

Self-Catering Holidays in England – Economic Impact 2015



An overview of the economic impact of self-catering holidays in England

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Key findings

The English Association of Self-Catering Operators (EASCO) wished to gain a better understanding of the economic impact of self-catering holidays in England and commissioned The South West Research Company (TSWRC) to provide an overview of existing national survey data and further data modelling for this purpose. This report provides an overview of the economic impacts at both a national and regional level for England.

- An estimated 8.8m staying visitor trips were spent in self-catering accommodation in England in 2015 equating to 55.5m visitor nights and contributing £4.2bn in direct visitor spend to the economy.
- 50% of direct visitor spend was on accommodation costs, shopping and food and drink accounted for 19% of spend in each case, travel 8% and attractions/entertainment 4%.
- For every pound spent on self-catering accommodation another pound was spent elsewhere by visitors.
- Direct visitor spend generated £6.7bn business turnover when indirect and induced rounds of expenditure are also considered.
- For every pound spent by visitors using self-catering accommodation a further 64p is generated through indirect and induced spending in the economy.
- Approximately 70,000 actual jobs were directly supported by self-catering visitor expenditure (47,000 FTEs).
- 59% of direct employment fell within the self-catering accommodation sector, 20% in catering, 12% in retail, 6% in the attractions/entertainment sector and 3% in transport.

Key findings

- When indirect and induced jobs are also considered an estimated 118,000 actual jobs were supported by self-catering visitor expenditure.
- Self-catering visitor spend contributed approximately £3.3bn gross value added (GVA) to the economy.
- The South West had the largest proportions of all self-catering volume and value in 2015 and accounted for around a third of all trips, nights and spend.
- In terms of direct self-catering spend, £1,269m was spent in the South West followed by £982m in London, £425m in the North West and £415m in the South East region. The smallest amount of self-catering spend occurred in the North East (£144m), East Midlands (£152m) and the West Midlands regions (£166m).
- 31% of all self-catering related business turnover occurred in the South West, 23% in London and 10% in both the North West and South East regions. The lowest proportions of all business turnover were in the North East (3%) and the East and West Midlands regions (4% in each case).
- Broadly speaking, the proportions of direct employment in the regions are similar to the proportions of business turnover occurring in each with some slight variation caused by differentials in regional wage costs.
- In terms of all estimated actual employment related to self-catering visitor spend 33% was in the South West, 20% in London, 10% in both the North West and South East, 9% in the East of England, 7% in Yorkshire and 4% in each case in the North East, East Midlands and West Midlands regions.
- The proportions of all GVA across the regions were broadly similar to the proportions of business turnover occurring in each.

Introduction and methodology

The English Association of Self-Catering Operators (EASCO) wished to gain a better understanding of the economic impact of self-catering holidays in England and commissioned The South West Research Company (TSWRC) to provide an overview of existing national survey data and further data modelling for this purpose. This report provides an overview of the economic impacts at both a national and regional level for England.

The Great Britain Tourism Survey (GBTS) and the International Passenger Survey (IPS) provide a wide range of data each year that relate overnight visitors to a number of geographical areas, including data on the type of accommodation used by visitors. Data from both of these surveys was sourced at a regional level for visitor trips, nights and spend using self-catering accommodation, which provide the first level of outputs used in this study. Due to the smaller sample sizes in some cases for overseas visitor data at a regional level using self-catering accommodation a three year average has been used to increase the robustness of the estimates. England outputs provided in this report are a sum of the regional outputs and as a result may not exactly match published national level outputs.

A breakdown of visitor expenditure by category for those using self-catering accommodation was derived from the GBTS and IPS surveys allowing the total visitor spend to be distributed amongst five sectors;

- Accommodation.
- Shopping for gifts, clothes and other goods.
- Eating and drinking in restaurants, cafes and inns.
- Entry to attractions, entertainment and hire of goods and services.
- Transport and travel costs including public transport, purchase of fuel and parking.

Methodology

Expenditure data split into the five sectors was then fed into the Cambridge Model to produce further estimates for the business turnover employment supported and GVA provided by self-catering holidays in England.

The Cambridge Model is a computer-based model developed to calculate estimates of the volume, value and economic impact of tourism. It draws on the combined experience of PA Cambridge Economic Consultants Ltd, Geoff Broom Associates and utilises a standard methodology capable of application throughout the UK. It therefore offers the potential for direct comparisons with similar destinations throughout the country. The model has been widely used in both the South West and across areas of England for a number of years. The Model in its basic form relies on using information from a range of sources. The methodology and accuracy of these sources varies and therefore the estimates can only be regarded as indicative of the scale and importance of visitor activity in the local area.

By applying the expenditure breakdown to the estimates of visitor spending the Model generates estimates of total spending by the five business sectors. Visitor expenditure in each sector represents additional turnover for businesses in those sectors. However, evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover. In particular, some expenditure on food and drink actually takes place in inns and hotels that fall into the accommodation sector and at attractions. The turnover for each business sector has therefore been adjusted to take account of these marginal changes. More significantly, expenditure on travel costs associated with individual trips is as likely to take place at the origin of the trip as it is at the actual destination. It is therefore assumed that only 60% of total travel expenditure accrues to the destination area.

Business turnover arises as a result of tourist spending, from the purchase of supplies and services locally by businesses in receipt of visitor spending and as a result of the spending of wages by employees whose jobs are directly or indirectly supported by tourism spending.

Having identified the value of turnover generated by visitor spending in each business sector it is possible to estimate the employment associated with that spending using average wage costs by business sector, adjusted to take account of regional differences.

Methodology

The use of visitor expenditure to generate job numbers underestimates the number of jobs arising in the attractions/entertainment sector. The underestimate arises because local authorities and voluntary bodies do not always seek to recoup the full operating costs of individual attractions or facilities from entrance charges. Therefore, an additional percentage of direct employment is added to the attractions sector estimates to take account of this factor.

This report looks at employment on three levels;

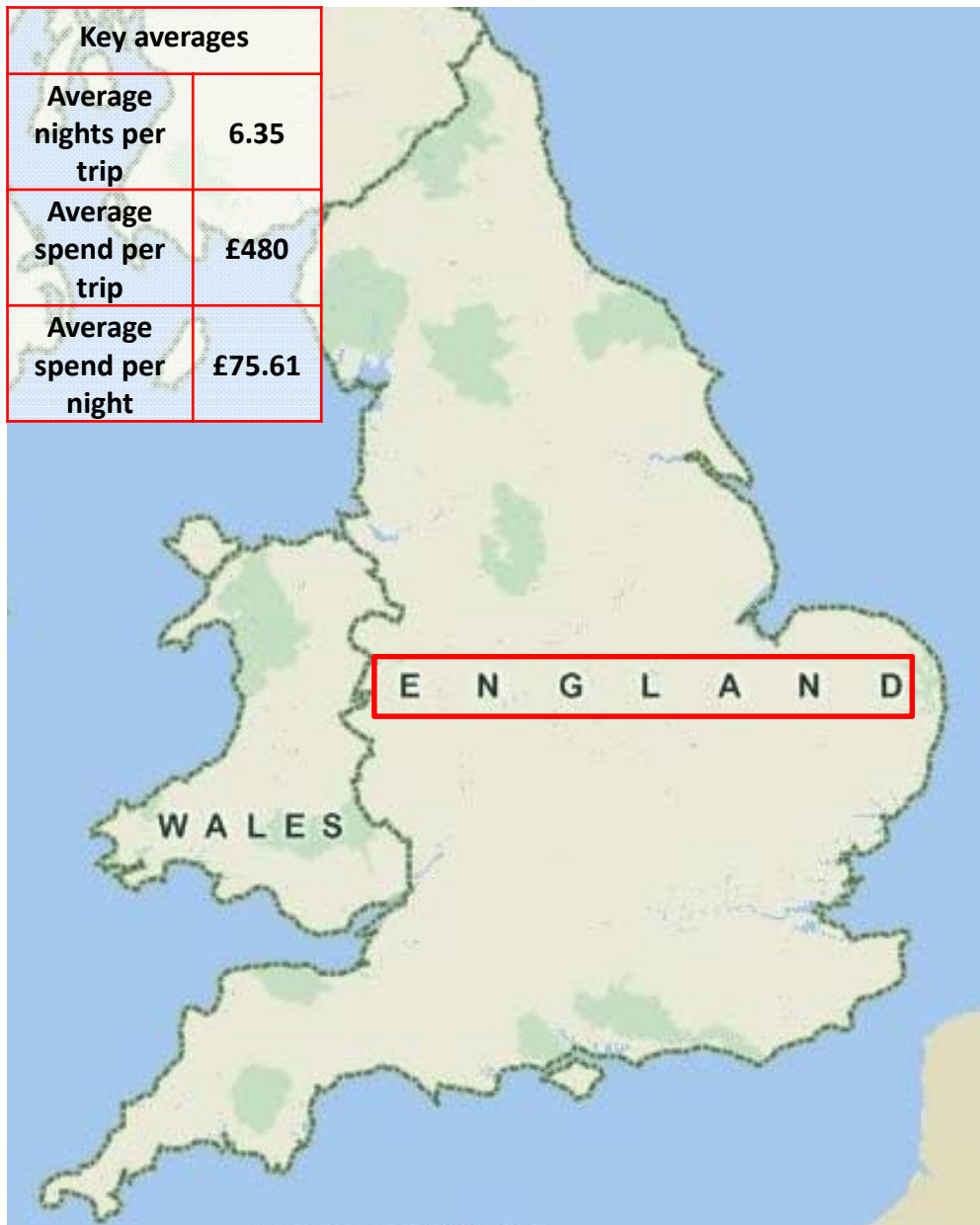
- **Direct Jobs** - Direct jobs are those in businesses in receipt of visitor spending. For example, jobs supported by visitor spending at a hotel would be direct jobs.
- **Indirect Jobs** - Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses. For example, some of the employment at a business supplying food and drink may be supported through the supplies that the business sells to hotels (or any other business in direct receipt of visitor expenditure).
- **Induced Jobs** - Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs. Such spending will be spread across a wide range of service sectors.

