destinationresearch
delivering results : measuring what matters

Economic Impact of Tourism
Castle Point Borough

Contents **Page**

Economic Impact of Tourism – Headline Figures   Castle Point Borough

Total number of trips (day & staying)
1,474,000

Total staying trips
69,000

UK staying trips
57,000

Overseas staying trips
12,000

Total day trips
1,405,000

Total staying nights
256,000

UK staying nights
181,000

Overseas staying nights
75,000

Total staying spend
£11,067,000

UK staying spend
7,124,000

Overseas staying spend
3,943,000

Includes maintenance spending on second homes, boats and static vans as well as additional household spending due to people coming to stay with them.

Associated spend
£11,992,313

Total day trip spend
£61,879,000

Total visitor spend
£80,478,313

Adjustments made to avoid double-counting (e.g. spending on retail and catering at attractions or accommodation, or travel spend taking at the origin of the trip.

Indirect / induced spend
£26,018,000

Total Tourism Value
£106,496,313

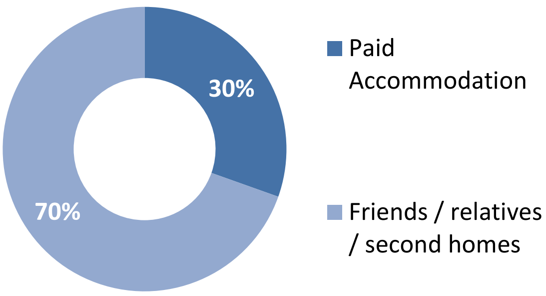
Full time equivalent jobs
1,568

Total actual tourism related employment
2,086

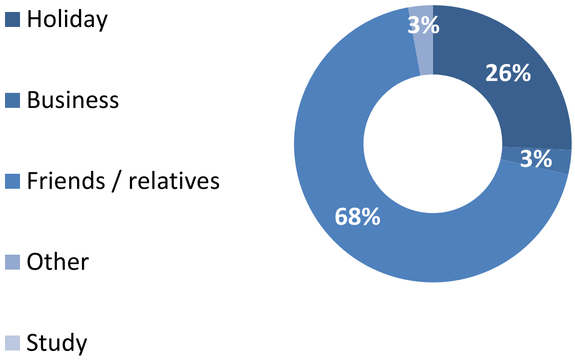
Percentage of all employment
6%

Average length stay (nights x trip)	3.71
Spend x overnight trip	£160.39
Spend x night	£43.23
Spend x day trip	£44.04

