

**Development & Environment
Development Management**



North Somerset Council

Visitor Economic Impact Figures

2004 - 2014

Background

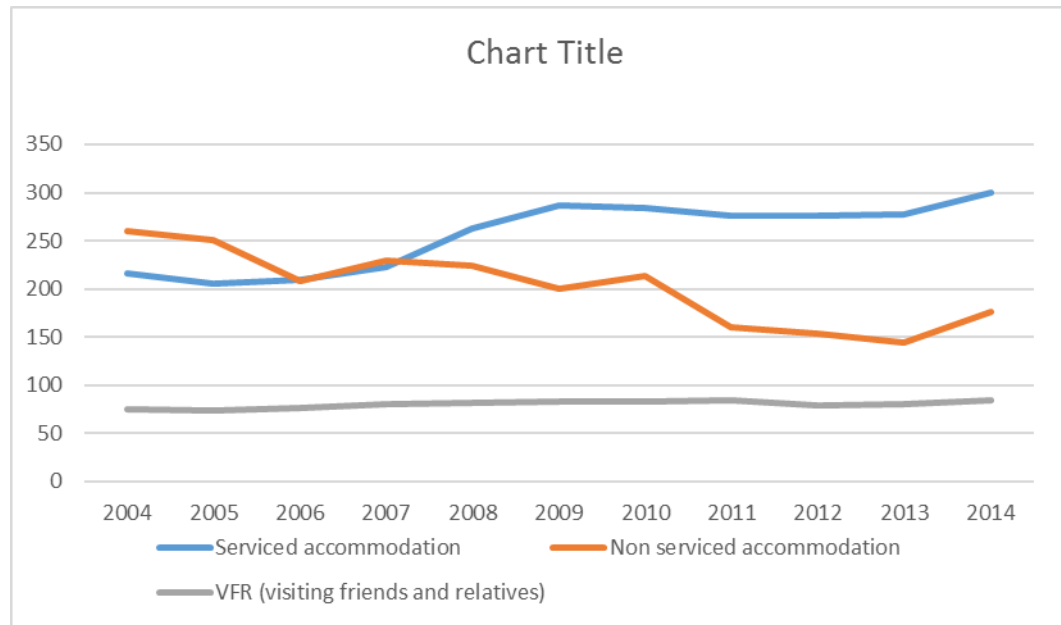
The following figures are collated for North Somerset Council by an independent company Global Tourism Solutions (UK) Ltd, using information supplied by the local tourism related businesses and following the Scarborough Tourism Economic Activity Monitor (STEAM) model. STEAM is derived from a model developed by David James and Frank Hart in the process of developing a ten-year tourism policy for the province of Saskatchewan, Canada, in 1981.

In 1988 David James was appointed Director of Tourism and Amenities for Scarborough Borough Council and it was in that context that the Local Area Tourism Statistics model was transferred to the UK. The model was first run on behalf of Scarborough District Council in 1990. In 1991, the North Yorkshire County Council, together with the District Councils in the County, embarked on a pilot programme to evaluate the now-named Scarborough Tourism Economic Activity Monitor. At the same time, STEAM was adopted by a number of local authorities in England, Scotland and Wales.