Gross Value Added (GVA) calculations are a broad-brush estimate produced in the absence of a wider definition of tourism. The GVA figures should always be acknowledged as estimates and the methodology used in their calculations is not, and does not claim to be, as sophisticated as the approaches used nationally. The calculation built into the Cambridge model takes figures of business turnover arising from direct visitor spend for the accommodation, retail, catering, attractions and transport sectors as well as supplier and income induced turnover and then applies GVA ratios to these derived from ABI regional data. For the purpose of this study GVA ratios are calculated as Turnover divided by GVA Output for each relevant sector.

England – Self-Catering key points

- An estimated 8.8m staying visitor trips were spent in self-catering accommodation in England in 2015 equating to 55.5m visitor nights and contributing £4.2bn in direct visitor spend to the economy.
- 50% of direct visitor spend was on accommodation costs, shopping and food and drink accounted for 19% of spend in each case, travel 8% and attractions/entertainment 4%.
- For every pound spent on self-catering accommodation another pound was spent elsewhere by visitors.
- Direct visitor spend generated £6.7bn business turnover when indirect and induced rounds of expenditure are also considered.
- For every pound spent by visitors using self-catering accommodation a further 64p is generated through indirect and induced spending in the economy.
- Approximately 70,000 actual jobs were directly supported by self-catering visitor expenditure (47,000 FTEs).
- 59% of direct employment fell within the self-catering accommodation sector, 20% in catering, 12% in retail, 6% in the attractions/entertainment sector and 3% in transport.
- When indirect and induced jobs are also considered an estimated 118,000 actual jobs were supported by self-catering visitor expenditure.
- Self-catering visitor spend contributed approximately £3.3bn GVA to the economy.

England – Self-Catering key measures



England – Self-Catering key measures	
Staying visitor trips	8.8m
Staying visitor nights	55.5m
Staying visitor spend	£4,198m
TOTAL BUSINESS TURNOVER SUPPORTED	£6,698m
Estimated actual employment	117,900
FTE employment	88,900
Proportion of all employment	0.4%

England – Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips (000s)	7,621	87%	1,127	13%	8,748
Nights (000s)	34,537	62%	20,987	38%	55,524
Spend (£m)	£2,705	64%	£1,493	36%	4,198

Self-Catering spend breakdown (£m)	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£1,440	£386	£499	£142	£238	£2,705
%	53%	14%	18%	5%	9%	
Overseas tourists	£666	£422	£280	£46	£79	£1,493
%	45%	28%	19%	3%	5%	
Total	£2,106	£809	£778	£188	£317	£4,198
%	50%	19%	19%	4%	8%	

Business turnover supported by self-catering trips	£m
Direct (adjusted)	£4,071
Supplier and income induced spend	£2,627
Total	£6,698

England – Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	27,900	41,500
Retailing	5,800	8,700
Catering	9,600	14,400
Attractions/entertainment	2,900	4,100
Transport	1,200	1,600
Total Direct	47,400	70,300

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	47,400	70,300
Indirect	23,800	27,200
Induced	17,700	20,400
Total	88,900	117,900

Estimated GVA generated by self-catering expenditure	£m
Accommodation	£1,325
Retail	£165
Catering	£364
Attractions	£52
Transport	£51
Indirect and induced	£1,372
Total	£3,328

All regions – Self-Catering key points

- The South West had the largest proportions of all self-catering volume and value in 2015 and accounted for around a third of all trips, nights and spend.
- In terms of direct self-catering spend, £1,269m was spent in the South West followed by £982m in London, £425m in the North West and £415m in the South East region.
- The smallest amount of self-catering spend occurred in the North East (£144m), East Midlands (£152m) and the West Midlands regions (£166m).
- 31% of all self-catering related business turnover occurred in the South West, 23% in London and 10% in both the North West and South East regions.
- The lowest proportions of all business turnover were in the North East (3%) and the East and West Midlands regions (4% in each case).
- Broadly speaking, the proportions of direct employment in the regions are similar to the proportions of business turnover occurring in each with some slight variation caused by differentials in regional wage costs.
- In terms of all estimated actual employment related to self-catering visitor spend 33% was in the South West, 20% in London, 10% in both the North West and South East, 9% in the East of England, 7% in Yorkshire and 4% in each case in the North East, East Midlands and West Midlands regions.
- The proportions of all GVA across the regions were broadly similar to the proportions of business turnover occurring in each.

All regions – Volume and value

Self-Catering volume and value	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England
Trips (000s)	710	557	855	340	1,138	972	2,896	358	922	8,748
% of England	8%	6%	10%	4%	13%	11%	33%	4%	11%	
Nights (000s)	4,752	2,604	10,170	2,353	5,756	6,138	16,565	2,871	4,315	55,524
% of England	9%	5%	18%	4%	10%	11%	30%	5%	8%	
Spend (£m)	£383	£152	£982	£144	£425	£415	£1,269	£166	£261	£4,198
% of England	9%	4%	23%	3%	10%	10%	30%	4%	6%	

All regions – Spend breakdown

Self-Catering spend breakdown (£m)	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
East of England	£227	£61	£55	£14	£27	£383
East Midlands	£90	£24	£22	£6	£11	£152
London	£439	£267	£188	£33	£55	£982
North East	£70	£24	£29	£7	£14	£144
North West	£207	£72	£86	£19	£42	£425
South East	£204	£79	£79	£20	£32	£415
South West	£644	£210	£243	£72	£100	£1,269
West Midlands	£95	£31	£24	£5	£11	£166
Yorkshire	£129	£40	£53	£12	£27	£261
Total England	£2,105	£809	£778	£188	£318	£4,198
% of all	50%	19%	19%	4%	8%	

All regions – Business turnover supported by self-catering trips

Business turnover supported (£m)	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England	% of all
Direct	£372	£148	£960	£139	£408	£402	£1,229	£162	£251	£4,071	61%
Supplier and income induced	£249	£97	£566	£92	£261	£257	£827	£111	£168	£2,627	39%
Total	£622	£245	£1,526	£231	£669	£659	£2,056	£273	£419	£6,698	
% of England	9%	4%	23%	3%	10%	10%	31%	4%	6%		

All regions – Direct employment supported by self-catering trips

FTEs	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England	% of all
Accommodation	2,600	1,000	5,100	900	2,500	2,600	9,900	1,400	1,900	27,900	59%
Retailing	500	200	1,500	200	600	500	1,700	300	300	5,800	12%
Catering	800	200	2,100	500	1,100	1,000	2,900	300	700	9,600	20%
Attractions/entertainment	200	100	400	100	300	300	1,200	100	200	2,900	6%
Transport	100	0	200	100	200	100	400	0	100	1,200	3%
Total Direct	4,200	1,500	9,300	1,800	4,700	4,500	16,100	2,100	3,200	47,400	
% of England	9%	3%	20%	4%	10%	9%	34%	4%	7%		