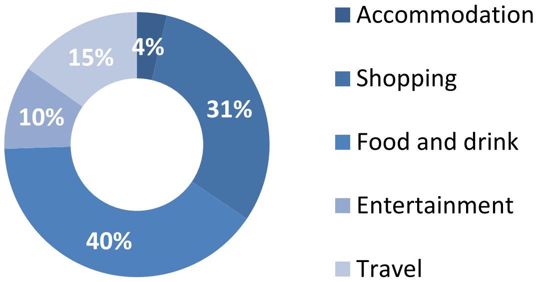
Type of Accommodation



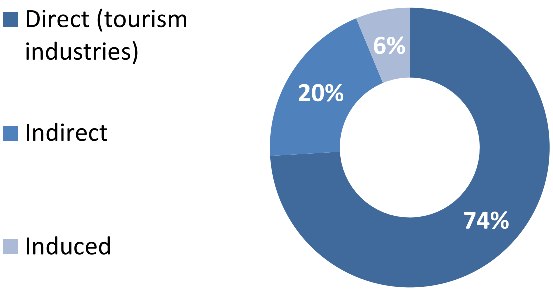
Trips by Purpose



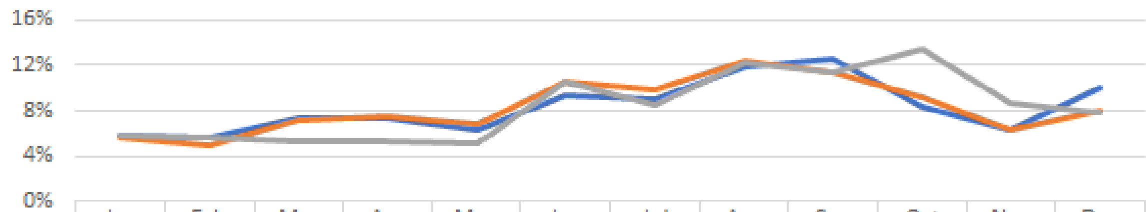
Breakdown of expenditure



Type of employment



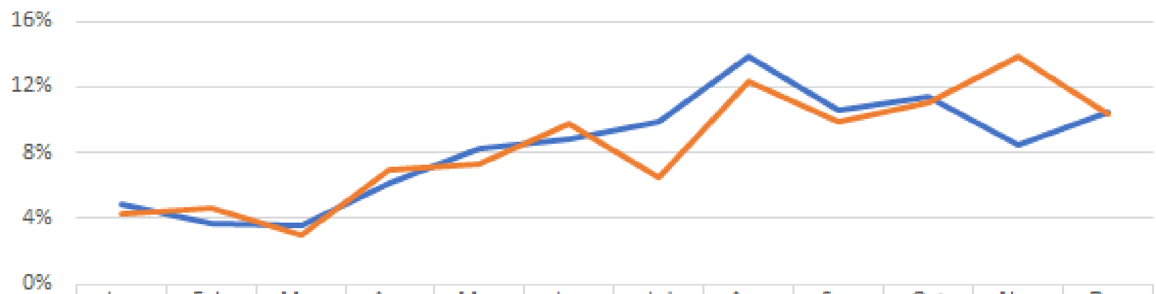
Domestic Overnight Trips - East of England



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	6%	6%	7%	7%	6%	9%	9%	12%	12%	8%	6%	10%
Nights	6%	5%	7%	7%	7%	11%	10%	12%	11%	9%	6%	8%
Spend	6%	6%	5%	5%	5%	11%	8%	12%	11%	13%	9%	8%

Trips Nights Spend

Tourism Day Trips - East of England



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Trips	5%	4%	4%	6%	8%	9%	10%	14%	11%	11%	9%	10%
Value	4%	5%	3%	7%	7%	10%	6%	12%	10%	11%	14%	10%

Trips Value

Contextual analysis

Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2022.

In its basic form, the model distributes regional activity as measured in national surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level. Whenever possible, results have been enhanced by building in additional local-level data.

Results for 2022

After two years where we had very limited access to data, the 2022 results are based on the key national tourism surveys, which have recently been fully operational and upgraded.

Overall, the balance of domestic versus overseas travel is becoming closer to pre-pandemic levels, but financial pressures mean that domestic trips were preferred, so an element of staycation preference still remains. Inbound visits to the UK continued to recover to pre-pandemic levels. Overall, the 2022 results will show significant improvements compared to 2021, although they are still behind the level of spending seen in 2019.

Domestic tourism

GB Day Visits Survey (Day visits)

Overall in 2022, there were 945 million Tourism Day Visits in England with Q3 and Q4 seeing the highest volume of visits. Throughout all 12 months of 2022, visitors spent £38.7 billion. The last two quarters on 2022 accounted for the highest spend.

In the latter 9 months of 2021, British residents took a total of 545 million Tourism Day Visits within England and spent £21.19 bn on these trips. In 2022, as COVID-19 restrictions came to a halt in all nations, domestic day trips picked up 41% to reach 772 million Tourism Day Visits from April to December 2022 whilst spend was up 46% to £31.2 billion. The average spend on Tourism Day Visits to England in the last 9 months of 2021 was £39, increasing by 4% in 2022 to £40.

East of England registered 110 million tourism day trips made by British residents between January to December 2022. These trips accounted for a total of £3.42 billion in spend.

The East of England as a destination shows an increase in both volume and value in the latter 9 months of 2022 vs 2021. The volume of trips increased by 60% and the total spend by 60%.

GB Tourism Survey (Overnight visits)

England registered 107 million overnight trips made by British residents between January to December 2022. These trips accounted for a total of 316 million nights and contributed a total of £27.6 billion in spend.

In 2022, overnight trips in England had an average length of 3.0 nights with an average spend per trip £258 and average spend per night £87.