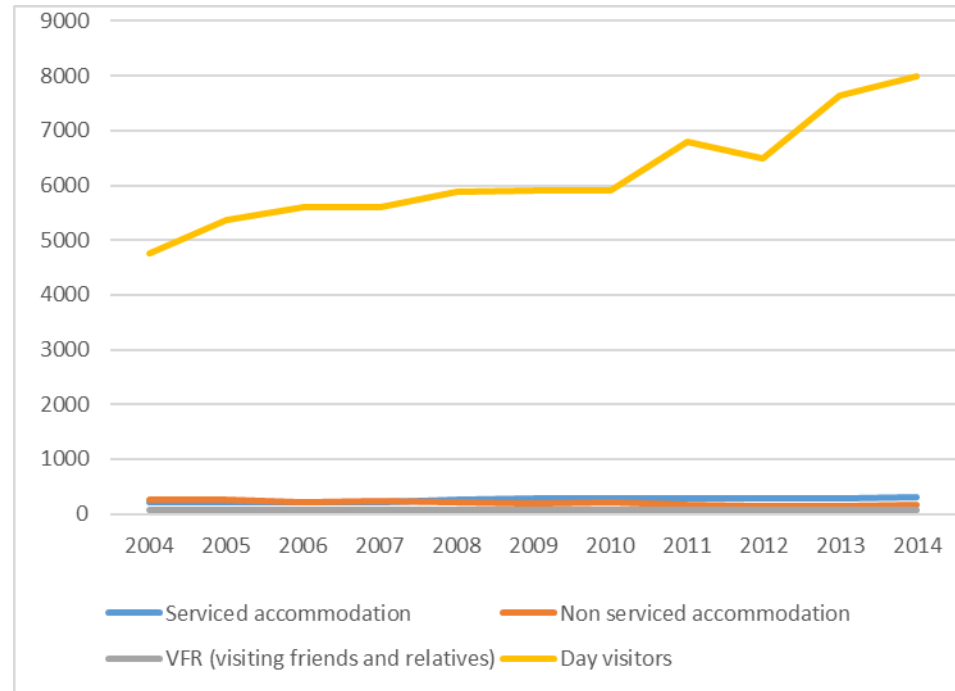
Visitor numbers (000's)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Serviced accommodation	216	206	210	223	263	287	284	276	276	277	300
Non serviced accommodation	260	251	208	229	224	200	213	160	153	144	176
VFR (visiting friends and relatives)	75	74	77	81	82	83	83	84	79	80	84
Day visitors	4,759	5,361	5,601	5,594	5,890	5,912	5,903	6,791	6,503	7,651	8,000
TOTAL	5,310	5,892	6,096	6,127	6,459	6,482	6,484	7,311	7,011	8,152	8,560

Staying Visitor numbers (000's)



Staying and Day Visitors (000's)



Visitor numbers (000's) by month

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
January	84	93	94	97	104	107	106	112	138	154	171
February	99	105	106	109	121	121	125	130	140	157	164
March	124	138	132	137	147	150	163	159	198	223	236
April	570	624	631	649	684	736	703	757	728	839	885
May	505	558	556	572	613	616	603	674	628	728	767
June	609	679	682	694	742	737	723	836	766	894	928
July	705	783	966	843	870	851	819	980	887	1,037	1,089
August	898	1,005	1,012	1,040	1,097	1,082	1,056	1,252	1,099	1,287	1,354
September	1045	1,169	1,177	1,222	1,277	1,282	1,301	1,470	1,346	1,570	1,648
October	343	378	373	386	403	403	445	471	435	498	523
November	152	166	169	174	186	184	211	246	214	248	257
December	176	194	198	204	215	213	229	224	432	517	538
TOTAL	5,310	5,892	6,096	6,127	6,459	6,482	6,484	7,311	7,011	8,152	8,560

Visitor days (000's)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Serviced accommodation	691	659	673	714	838	916	905	878	840	880	921
Non serviced accommodation	1,515	1,463	1,098	1,210	1,185	1,067	1,084	831	804	753	879
VFR (visiting friends and relatives)	187	186	192	202	207	208	209	211	197	202	210
Day visitors	4,759	5,361	5,601	5,594	5,890	5,912	5,903	6,791	6,503	7,651	8,000
TOTAL	7,152	7,669	7,564	7,721	8,120	8,103	8,101	8,711	8,344	9,486	10,010

Visitor expenditure (£000's)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Direct expenditure	167,461	181,269	184,860	199,023	227,958	233,958	248,213	271,193	271,890	307,539	328,960
Indirect expenditure	80,411	87,176	89,286	96,046	110,411	113,656	120,665	132,401	132,748	150,336	160,501
TOTAL	247,872	268,445	274,146	295,069	338,369	347,614	368,878	403,594	404,638	457,874	489,461

Categories of visitor expenditure (£000's)

	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014
Serviced accommodation	54,525	53,670	59,567	66,953	91,091	102,936	114,887	118,714	120,034	124,536	126,503
Non serviced accommodation	54,227	54,014	42,725	48,773	51,021	47,456	49,612	39,085	40,271	37,831	45,511
VFR (visiting friends and relatives)	6,785	6,968	7,361	8,047	8,602	8,666	9,026	9,609	9,289	9,893	10,541
Day visitors	132,335	153,792	164,492	171,269	187,655	188,556	195,353	236,186	235,044	285,614	306,906
TOTAL	247,872	268,445	274,146	295,069	338,369	347,614	368,878	403,594	404,638	457,874	489,461