Estimated actual	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England	% of all
Accommodation	3,900	1,500	7,600	1,400	3,700	3,900	14,600	2,100	2,800	41,500	59%
Retailing	700	300	2,200	300	900	800	2,600	400	500	8,700	12%
Catering	1,300	400	3,100	700	1,600	1,500	4,300	400	1,100	14,400	20%
Attractions/entertainment	300	100	600	200	400	400	1,700	100	300	4,100	6%
Transport	100	100	200	100	200	100	500	100	200	1,600	2%
Total Direct	6,300	2,400	13,700	2,700	6,800	6,700	23,700	3,100	4,900	70,300	
% of England	9%	3%	19%	4%	10%	10%	34%	4%	7%		

All regions – All employment supported by self-catering trips

FTEs	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England	% of all
Direct	4,200	1,500	9,300	1,800	4,700	4,500	16,100	2,100	3,200	47,400	53%
Indirect	2,300	900	5,300	800	2,400	2,300	7,300	1,000	1,500	23,800	27%
Induced	1,600	600	3,600	600	1,800	1,700	5,800	800	1,200	17,700	20%
Total	8,100	3,000	18,200	3,200	8,900	8,500	29,200	3,900	5,900	88,900	
% of England	9%	3%	20%	4%	10%	10%	33%	4%	7%		

Estimated actual	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England	% of all
Direct	6,300	2,400	13,700	2,700	6,800	6,700	23,700	3,100	4,900	70,300	60%
Indirect	2,600	1,100	6,100	900	2,700	2,700	8,300	1,100	1,700	27,200	23%
Induced	1,900	700	4,200	700	2,000	2,000	6,600	900	1,400	20,400	17%
Total	10,800	4,200	24,000	4,300	11,500	11,400	38,600	5,100	8,000	117,900	
% of England	9%	4%	20%	4%	10%	10%	33%	4%	7%		

% of all employment	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England
Total employed	3,025,000	2,288,000	4,511,000	1,199,000	3,390,000	4,538,000	2,715,000	2,691,000	2,581,000	26,938,000
Self-Catering employment	10,800	4,200	24,000	4,300	11,500	11,400	38,600	5,100	8,000	117,900
Self-Catering proportion	0.4%	0.2%	0.5%	0.4%	0.3%	0.3%	1.4%	0.2%	0.3%	0.4%

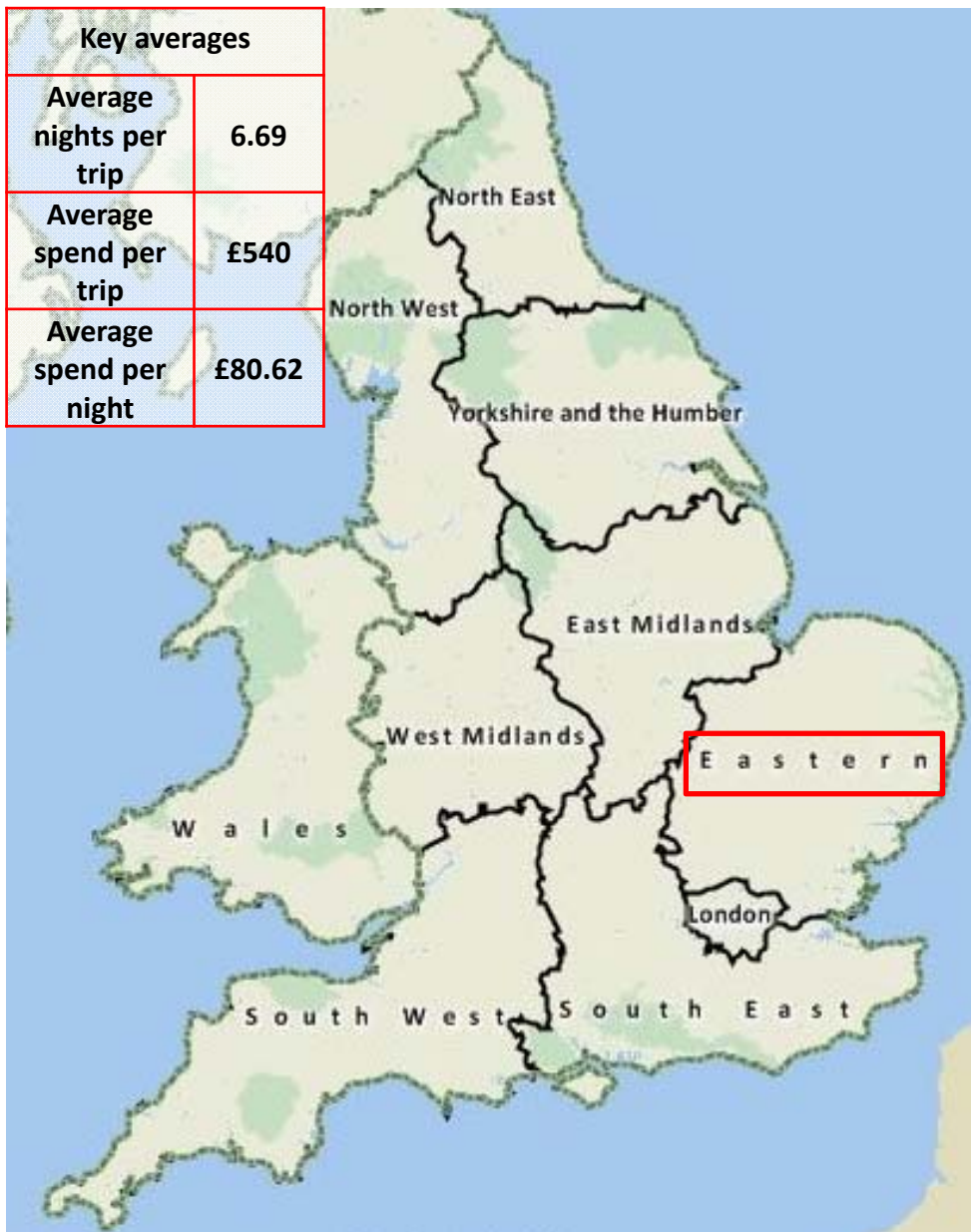
All regions – Estimated GVA generated by self-catering trips

GVA (£m)	East of England	East Midlands	London	North East	North West	South East	South West	West Midlands	Yorkshire	Total England	% of all
Accommodation	£145	£56	£291	£44	£126	£116	£407	£59	£81	£1,325	40%
Retail	£11	£5	£59	£6	£15	£14	£42	£6	£8	£165	5%
Catering	£26	£10	£92	£14	£42	£37	£109	£11	£24	£364	11%
Attractions	£1	£2	£10	£1	£5	£7	£22	£1	£3	£52	2%
Transport	£4	£2	£13	£2	£7	£3	£15	£1	£4	£50	2%
Indirect and induced	£114	£54	£301	£46	£134	£136	£457	£47	£83	£1,372	41%
Total	£300	£128	£766	£113	£328	£314	£1,052	£125	£202	£3,328	
% of England	9%	4%	23%	3%	10%	9%	32%	4%	6%		

English regions – Regional data breakdowns

The following pages provide a three page breakdown for each of the English regions in a similar format to that already used within this report.