England as a destination shows an increase in both volume and value in the latter 9 months of 2022 vs 2021. The volume of trips increased by 16% and the total spend by 36%.

The East of England registered 10.4 million overnight trips made by British residents between January to December 2022. These trips accounted for a total of 31.4 million nights and contributed a total of £2.32 billion in spend.

The East of England as a destination shows an increase in both volume and value in the latter 9 months of 2022 vs 2021. The volume of trips increased by 21% and the total spend by 50%.

Overseas tourism

Visits to England

Inbound visits to England continued to recover to pre-pandemic levels (i.e. 2019), following two years of extremely low visits due to the impact of COVID-19. England hosted a little over 29.3 million international visits in 2022, 24% fewer than in 2019. Visitors spent £22.6 billion in the region in 2022, 9% below the record spend set in 2019.

East of England

The East of England hosted a little over 2 million international visits in 2022, 10% fewer than in 2019. Visitors spent a touch over £1 billion in the region, on par with 2019 results (just 1% below).

Comparability

The domestic tourism statistics are based on a new combined online survey that replaces the separate Great Britain Tourism Survey and Great Britain Day Visits Survey that ran until 2019.

From 2021 definition and survey methodology changes have been introduced meaning that results published for April 2021 onwards are not directly comparable with data published for 2019 and previous years. In order to gain as complete a picture of domestic tourism as possible, we have used data from a number of different information sources including:

Visits to Visitor attractions

An audit of English visitor attractions, recording visitor numbers since 2000.

England - Admissions volume	2019	2020	2021	2022
Number of visits (million)	257.52	90.13	117.17	166.52
% difference from 2019 visit volume		-65%	-55%	-35%
East Midlands				
% difference from 2019 visit volume		-53%	-39%	-27%

Accommodation Occupancy

Every month, the England Occupancy Survey (EOS) measures bedroom and bedspace occupancy across the serviced accommodation sector, including mostly hotels, with a very small proportion of serviced apartments and larger B&Bs/guesthouses.

Accommodation Occupancy - Room Occupancy - England		
Year	**Average annual room occupancy**	**Difference from 2019**
2019	77.70%	
2021	51.50%	-26.20%
2022	73.40%	-4.30%

Volume of Tourism

Staying Visitors - Accommodation Type

Trips by Accommodation

	UK		Overseas		Total	
Serviced	5,000	9%	0	0%	5,000	7%
Self catering	0	0%	0	0%	0	0%
Camping	10,000	18%	1,000	8%	11,000	16%
Static caravans	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	0	0%	0	0%	0	0%
Boat moorings	1,000	2%	0	0%	1,000	1%
Other	1,000	2%	3,000	25%	4,000	6%
Friends & relatives	40,000	70%	7,000	58%	47,000	68%
Total	**57,000**		**12,000**		**69,000**	

Nights by Accommodation

	UK		Overseas		Total	
Serviced	9,000	5%	0	0%	9,000	4%
Self catering	0	0%	0	0%	0	0%
Camping	37,000	20%	2,000	3%	39,000	15%
Static caravans	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	0	0%	0	0%
Second homes	1,000	1%	1,000	1%	2,000	1%
Boat moorings	3,000	2%	0	0%	3,000	1%
Other	4,000	2%	5,000	7%	9,000	4%
Friends & relatives	126,000	70%	66,000	88%	192,000	75%
Total	**181,000**		**75,000**		**256,000**	

Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£1,311,000	18%	£22,000	1%	£1,333,000	12%
Self catering	£7,000	0%	£13,000	0%	£20,000	0%
Camping	£1,349,000	19%	£104,000	3%	£1,453,000	13%
Static caravans	£0	0%	£0	0%	£0	0%
Group/campus	£0	0%	£0	0%	£0	0%
Paying guest	£0	0%	£0	0%	£0	0%
Second homes	£39,000	1%	£33,000	1%	£72,000	1%
Boat moorings	£181,000	3%	£0	0%	£181,000	2%
Other	£330,000	5%	£315,000	8%	£645,000	6%
Friends & relatives	£3,906,000	55%	£3,456,000	88%	£7,362,000	67%
Total	**£7,124,000**		**£3,943,000**		**£11,067,000**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip

Trips by Purpose

	UK		Overseas		Total	
Holiday	15,000	26%	3,000	25%	18,000	26%
Business	2,000	4%	0	0%	2,000	3%
Friends & relatives	40,000	70%	8,000	67%	48,000	70%
Other	1,000	2%	1,000	8%	2,000	3%
Study	0	0%	0	0%	0	0%
Total	**57,000**		**12,000**		**69,000**	

Nights by Purpose

	UK		Overseas		Total	
Holiday	53,000	29%	14,000	19%	67,000	26%
Business	4,000	2%	0	0%	4,000	2%
Friends & relatives	121,000	67%	56,000	75%	177,000	69%
Other	2,000	1%	5,000	7%	7,000	3%
Study	0	0%	0	0%	0	0%
Total	**181,000**		**75,000**		**256,000**	

Spend by Purpose

	UK		Overseas		Total	
Holiday	£2,774,000	39%	£1,014,000	26%	£3,788,000	34%
Business	£549,000	8%	£13,000	0%	£562,000	5%
Friends & relatives	£3,630,000	51%	£2,485,000	63%	£6,115,000	55%
Other	£170,000	2%	£431,000	11%	£601,000	5%
Study	£0	0%	£0	0%	£0	0%
Total	**£7,124,000**		**£3,943,000**		**£11,067,000**	

Day Visitors

Trips and Spend by Urban, Rural and Coastal Area

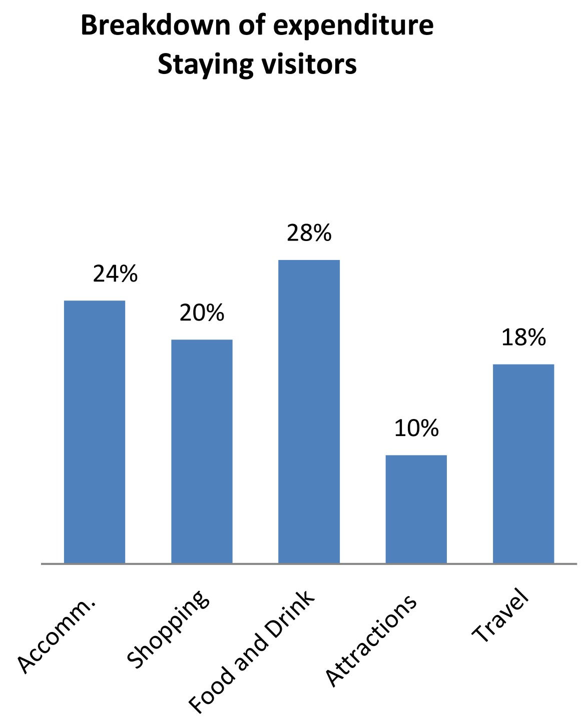
	Trips	Spend
Urban visits	994,000	£46,125,000
Countryside visits	55,000	£2,032,000
Coastal visits	356,000	£13,722,000
Total	**1,405,000**	**£61,879,000**

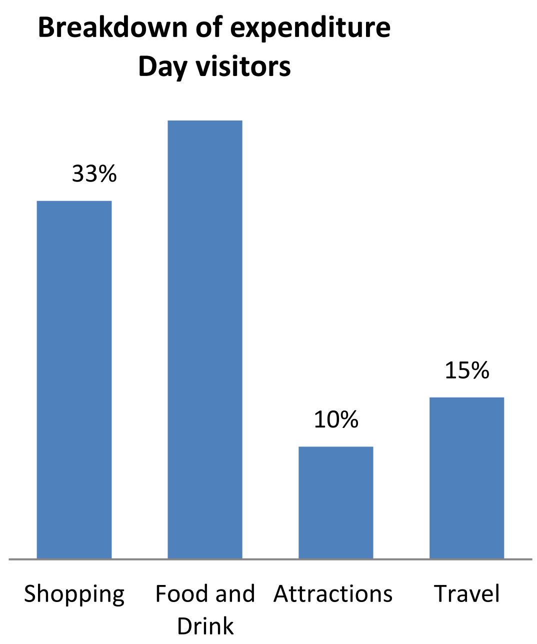
Value of Tourism

Expenditure Associated with Trips:

