

Volume and value of trips to 1066 Country

- It is estimated that around 1.2 million overnight tourism trips were made to 1066 Country in 2018 (up by 6% compared to 2017). Of these trips, domestic visitors made 80% of trips (932,000) and overseas visitors made 20% of trips (238,000). Compared to 2017, the volume of domestic overnight trips increased by 5% and the volume of inbound overnight trips rose by 11%, resulting in a net increase of 6%.

- The total number of nights spent in 1066 Country by domestic visitors in 2018 rose from 2.68 million bednights to 2.75 million bednights (an increase of 3% compared to 2017). There was also an increase in the trip length of overseas visitors where the number of nights spent in 1066 Country rose by 4%. This gave an overall increase in the number of nights spent in 1066 Country of 3% (4.47 million bednights compared with 4.33 million bednights in 2017).

- In total, it is estimated that around £261 million was spent by all overnight visitors on their trip to 1066 Country in 2018, an increase of 5% on 2017. Domestic visitor expenditure increased by 5% and overseas visitor expenditure rose by 6%, resulting in a net increase of 5%.

- It is estimated that around 10.9 million tourism day trips were made to 1066 Country in 2018, a rise of 8% compared to 2017. As a result of higher spend per head in 2018, day expenditure increased by 10%. Day trips to 1066 Country accounted for 31% of all day trips to the County in 2018.

- In total, around £557 million was spent on trips to 1066 Country in 2018 by overnight and day visitors, up by 8% compared to 2017. Twenty-eight percent of this expenditure was made by domestic staying visitor; 20% by overseas staying visitors and 54% by day visitors.

- Around £519.2 million directly benefited local businesses from hotels and restaurants to cafes, shops and attractions in 1066 Country. Adjustments have been made to recognise that some spending on travel will take place outside the destination. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination. Also some expenditure on retail and food and drink will fall within the attractions sector and accommodation sector.

- However, further ‘additional expenditure’ spent by visitors on second homes / boats and by friends and relatives, whom 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 £19.9 million in direct turnover for local businesses in 2018.

- 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 (indirect impacts) and spending by employers in the local area (induced impacts), is estimated to have generated £539 million to the local economy (the multiplier impact).

- 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 1066 Country in 2018 is estimated to have been around £664.7 million, up by 7% compared to 2017.

- This income to the local economy is estimated to have supported 10,830 Full-Time Equivalent Jobs. Many of these jobs are part-time or seasonal in nature and translate into an estimated 15,185 Actual Jobs, an increase of 7.2% compared to 2017.

- These jobs are spread across a wide range of service sectors from catering and retail to public service jobs such as in local government, and not just tourism. According to the Office of National Statistics, there are 75,000 employee jobs across 1066 Country. Based on our estimates, total tourism related expenditure supported 20.2% of these jobs in 2018, an increase of 0.11% on 2017.

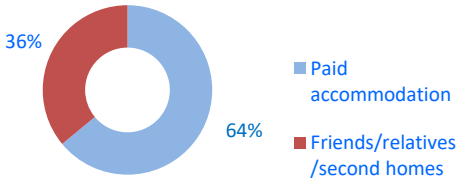
Overnight trips by accommodation

Number of staying trips by accommodation stayed at

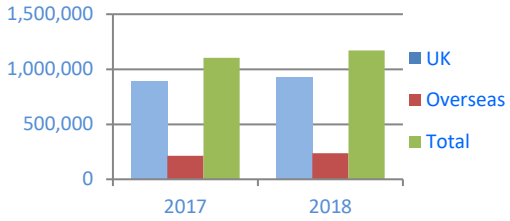
	UK	%	Overseas	%	Total	%
Serviced	374,000	40%	53,000	22%	427,000	36%
Non-Serviced	245,000	26%	34,000	14%	279,000	24%
Group / campus	5,000	1%	2,000	1%	7,000	1%
Second homes	0	0%	9,000	4%	9,000	1%
Boat moorings[1]	0	0%	0	0%	0	0%
Paying guests	0	0%	41,000	17%	41,000	4%
SFR	306,000	33%	100,000	42%	406,000	35%
Total 2018	**932,000**		**238,000**		**1,170,000**	
Total 2017	890,000		215,000		1,105,000	
% change	5%		11%		6%	