East of England – Self-Catering key measures



East of England – Self-Catering key measures	
Staying visitor trips	710,000
Staying visitor nights	4,752,000
Staying visitor spend	£383,118,000
TOTAL BUSINESS TURNOVER SUPPORTED	£621,628,000
Estimated actual employment	10,800
FTE employment	8,100
Proportion of all employment	0.4%

East of England – Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	667,000	94%	43,000	6%	710,000
Nights	3,585,000	75%	1,167,000	25%	4,752,000
Spend	£320,000,000	84%	£63,118,000	16%	£383,118,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£194,113,000	£43,345,000	£45,997,000	£12,404,000	£24,141,000	£320,000,000
%	61%	14%	14%	4%	8%	
Overseas tourists	£32,426,000	£17,464,000	£9,065,000	£1,373,000	£2,790,000	£63,118,000
%	51%	28%	14%	2%	4%	
Total	£226,539,000	£60,809,000	£55,062,000	£13,777,000	£26,931,000	£383,118,000
%	59%	16%	14%	4%	7%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£372,346,000
Supplier and income induced spend	£249,282,000
Total	£621,628,000

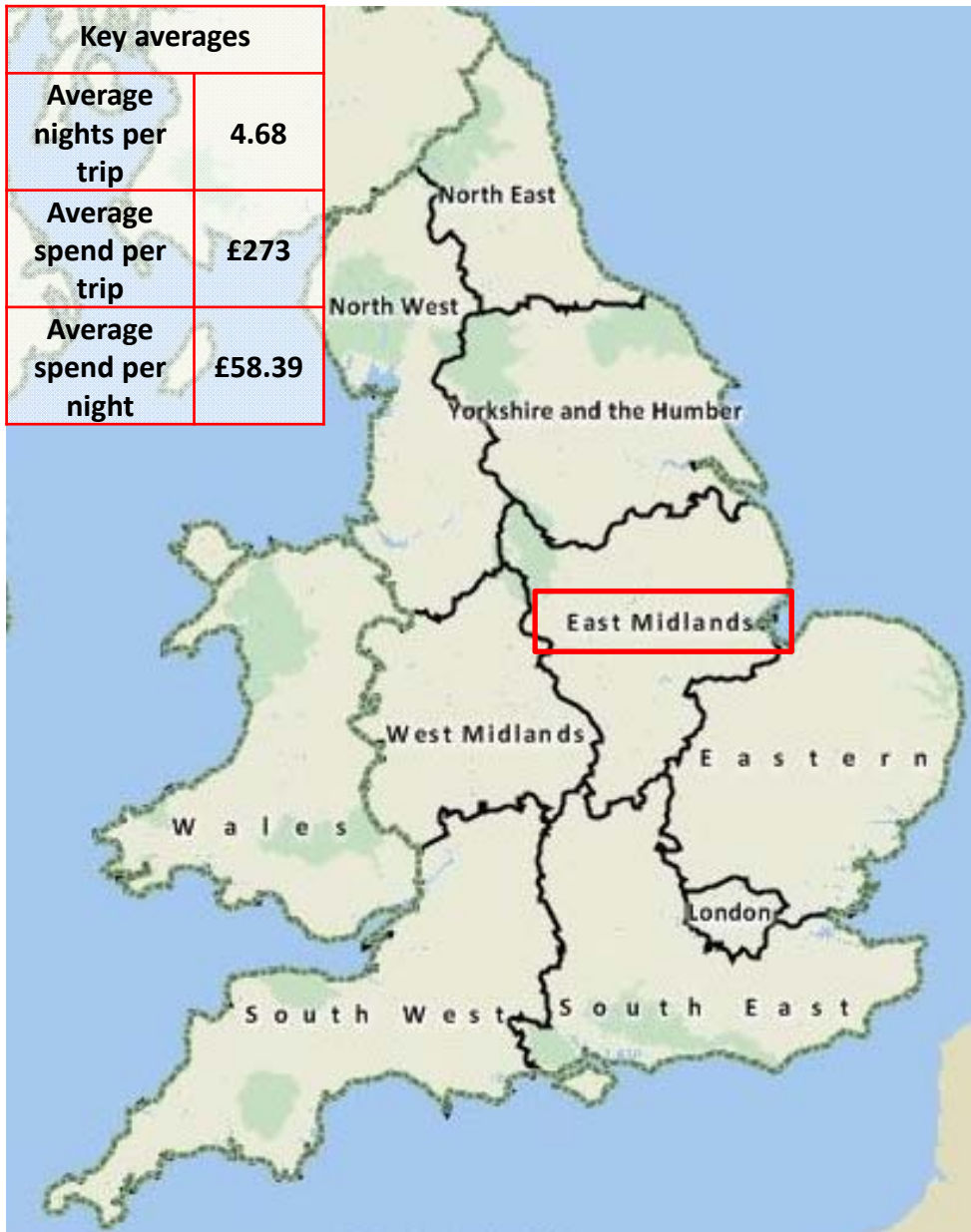
East of England – Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	2,600	3,900
Retailing	500	700
Catering	800	1,300
Attractions/entertainment	200	300
Transport	100	100
Total Direct	4,200	6,300

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	4,200	6,300
Indirect	2,300	2,600
Induced	1,600	1,900
Total	8,100	10,800

Estimated GVA provided by self-catering expenditure	£
Accommodation	£145,041,000
Retail	£10,566,000
Catering	£25,641,000
Attractions	£1,282,000
Transport	£3,896,000
Indirect and induced	£113,579,000
Total	£300,005,000

East Midlands– Self-Catering key measures



East Midlands– Self-Catering key measures	
Staying visitor trips	557,000
Staying visitor nights	2,604,000
Staying visitor spend	£152,054,000
TOTAL BUSINESS TURNOVER SUPPORTED	£244,669,000
Estimated actual employment	4,200
FTE employment	3,000
Proportion of all employment	0.2%

East Midlands– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	534,000	96%	23,000	4%	557,000
Nights	1,960,000	75%	644,000	25%	2,604,000
Spend	£129,000,000	85%	£23,054,000	15%	£152,054,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£78,252,000	£17,473,000	£18,543,000	£5,001,000	£9,732,000	£129,001,000
%	61%	14%	14%	4%	8%	
Overseas tourists	£11,844,000	£6,379,000	£3,311,000	£502,000	£1,019,000	£23,055,000
%	51%	28%	14%	2%	4%	
Total	£90,096,000	£23,852,000	£21,854,000	£5,503,000	£10,751,000	£152,056,000
%	59%	16%	14%	4%	7%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£147,754,000
Supplier and income induced spend	£96,915,000
Total	£244,669,000

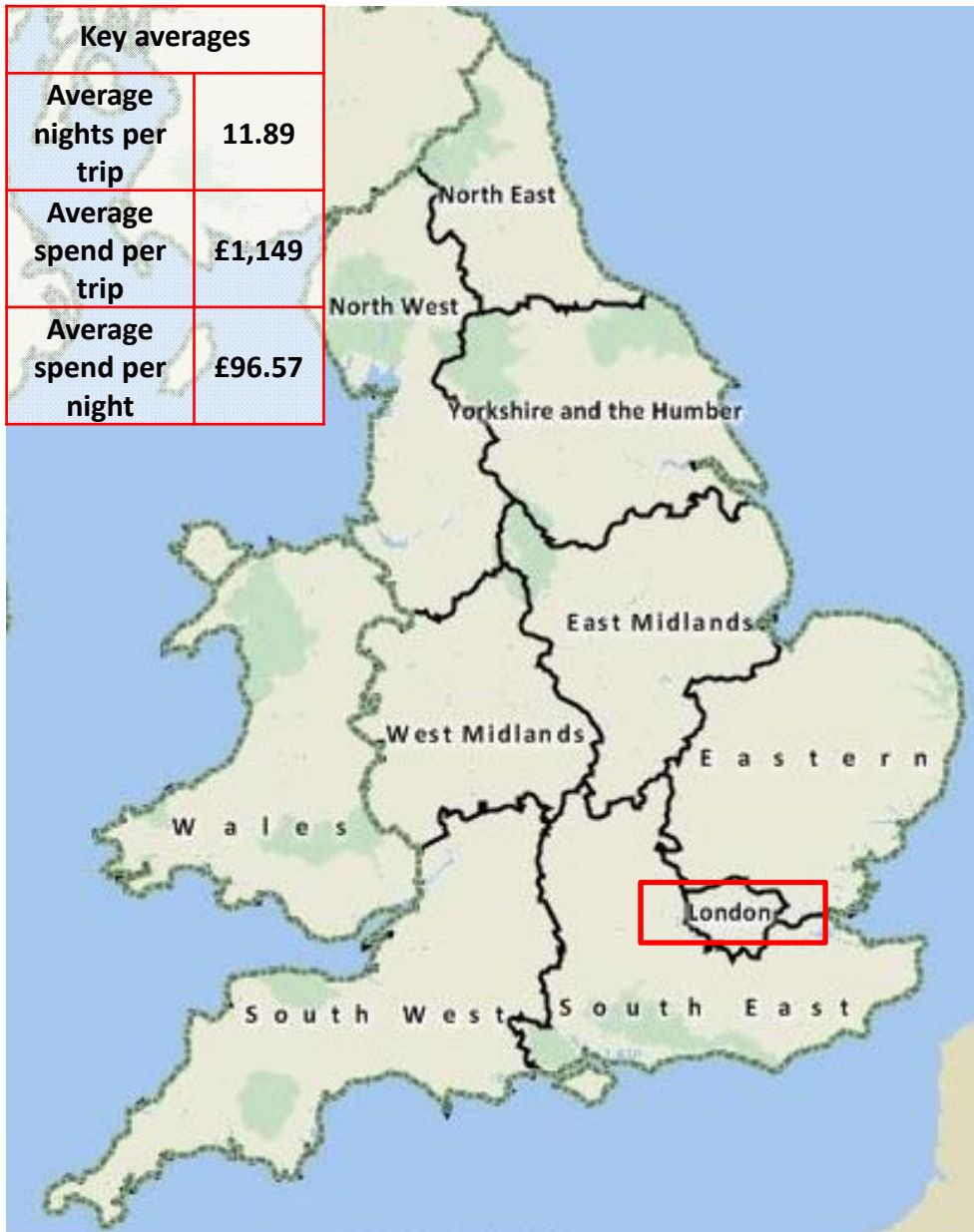
East Midlands– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	1,000	1,500
Retailing	200	300
Catering	200	400
Attractions/entertainment	100	100
Transport	0	100
Total Direct	1,500	2,400