Direct Expenditure Associated with Trips

	Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists	£1,729,000	£1,075,000	£2,065,000	£657,000	£1,597,000	£7,123,000
Overseas tourists	£919,000	£1,181,000	£994,000	£437,000	£411,000	£3,942,000
Total Staying	£2,648,000	£2,256,000	£3,059,000	£1,094,000	£2,008,000	£11,065,000
Total Staying (%)	24%	20%	28%	10%	18%	100%
Total Day Visitors	£0	£20,229,000	£26,154,000	£6,361,000	£9,135,000	£61,879,000
Total Day Visitors	0%	33%	42%	10%	15%	100%
Total	**£2,648,000**	**£22,485,000**	**£29,213,000**	**£7,455,000**	**£11,143,000**	**£72,944,000**
%	**4%**	**31%**	**40%**	**10%**	**15%**	**100%**





Other expenditure associated with tourism activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£70,000	£700,313	£0	£11,222,000	£11,992,313

Spend on second homes is assumed to be an average of £2,000 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,000 on berthing charges, servicing and maintenance and upgrading of equipment. Static van spend arises in the case of vans purchased by the owner and used as a second home. Expenditure is incurred in site fees, utility charges and other spending and is estimated at £2,000. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £175 per visit has been assumed based on national research for social

Direct Turnover Derived From Trip Expenditure

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 in businesses by employees whose jobs are directly or indirectly supported by tourism spending.

	Staying Visitor	Day Visitors	Total
Accommodation	£2,709,000	£523,000	£3,232,000
Retail	£2,234,000	£20,026,000	£22,260,000
Catering	£2,967,000	£25,369,000	£28,336,000
Attractions	£1,148,000	£6,824,000	£7,972,000
Transport	£1,205,000	£5,481,000	£6,686,000
Non-trip spend	£11,992,313	£0	£11,992,313
Total Direct	**£22,255,313**	**£58,223,000**	**£80,478,313**

Adjustments have been made to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. It is assumed that 40% of travel spend will take place at the origin of the trip rather than at the destination.

Supplier and Income Induced Turnover

	Staying Visitor	Day Visitors	Total
Indirect spend	£3,075,000	£14,125,000	£17,200,000
Non trip spending	£2,518,000	£0	£2,518,000
Income induced	£3,815,000	£2,485,000	£6,300,000
Total	**£9,408,000**	**£16,610,000**	**£26,018,000**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

	Staying Visitor	Day Visitors	Total
Direct	£22,255,313	£58,223,000	£80,478,313
Indirect	£9,408,000	£16,610,000	£26,018,000
Total Value	**£31,663,313**	**£74,833,000**	**£106,496,313**

Employment

Employment

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving

Direct employment

Full time equivalent (FTE)						
	Staying Visitor		Day Visitor		Total	
Accommodation	47	13%	9	1%	56	5%
Retailing	18	5%	159	22%	176	16%
Catering	48	13%	414	56%	462	42%
Entertainment	20	6%	122	17%	142	13%
Transport	7	2%	31	4%	38	4%
Non-trip spend	218	61%	0	0%	218	20%
Total FTE	**359**		**735**		**1,094**	

Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Accommodation	70	15%	14	1%	84	5%
Retailing	27	6%	238	22%	265	17%
Catering	73	16%	621	57%	693	45%
Entertainment	29	6%	172	16%	200	13%
Transport	10	2%	44	4%	54	4%
Non-trip spend	249	54%	0	0%	249	16%
Total Actual	**456**		**1,088**		**1,544**	

Indirect & Induced Employment

Full time equivalent (FTE)			
	Staying Visitor	Day Visitors	Total
Indirect jobs	104	257	360
Induced jobs	69	45	115
Total FTE	**173**	**302**	**475**

Estimated actual jobs			
	Staying Visitor	Day Visitors	Total
Indirect jobs	118	293	411
Induced jobs	79	52	131
Total Actual	**197**	**344**	**541**