SFR = staying with friends/relatives

Overnight trips by type of accommodation



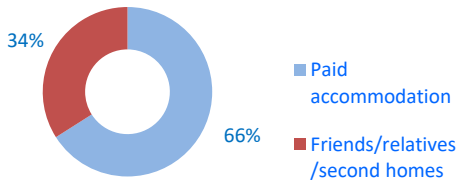
Overnight trips 2017 v 2018



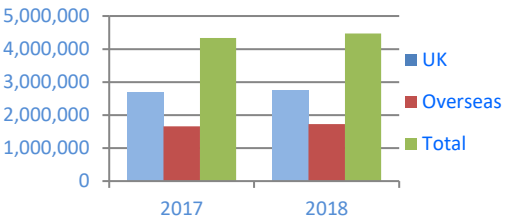
Number of nights by accommodation stayed at

	UK	%	Overseas	%	Total	%
Serviced	909,000	33%	170,000	10%	1,079,000	24%
Non-Serviced	1,234,000	45%	199,000	12%	1,433,000	32%
Group / campus	23,000	1%	42,000	2%	65,000	1%
Second homes	0	0%	187,000	11%	187,000	4%
Boat moorings	1,000	0%	0	0%	1,000	0%
Paying guests	0	0%	364,000	21%	364,000	8%
SFR	582,000	21%	763,000	44%	1,345,000	30%
Total 2018	**2,750,000**		**1,724,000**		**4,474,000**	
Total 2017	**2,675,000**		**1,655,000**		**4,330,000**	
% change	**3%**		**4%**		**3%**	

Staying nights by type of accommodation



Staying nights 2017 v 2018

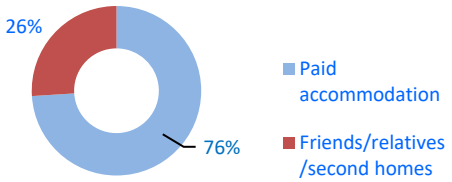


[1] *Information on boat use is not available for overseas tourists.*

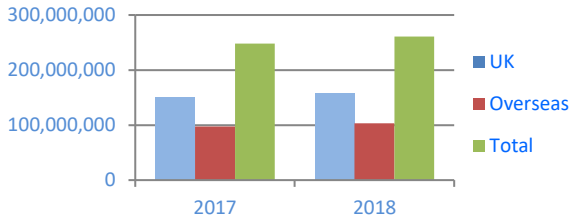
Spend by accommodation stayed at

	UK	%	Overseas	%	Total	%
Serviced	£86,317,000	55%	£17,398,000	17%	£103,715,000	40%
Static / Holiday Centres	£50,860,000	32%	£12,344,000	12%	£63,204,000	24%
Group / campus	£822,000	1%	£3,020,000	3%	£3,842,000	1%
Second homes	£0	0%	£9,400,000	9%	£9,400,000	4%
Boat moorings	£0	0%	£0	0%	£0	0%
Paying guests	£0	0%	£24,537,000	24%	£24,537,000	9%
SFR	£20,009,000	13%	£36,273,000	35%	£56,282,000	22%
Total 2018	**£158,008,000**		**£102,971,000**		**£260,979,000**	
Total 2017	£151,119,000		£97,230,000		£248,349,000	
% change	5%		6%		5%	

Overnight spend by type of accommodation



Overnight spend 2017 v 2018

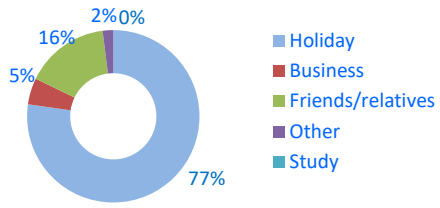


Overnight trips by purpose

Trips by purpose

	UK		Overseas		Total	
Holiday	746,000	80%	163,000	68%	909,000	77%
Business	48,000	5%	6,000	3%	54,000	5%
Visits to friends/relatives	125,000	135	58,000	24%	183,000	16%
Other	14,000	2%	6,000	3%	20,000	2%
Study	0	0%	5,000	2%	5,000	0%
Total	**932,000**		**238,000**		**1,170,000**	

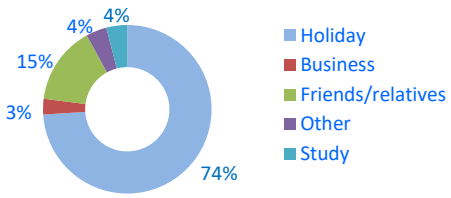
Overnight trips by purpose



Nights by purpose

	UK		Overseas		Total	
Holiday	2,404,000	87%	905,000	52%	3,309,000	74%
Business	99,000	4%	18,000	1%	117,000	3%
Visits to friends/relatives	227,000	8%	454,000	26%	681,000	15%
Other	20,000	1%	152,000	9%	172,000	4%
Study	0	0%	195,000	11%	195,000	4%
Total	**2,750,000**		**1,724,000**		**4,474,000**	