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	1,500	2,400
Indirect	900	1,100
Induced	600	700
Total	3,000	4,200

Estimated GVA provided by self-catering expenditure	£
Accommodation	£55,883,000
Retail	£4,978,000
Catering	£10,447,000
Attractions	£1,586,000
Transport	£1,701,000
Indirect and induced	£53,739,000
Total	£128,334,000

London– Self-Catering key measures



London– Self-Catering key measures	
Staying visitor trips	855,000
Staying visitor nights	10,170,000
Staying visitor spend	£982,098,000
TOTAL BUSINESS TURNOVER SUPPORTED	£1,525,616,000
Estimated actual employment	24,000
FTE employment	18,219
Proportion of all employment	0.5%

London– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	215,000	25%	640,000	75%	855,000
Nights	532,000	5%	9,638,000	95%	10,170,000
Spend	£70,000,000	7%	£912,098,000	93%	£982,098,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£36,506,000	£9,666,000	£13,402,000	£4,026,000	£6,400,000	£70,000,000
%	52%	14%	19%	6%	9%	
Overseas tourists	£402,490,000	£257,056,000	£174,323,000	£29,418,000	£48,812,000	£912,099,000
%	44%	28%	19%	3%	5%	
Total	£438,996,000	£266,722,000	£187,725,000	£33,444,000	£55,212,000	£982,099,000
%	45%	27%	19%	3%	6%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£960,014,000
Supplier and income induced spend	£565,602,000
Total	£1,525,616,000

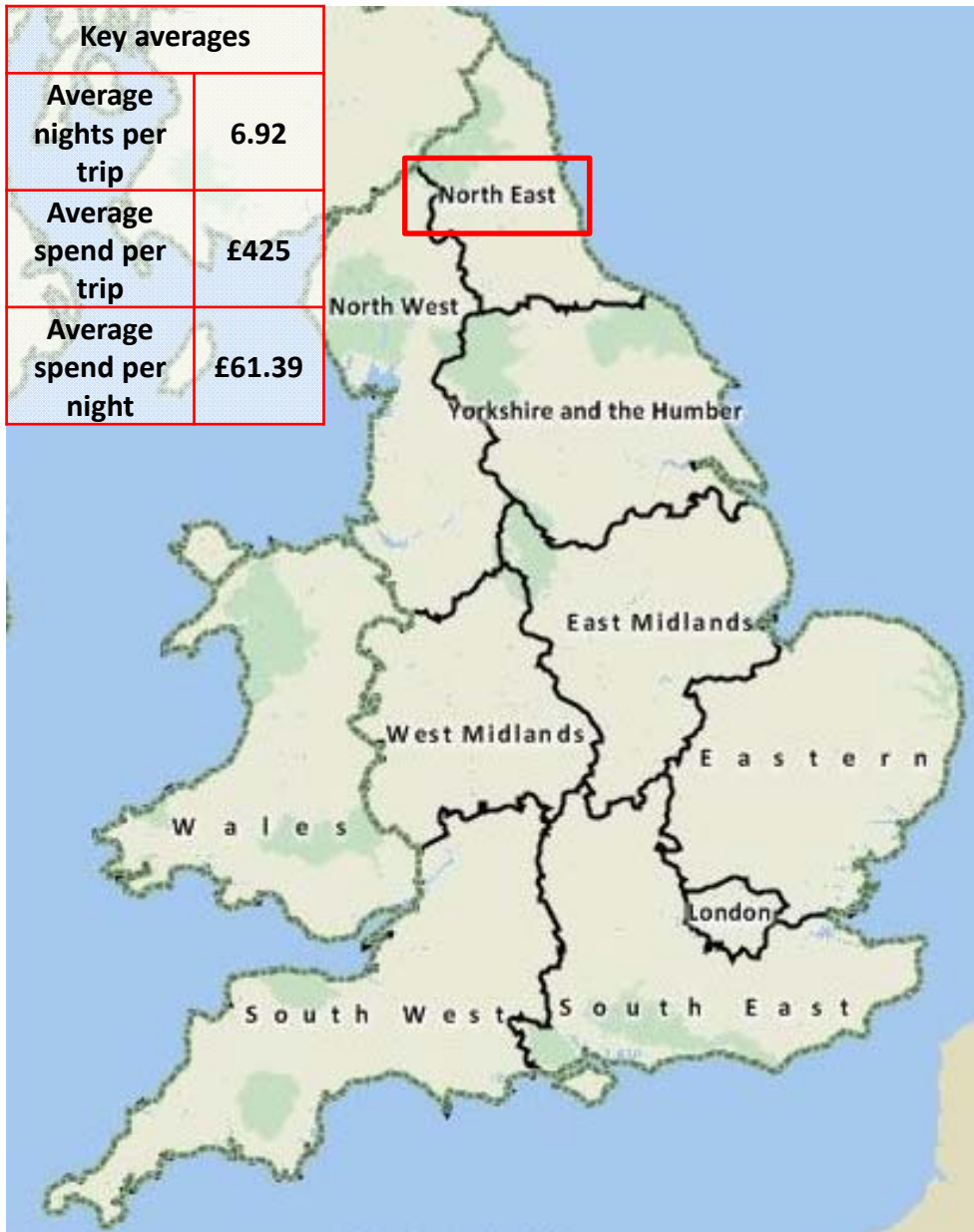
London– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	5,146	7,600
Retailing	1,472	2,200
Catering	2,100	3,100
Attractions/entertainment	400	600
Transport	200	200
Total Direct	9,319	13,700

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	9,319	13,700
Indirect	5,300	6,100
Induced	3,600	4,200
Total	18,219	24,000

Estimated GVA provided by self-catering expenditure	£
Accommodation	£291,403,000
Retail	£58,686,000
Catering	£91,841,000
Attractions	£10,142,000
Transport	£13,165,000
Indirect and induced	£301,223,000
Total	£766,460,000

North East– Self-Catering key measures



North East– Self-Catering key measures	
Staying visitor trips	340,000
Staying visitor nights	2,353,000
Staying visitor spend	£144,446,000
TOTAL BUSINESS TURNOVER SUPPORTED	£230,644,000
Estimated actual employment	4,300
FTE employment	3,200
Proportion of all employment	0.4%

North East– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	325,000	96%	15,000	4%	340,000
Nights	1,728,000	73%	625,000	27%	2,353,000
Spend	£112,000,000	78%	£32,446,000	22%	£144,446,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£56,380,000	£15,344,000	£22,601,000	£5,635,000	£12,040,000	£112,000,000
%	50%	14%	20%	5%	11%	
Overseas tourists	£13,846,000	£9,089,000	£6,548,000	£917,000	£2,045,000	£32,445,000
%	43%	28%	20%	3%	6%	
Total	£70,226,000	£24,433,000	£29,149,000	£6,552,000	£14,085,000	£144,445,000
%	£56,380,000	£15,344,000	£22,601,000	£5,635,000	£12,040,000	£112,000,000

Business turnover supported by self-catering trips	£
Direct (adjusted)	£138,812,000
Supplier and income induced spend	£91,832,000
Total	£230,644,000