Total Jobs

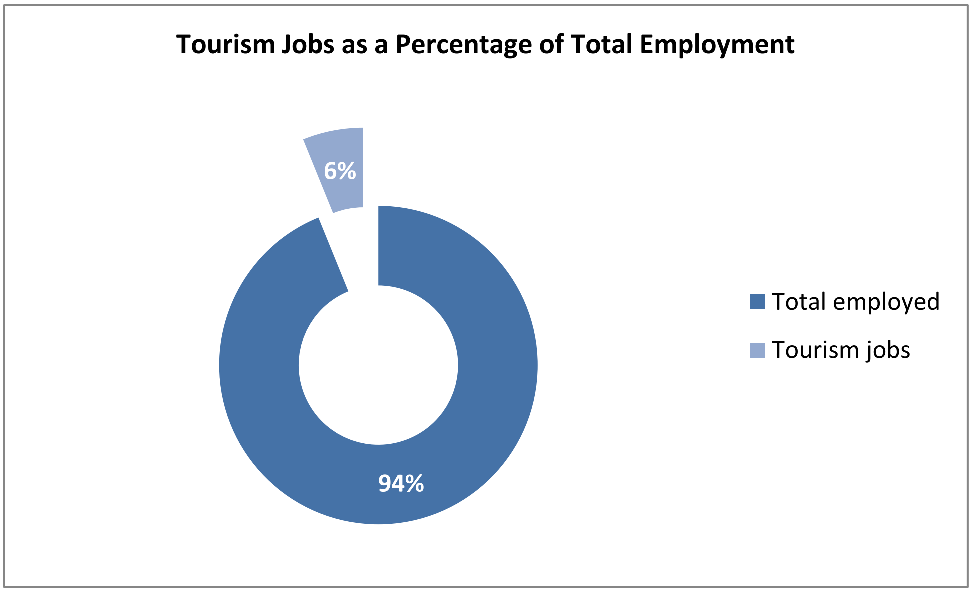
Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)						
	Staying Visitor		Day Visitor		Total	
Direct	359	67%	735	71%	1,094	70%
Indirect	104	19%	257	25%	360	23%
Induced	69	13%	45	4%	115	7%
Total FTE	**532**		**1,037**		**1,568**	

Estimated actual jobs						
	Staying Visitor		Day Visitor		Total	
Direct	456	70%	1,088	76%	1,544	74%
Indirect	118	18%	293	20%	411	20%
Induced	79	12%	52	4%	131	6%
Total Actual	**654**		**1,432**		**2,086**	

Tourism Jobs as a Percentage of Total Employment

	Staying Visitor	Day visitors	Total
Total employed	33,962	33,962	33,962
Tourism jobs	654	1,432	2,086
Proportion all jobs	**2%**	**4%**	**6%**



Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

The Cambridge Model measures the economic impact tourism using a combination of regional data using a top-down approach and pairing this with bottom-up initiatives including up-to-date and detailed local business performance data, captured by or on behalf of our destination partners. This two-stage evaluation ensures that the results are as accurate as they can be.

The model utilises information from national tourism surveys and regionally based data held by Destination Research. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Limitations of the Model

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding

All figures used in this report have been rounded. Therefore, in some tables there may be a slight discrepancy between totals and sub totals.

Data sources

The main national surveys used as data sources in stage one include:
Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
Day Visits in the annual Great Britain Day Visitor Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

Records of known local accommodation stock;
VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions ;
Latest estimates of resident population as based on the Census of Population;
Selected data from ONS employment-related surveys;
Selected data on the countryside and coast including, national designations and length of the coastline (where relevant).

Staying Visitors
The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors
Information on day trips at the regional level is available from the Day Visits in Great Britain survey. The survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The model uses information from the survey to estimate the number of longer day trips (defined as those lasting at least 3 hours and involving travel of more than 20 miles) and irregular trips lasting more than 3 hours.

Impact of tourism expenditure
This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of full time job equivalents
Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attractions, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self-employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Produced by:

destinationresearch
delivering results : measuring what matters

Registered in England No. 9096970
VAT Registration No. GB 192 3576 85

45 Colchester Road
Manningtree
CO11 2BA

Sergi Jarques
Director
Tel: 01206 392528
info@destinationresearch.co.uk
www.destinationresearch.co.uk