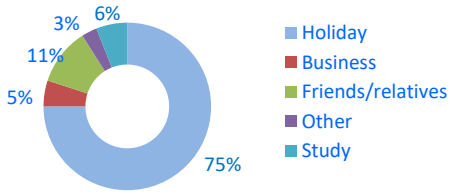
Staying nights by purpose



Spend by purpose

	UK		Overseas		Total	
Holiday	£135,784,000	86%	£60,253,000	59%	£196,037,000	75%
Business	£10,445,000	7%	£1,784,000	2%	£12,229,000	5%
Visits to friends/relatives	£10,088,000	6%	£19,838,000	19%	£29,926,000	11%
Other	£1,691,000	1%	£6,224,000	6%	£7,915,000	3%
Study	£0	0%	£14,872,000	14%	£14,872,000	6%
Total	**£158,008,000**		**£102,971,000**		**£260,979,000**	

Overnight spend by purpose

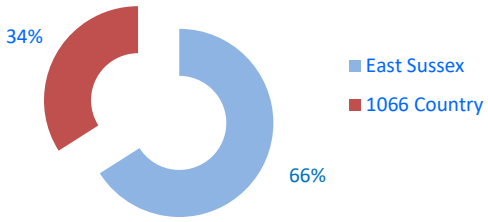


Tourism day trips

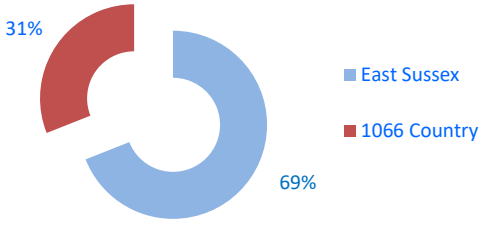
Tourism Day trips and spend

	Trips	Spend
Total 2018	**10,913,000**	**£296,015,000**
Total 2017	10,112,000	£269,897,000
% change	8%	10%

Proportion of tourism day visits within the county



Proportion of tourism day visits spend within the county

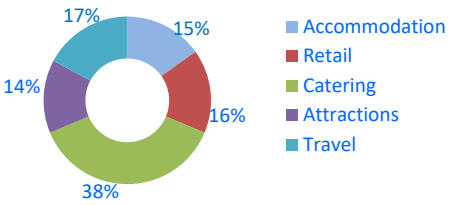


Value of tourism

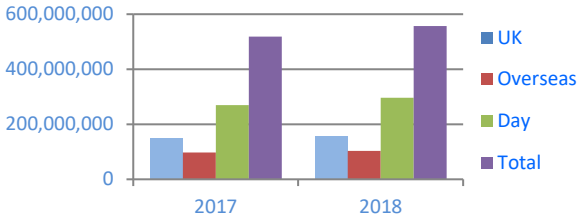
Sector breakdown of trip expenditure

	Domestic		Overseas		Day		Total	
Accommodation	£53,379,000	34%	£30,070,000	29%	£0	0%	£83,449,000	15%
Retail	£22,971,000	15%	£30,415,000	30%	£37,298,000	13%	£90,684,000	16%
Catering	£34,856,000	22%	£21,919,000	21%	£153,336,000	52%	£210,111,000	38%
Attractions	£18,527,000	12%	£11,123,000	11%	£48,456,000	16%	£78,196,000	14%
Travel	£28,725,000	18%	£9,444,000	9%	£56,835,000	19%	£94,554,000	17%
Total 2018	**£158,008,000**		**£102,971,000**		**£296,015,000**		**£556,994,000**	
Distribution	28%		18%		54%			
Total 2017	£151,119,000		£97,231,000		£269,897,000		£518,247,000	
% change	5%		6%		10%		8%	

Breakdown of trip expenditure



Trip expenditure 2017 v 2018



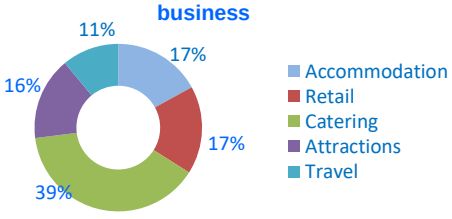
Breakdown of other trip related expenditure