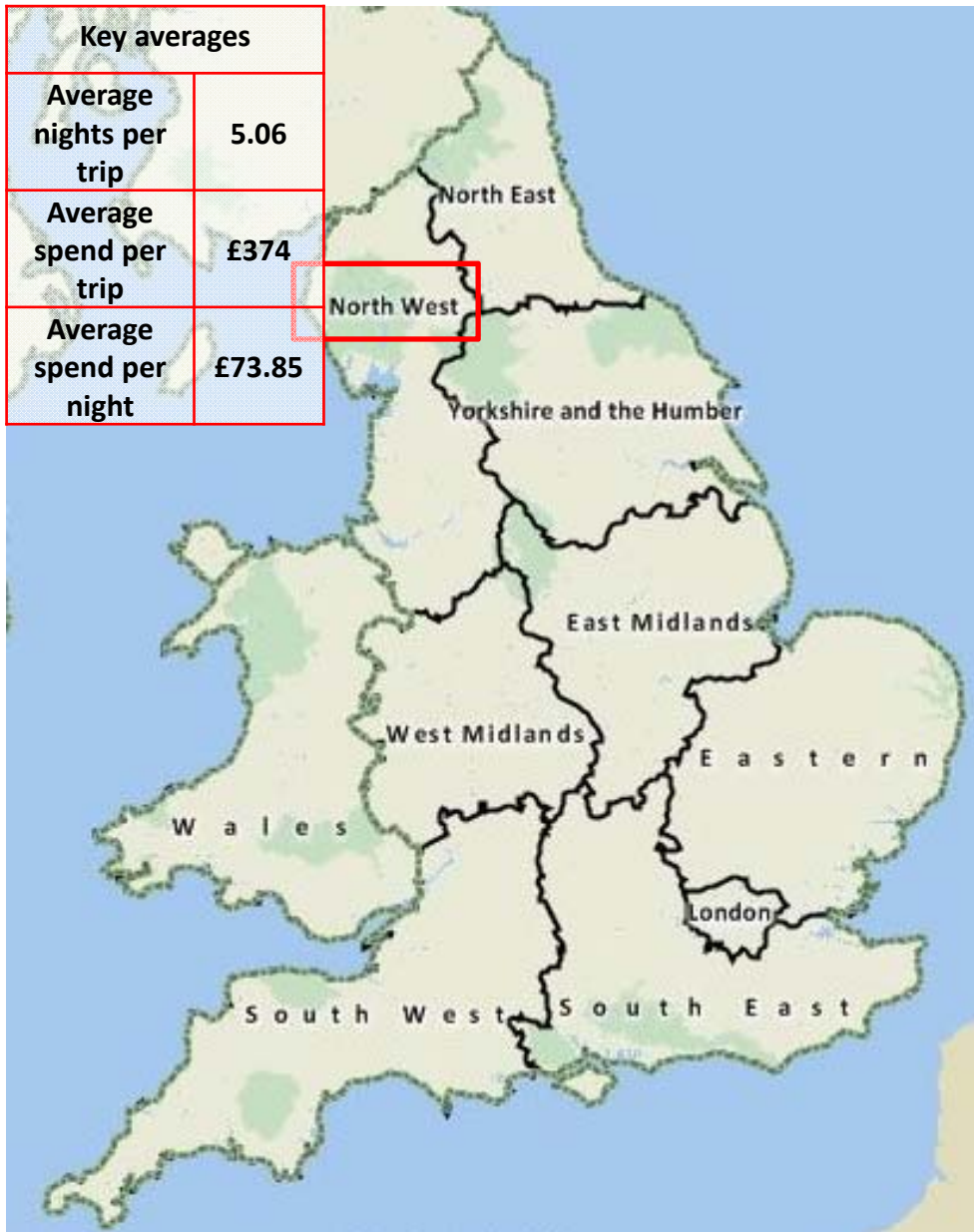
North East– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	900	1,400
Retailing	200	300
Catering	500	700
Attractions/entertainment	100	200
Transport	100	100
Total Direct	1,800	2,700

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	1,800	2,700
Indirect	800	900
Induced	600	700
Total	3,200	4,300

Estimated GVA provided by self-catering expenditure	£
Accommodation	£44,318,000
Retail	£5,843,000
Catering	£13,968,000
Attractions	£1,370,000
Transport	£1,915,000
Indirect and induced	£45,830,000
Total	£113,244,000

North West– Self-Catering key measures



North West– Self-Catering key measures	
Staying visitor trips	1,138,000
Staying visitor nights	5,756,000
Staying visitor spend	£425,059,000
TOTAL BUSINESS TURNOVER SUPPORTED	£669,197,000
Estimated actual employment	11,500
FTE employment	8,900
Proportion of all employment	0.3%

North West– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	1,064,000	93%	74,000	7%	1,138,000
Nights	4,120,000	72%	1,636,000	28%	5,756,000
Spend	£332,000,000	78%	£93,059,000	22%	£425,059,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£167,127,000	£45,485,000	£66,996,000	£16,703,000	£35,689,000	£332,000,000
%	50%	14%	20%	5%	11%	
Overseas tourists	£39,712,000	£26,069,000	£18,781,000	£2,630,000	£5,866,000	£93,059,000
%	43%	28%	20%	3%	6%	
Total	£206,839,000	£71,554,000	£85,777,000	£19,333,000	£41,555,000	£425,059,000
%	49%	17%	20%	5%	10%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£408,437,000
Supplier and income induced spend	£260,760,000
Total	£669,197,000

North West– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	2,500	3,700
Retailing	600	900
Catering	1,100	1,600
Attractions/entertainment	300	400
Transport	200	200
Total Direct	4,700	6,800

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	4,700	6,800
Indirect	2,400	2,700
Induced	1,800	2,000
Total	8,900	11,500

Estimated GVA provided by self-catering expenditure	£
Accommodation	£125,529,000
Retail	£14,726,000
Catering	£41,765,000
Attractions	£4,890,000
Transport	£6,542,000
Indirect and induced	£134,075,000
Total	£327,527,000

South East– Self-Catering key measures



South East– Self-Catering key measures	
Staying visitor trips	972,000
Staying visitor nights	6,138,000
Staying visitor spend	£415,055,000
TOTAL BUSINESS TURNOVER SUPPORTED	£659,054,000
Estimated actual employment	11,400
FTE employment	8,500
Proportion of all employment	0.3%

South East– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	848,000	87%	124,000	13%	972,000
Nights	3,190,000	52%	2,948,000	48%	6,138,000
Spend	£263,000,000	63%	£152,055,000	37%	£415,055,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£137,157,000	£36,317,000	£50,352,000	£15,127,000	£24,047,000	£263,000,000
%	52%	14%	19%	6%	9%	
Overseas tourists	£67,099,000	£42,853,000	£29,061,000	£4,904,000	£8,137,000	£152,054,000
%	44%	28%	19%	3%	5%	
Total	£204,256,000	£79,170,000	£79,413,000	£20,031,000	£32,184,000	£415,054,000
%	49%	19%	19%	5%	8%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£402,182,000
Supplier and income induced spend	£256,872,000
Total	£659,054,000