Second homes	Boats	Static caravans	Friends and relatives	**Total 2018**
£1,558,000	£80,000	£0	£18,249,000	**£19,887,000**

Businesses in receipt of visitor spend on trip

	Staying tourists		Day visitors		Total	
Accommodation	£84,585,000	34%	£3,067,000	1%	£87,652,000	17%
Retail	£52,852,000	21%	£36,925,000	14%	£89,777,000	17%
Catering	£55,072,000	22%	£148,736,000	54%	£203,808,000	39%
Attraction/entertainment	£30,752,000	13%	£50,453,000	18%	£81,205,000	16%
Transport	£22,631,000	9%	£34,101,000	12%	£56,732,000	11%
TOTAL[(1)]	£245,892,000		£273,382,000		£519,174,000	
Other non trip related expenditure[(2)]	£19,887,000		£0		£19,887,000	
Total direct 2017	**£265,779,000**		**£273,382,000**		**£539,061,000**	
Total direct 2016					£502,816,000	
% change					7%	

Proportion of visitor spend by business



Income for local business generated by trip expenditure

Direct	Supplier & income induced	**Total 2018**	Total 2017	% change
£539,061,000	£125,671,000	**£664,732,000**	£620,186,000	7%

[(1)] Adjustments have been made to visitor expenditure by sector to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. A small proportion of day trip spend will also fall into 'Accommodation' where day visitors have eaten in restaurants/bars of hotels. Furthermore, it is assumed that 40% of travel expenditure occurs outside the destination

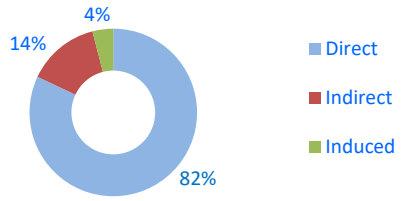
[(2)] Apart from the spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is staying with will also take place. Moreover, owners of second homes/boats will spend some money on maintenance, repair. Data is only available for additional expenditure made related to overnight trips.

Employment

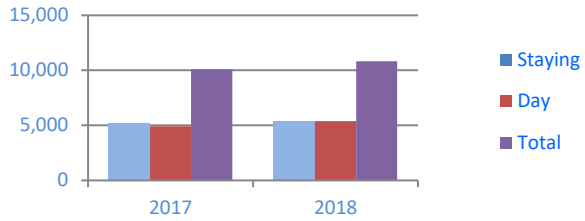
Local employment supported by the visitor economy - Full time equivalent jobs (FTE)

	Staying Visitor		Day Visitor		Total	
Direct	4,383	81%	4,452	82%	8,835	82%
Indirect	789	15%	690	13%	1,479	14%
Induced	259	4%	257	5%	516	4%
Total FTE 2018	**5,431**		**5,399**		**10,830**	
Comparison 2017	5,183		4,922		10,105	
% change	4.8%		9.7%		7.2%	

Proportion of FTE jobs



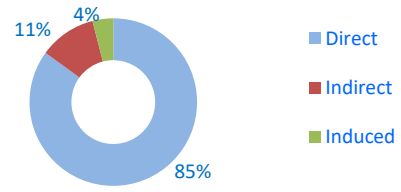
Number of FTE jobs 2017 v 2018



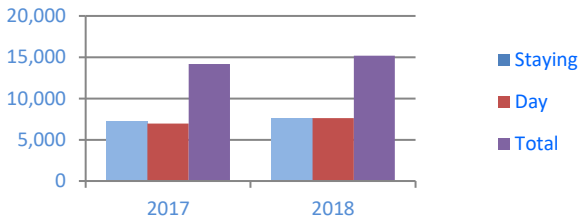
Local employment supported by the visitor economy - Estimated actual jobs

	Staying Visitor		Day Visitor		Total	
Direct	6,354	84%	6,557	86%	12,911	85%
Indirect	900	12%	786	10%	1,686	11%
Induced	295	4%	293	4%	588	4%
Total estimated actual jobs 2018	**7,549**		**7,637**		**15,185**	
Comparison 2017	7,199		6,963		14,162	
% change	4.9%		9.7%		7.2%	