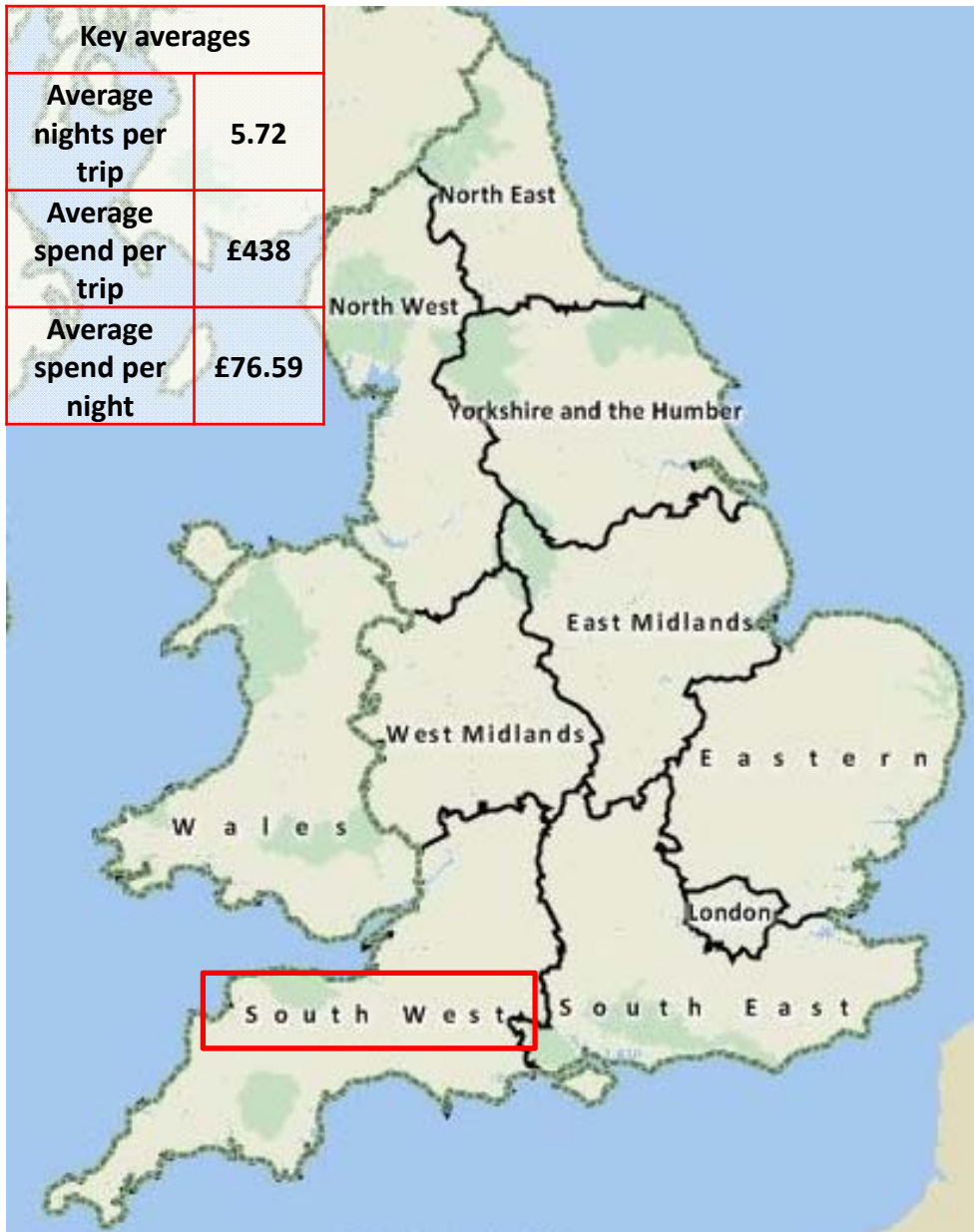
South East– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	2,600	3,900
Retailing	500	800
Catering	1,000	1,500
Attractions/entertainment	300	400
Transport	100	100
Total Direct	4,500	6,700

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	4,500	6,700
Indirect	2,300	2,700
Induced	1,700	2,000
Total	8,500	11,400

Estimated GVA provided by self-catering expenditure	£
Accommodation	£115,571,000
Retail	£14,366,000
Catering	£36,958,000
Attractions	£7,387,000
Transport	£3,461,000
Indirect and induced	£136,318,000
Total	£314,061,000

South West– Self-Catering key measures



South West– Self-Catering key measures	
Staying visitor trips	2,896,000
Staying visitor nights	16,565,000
Staying visitor spend	£1,268,741,000
TOTAL BUSINESS TURNOVER SUPPORTED	£2,056,031,000
Estimated actual employment	38,600
FTE employment	29,200
Proportion of all employment	1.4%

South West– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	2,757,000	95%	139,000	5%	2,896,000
Nights	14,340,000	87%	2,225,000	13%	16,565,000
Spend	£1,146,000,000	90%	£122,741,000	10%	£1,268,741,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£591,665,000	£173,197,000	£219,673,000	£67,600,000	£93,865,000	£1,146,000,000
%	52%	15%	19%	6%	8%	
Overseas tourists	£52,689,000	£37,201,000	£23,079,000	£3,989,000	£5,782,000	£122,741,000
%	43%	30%	19%	3%	5%	
Total	£644,354,000	£210,398,000	£242,752,000	£71,589,000	£99,647,000	£1,268,741,000
%	51%	17%	19%	6%	8%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£1,228,883,000
Supplier and income induced spend	£827,148,000
Total	£2,056,031,000

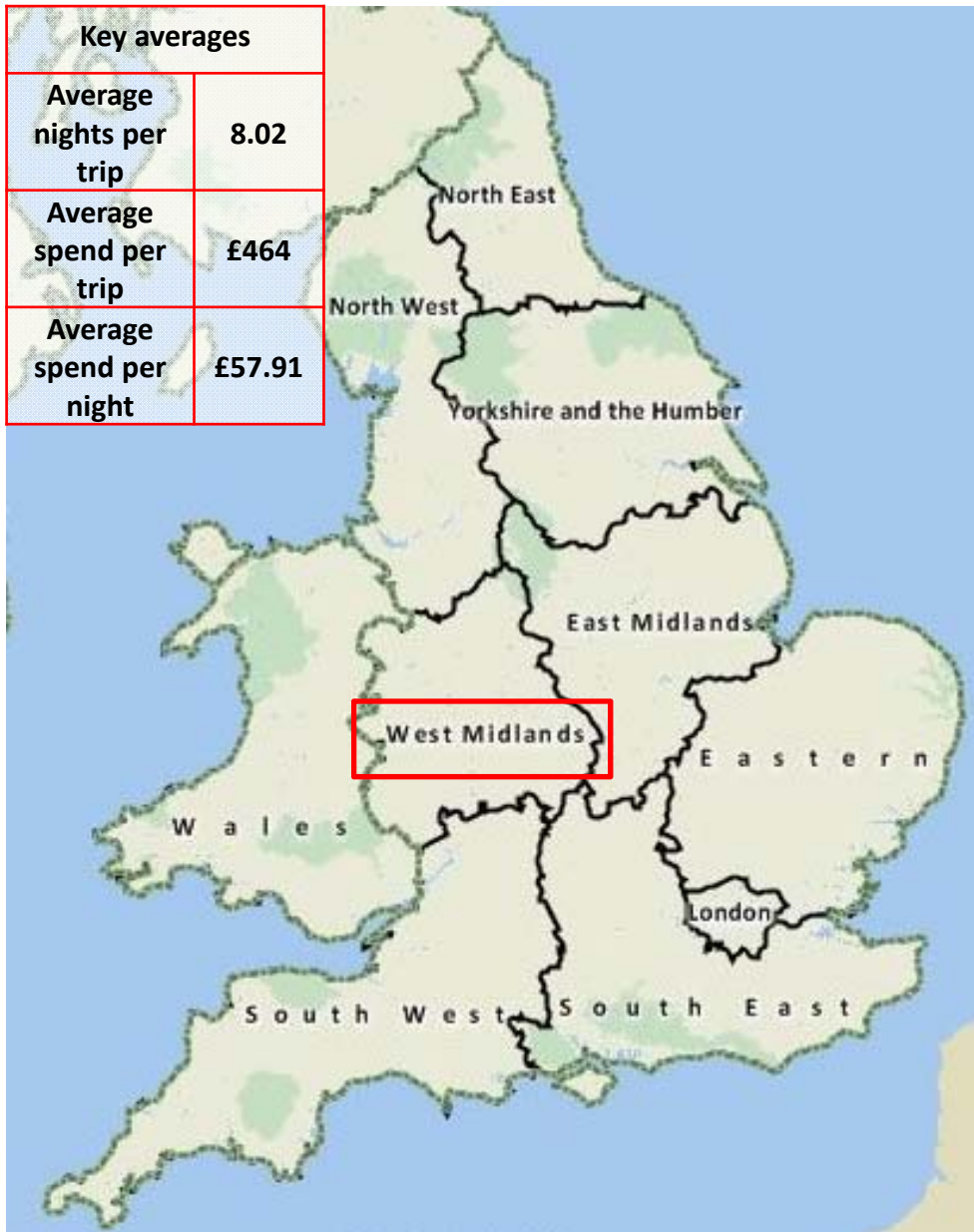
South West– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	9,900	14,600
Retailing	1,700	2,600
Catering	2,900	4,300
Attractions/entertainment	1,200	1,700
Transport	400	500
Total Direct	16,100	23,700

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	16,100	23,700
Indirect	7,300	8,300
Induced	5,800	6,600
Total	29,200	38,600