Proportion of estimated actual jobs



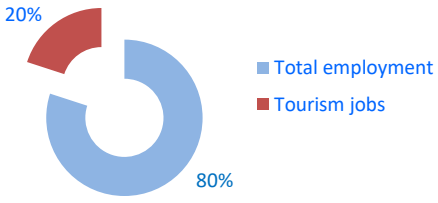
Number of estimated actual jobs 2017 v 2018



Proportion of total jobs supported across all sectors

	Staying Visitor	Day Visitor	Total
Total employed [3]	75,000	75,000	75,000
Tourism employment	7,549	7,637	15,185
Tourism proportion 2018	**10.1%**	**10.2%**	**20.2%**
Comparison 2017	9.7%	9.4%	19.1%
% change	+0.4	+0.8	+0.11

Tourism jobs as a Percentage of Total Employment



[3] Total labour force is based on all employees incl. part-time (excludes government-supported trainees and HM Force and self-employment).
The information comes from the Business Register and Employment Survey (BRES) an employer survey conducted by ONS in December of each year.

Key results for 2018

- **12.1 million trips** were undertaken
- **10.9 million** day trips
- **1.2 million** overnight visits
- **4.5 million nights** in the area as a result of overnight trips
- **£557 million** spent by tourists during their visit to the area
- **£46.42 million** spent on average in the local economy every month
- **£261 million** generated by overnight visits
- **£296 million** generated from day trips
- **£664.7 million** spent in the local area as a result of tourism (taking into account multiplier effects)
- **15,185 jobs** supported, both for local residents and from those living nearby
- **12,911 tourism jobs** directly supported
- **2,274 non-tourism related jobs** supported (linked to multiplier spend from tourism)
- **20.2% of population** employed as a result of tourism in 1066 Country

Methodology

The Cambridge Model is essentially a computer-based spreadsheet model that produces estimates from existing national and local information (e.g. accommodation stocks, inbound trips) of the level of tourism activity within a given local area. The volume of visits is translated into economic terms by estimating the amount of spending by visitors based on their average spend per trip. In turn, the impact of that spending can be translated to estimate the effects in terms of business turnover and jobs.

Estimates are based on a 3 year rolling average, thus smoothing out irregular fluctuations and avoiding any distortion arising from regional variations, giving us a more long term picture of the value of tourism and we would caution against year-on-year comparisons. As the Model utilises a standard methodology capable of application throughout the UK, it offers the potential for direct comparisons with similar destinations throughout the country.

The standard measures generated in this Model are: the total amount spent by visitors, the amount of income for local residents and businesses created by this spending, and the number of jobs supported by visitor spending.

The basic process of estimation used can be divided into three parts:

- visitor trips and visitor spending at a regional/county level derived from national survey sources
- local supply data on accommodation, attractions and other factors specific to the area
- the use of multipliers derived from business surveys in England to estimate full time equivalent and actual jobs generated by visitor spending in the area

In its standard form, the Cambridge Model uses a range of local data including details of accommodation stock, local occupancy rates, population, employment, local wage rates and visits to attractions. It applies this locally sourced information to regional estimates of tourism volume and expenditure derived from the following national surveys:

- Great Britain Tourism Survey (GBTS) – information on tourism activity by GB residents;
- International Passenger Survey (IPS) – information on overseas visitors to the United Kingdom;
- Great Britain Day Visits Survey (GBDVS) - measures the volume and value of tourism day visits in Britain
- Visits to Attractions Survey – annual recording of visitor numbers to free and paid attractions in England
- Annual Survey of Hours and Earnings (ASHE) – contains UK data on employees earnings;
- Census of Employment – updated annually by the Office for National Statistics
- Census of Population – updated annually by the Office for National Statistics

The sophistication of the economic impact estimates will depend on the availability of detailed reliable local information to supplement national and regional data sources. Where such data is available from local surveys, then local variations can be explicitly included.

Glossary of terms

Staying trips
Staying trips comprise a visit which involves a stay away from home of at least one night. The study measures trips, rather than visitors as one visitor may make multiple trips to an area in a given period.

Tourism day trips
A day trip is classified as a "tourism day visit" if it involves participation in one of fifteen leisure activities (full details of the definition used are included in the annual survey report); that lasted at least three hours (including travel); it's not an activity which is undertaken "very regularly"; and is to a destination outside the respondent's place of residence (or place of work if this was the start point of the trip). The exceptions to this are trips to special public events, live sporting events and visitor attractions.

VFR trips
VFR trips are defined as a visit where the main purpose is visiting friends and relatives. Whilst many trips to visit friends and relatives will be accommodated in the homes of these friends/ relatives (SFR), some will make use of other forms of accommodation. It should be also noted that other forms of trip, for instance for holiday or business purposes may stay with friends and relatives rather than in commercial accommodation.

'Other' expenditure
Apart from the spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is visiting and/or staying with will also take place. Moreover, owners of second homes/boats will spend some money on maintenance, repair.

Economic multiplier
Multipliers are used to estimate the economic impact of visitor expenditure. Visitor expenditure produces three effects. Direct effects are changes in the business sector directly receiving visitor expenditure. For instance, visitors staying in a hotel will directly increase revenue and the number of jobs in the hotel sector. Indirect effects are the changes in supplier businesses. For example, these indirect effects would be hotels purchasing more linen from local suppliers as a result of increased business. Induced effects are changes in local economic activity resulting from household spending. For instance, employees of the hotel and linen supplier spend their wages in the local area, resulting in more sales, income and jobs in the area.

Full time equivalent jobs (FTE)
For the purposes of the Model, a FTE is defined by the average annual salary plus employment costs in the sector concerned.

Direct jobs
Jobs directly generated in those local businesses in which visitors spend money, i.e. hotels, catering establishments.

Indirect jobs
Jobs created locally due to the purchases of goods and services by businesses benefiting from visitor expenditure, i.e. jobs with local suppliers.

Induced jobs
Jobs created throughout the local economy because employees employed due to visitor expenditure spend their wages locally on goods and services such as food, clothing and housing.

Actual jobs

Many jobs are seasonal or part-time in their nature in the tourism sector, so an adjustment is made to calculate the actual number of jobs from the number of FTEs. The adjustment made is based on the findings of surveys of tourism related businesses, and national employment surveys.

Great Britain Tourism Survey (GBTS)

The Great Britain Tourism Survey is undertaken by Kantar TNS. The key characteristics of the survey include a 100,000 face-to-face interviews per annum, conducted in-home, and a weekly sample size of around 2,000 adults aged 16 years or over - representative of the GB population in relation to various demographic characteristics including gender, age group, socio-economic group, and geographical location. Respondents are asked about any overnight trips taken in the last four weeks. It provides basic headline data on the volume and value of domestic tourism at a national, regional and county level.

International Passenger Survey (IPS)

The International Passenger Survey is conducted by Office for National Statistics and is based on face-to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. Around 210,000 interviews are undertaken each year. IPS provides headline figures, based on the county or unitary authority, for the volume and value of overseas trips to the UK.

Great Britain Day Visits Survey (GBDVS)

The methodology for the 2016 Great Britain Day Visits Survey altered compared with previous years. The changes implemented were - questionnaire improvements to make the survey more engaging and easy to complete; questionnaire revisions required as part of the 'merging' of GBDVS with the GBTS online piloting; and the weekly sample size contacted for the wider GBDVS/GBTS combined surveying increased from 673 to 1,000. Parallel testing of the survey approaches used before and after these changes found that these changes resulted in increased levels of visits reported by respondents by around **+15%**. The aims of the survey continue to be to measure the volume, value and profile of Tourism Day Visits taken by GB residents to destinations in England, Scotland, Wales and Northern Ireland. Surveying is undertaken on a weekly basis, using an online methodology, with a sample over 32,000 interviews.

United Kingdom Occupancy Survey (UKOS)

As part of the EU Directive on Tourism Statistics adopted in 1995, the UK must report regularly on a specified range of statistics to Eurostat, the official statistical office of the European Union. Included in these statistics are monthly occupancy rates for UK serviced accommodation. The responsibility for providing this data lies with the four National Tourist Boards, and across England the survey is now undertaken STR on behalf of Visit England. The data is collected using a syndicated panel of more than 3,000 hotels and accommodation providers who are asked to complete a data form each month, giving details of their nightly occupancy. The data submitted is analysed to produce monthly occupancy rates for the whole of the area and for specific categories of type, size, location etc.

Annual Survey of Hours and Earnings (ASHE)

The Annual Survey of Hours and Earnings (ASHE) provides information about the levels, distribution and make-up of earnings and hours worked for employees in all industries and occupations. ASHE is based on a one per cent sample of employee jobs taken from HM Revenue & Customs (HMRC) PAYE records. The ASHE tables contain UK data on earnings for employees by sex and full-time/part-time workers. The earnings information presented relates to gross pay before tax, National Insurance or other deductions.