Estimated GVA provided by self-catering expenditure	£
Accommodation	£407,250,000
Retail	£42,433,000
Catering	£108,713,000
Attractions	£21,903,000
Transport	£14,539,000
Indirect and induced	£456,960,000
Total	£1,051,798,000

West Midlands– Self-Catering key measures



West Midlands– Self-Catering key measures	
Staying visitor trips	358,000
Staying visitor nights	2,871,000
Staying visitor spend	£166,265,000
TOTAL BUSINESS TURNOVER SUPPORTED	£272,602,000
Estimated actual employment	5,100
FTE employment	3,900
Proportion of all employment	0.2%

West Midlands– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	328,000	92%	30,000	8%	358,000
Nights	1,593,000	55%	1,278,000	45%	2,871,000
Spend	£103,000,000	62%	£63,265,000	38%	£166,265,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£62,480,000	£13,952,000	£14,805,000	£3,993,000	£7,770,000	£103,000,000
%	61%	14%	14%	4%	8%	
Overseas tourists	£32,502,000	£17,505,000	£9,086,000	£1,376,000	£2,796,000	£63,265,000
%	51%	28%	14%	2%	4%	
Total	£94,982,000	£31,457,000	£23,891,000	£5,369,000	£10,566,000	£166,265,000
%	57%	19%	14%	3%	6%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£162,039,000
Supplier and income induced spend	£110,563,000
Total	£272,602,000

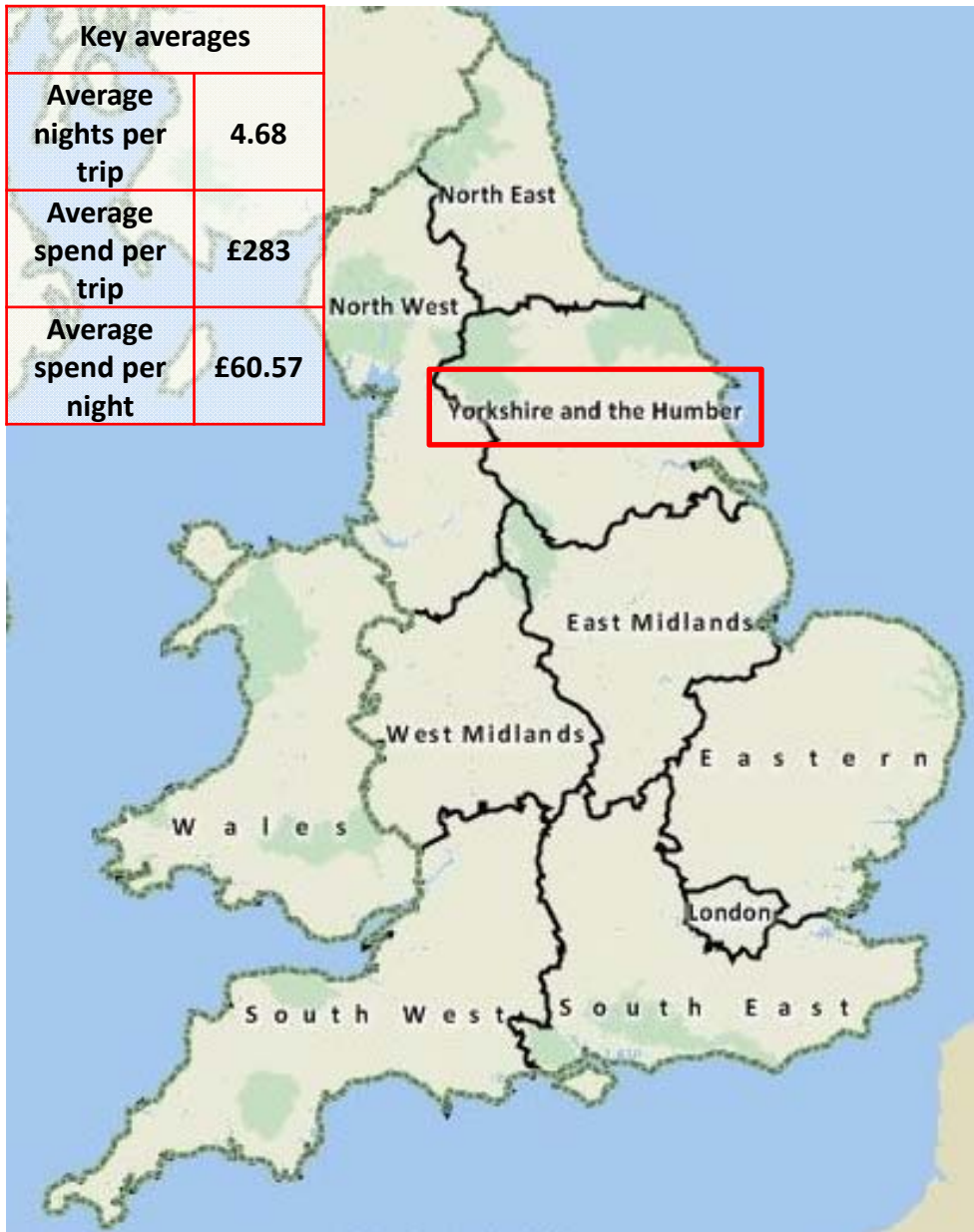
West Midlands– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	1,400	2,100
Retailing	300	400
Catering	300	400
Attractions/entertainment	100	100
Transport	0	100
Total Direct	2,100	3,100

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	2,100	3,100
Indirect	1,000	1,100
Induced	800	900
Total	3,900	5,100

Estimated GVA provided by self-catering expenditure	£
Accommodation	£58,906,000
Retail	£5,927,000
Catering	£11,324,000
Attractions	£602,000
Transport	£1,310,000
Indirect and induced	£46,688,000
Total	£124,757,000

Yorkshire– Self-Catering key measures



Yorkshire– Self-Catering key measures	
Staying visitor trips	922,000
Staying visitor nights	4,315,000
Staying visitor spend	£261,372,000
TOTAL BUSINESS TURNOVER SUPPORTED	£418,751,000
Estimated actual employment	8,000
FTE employment	5,900
Proportion of all employment	0.3%

Yorkshire– Data breakdowns

Self-Catering volume and value	UK	% of all	Overseas	% of all	Total
Trips	883,000	96%	39,000	4%	922,000
Nights	3,489,000	81%	826,000	19%	4,315,000
Spend	£230,000,000	88%	£31,372,000	12%	£261,372,000

Self-Catering spend breakdown	Accommodation	Shopping	Food and drink	Attractions/entertainment	Travel	Total
UK Tourists	£115,781,000	£31,511,000	£46,413,000	£11,571,000	£24,724,000	£230,000,000
%	50%	14%	20%	5%	11%	
Overseas tourists	£13,388,000	£8,788,000	£6,332,000	£887,000	£1,978,000	£31,372,000
%	43%	28%	20%	3%	6%	
Total	£129,169,000	£40,299,000	£52,745,000	£12,458,000	£26,702,000	£261,372,000
%	49%	15%	20%	5%	10%	

Business turnover supported by self-catering trips	£
Direct (adjusted)	£250,692,000
Supplier and income induced spend	£168,059,000
Total	£418,751,000

Yorkshire– Data breakdowns

Direct employment in businesses in receipt of self-catering visitor expenditure	FTEs	Estimated actual
Accommodation	1,900	2,800
Retailing	300	500
Catering	700	1,100
Attractions/entertainment	200	300
Transport	100	200
Total Direct	3,200	4,900

All employment supported by self-catering visitor expenditure	FTEs	Estimated actual
Direct	3,200	4,900
Indirect	1,500	1,700
Induced	1,200	1,400
Total	5,900	8,000

Estimated GVA provided by self-catering expenditure	£
Accommodation	£80,928,000
Retail	£7,595,000
Catering	£23,691,000
Attractions	£2,871,000
Transport	£3,942,000
Indirect and induced	£83,161,000
Total	£202,188,000

The South West Research Company Ltd. – About Us

Business partners Paul Haydon and Diane Goffey have gathered over thirty years' research experience in the tourism industry and offer an extensive knowledge of tourism and research and statistics built up over many years with an established network of contacts in the industry. Based in the South West, we are proud to be part of and contribute to one of the major industries in our region.

We offer a full range of research services tailored specifically to meet our clients needs and available budgets. **For further information on the services we offer please contact info@tswrc.co.uk**



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