

The Economic Impact of the South West's Visitor Economy 2022

Regional comparisons 2022

Produced by
The South West Research Company Ltd
January 2024



Introduction

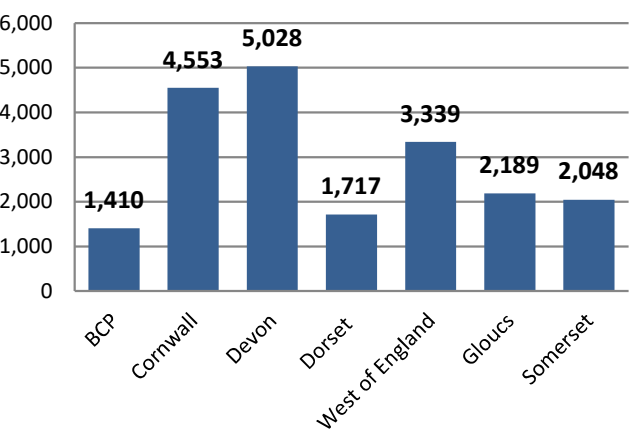
This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in the South West region in 2022. Please note that this report should be read in conjunction with local economic impact reports and appendices for 2022 provided and only contains data for those areas participating in the 2022 project.

The figures were derived using the Cambridge Economic Impact Model undertaken by The South West Research Company (TSWRC). The model utilises information from national tourism surveys and regionally/locally based data. 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.

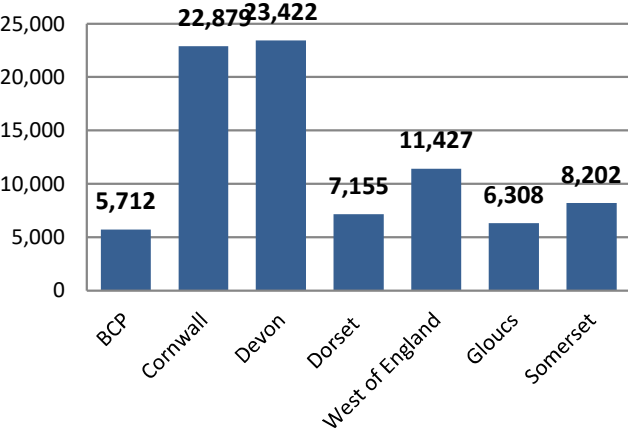


Staying visits by area

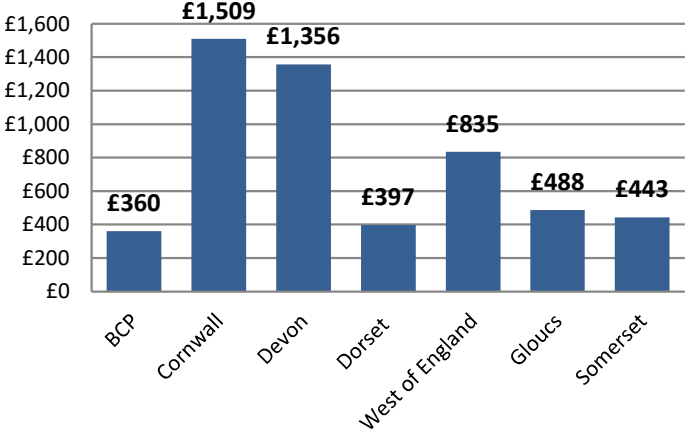
All staying trips (000's)



All staying nights (000's)

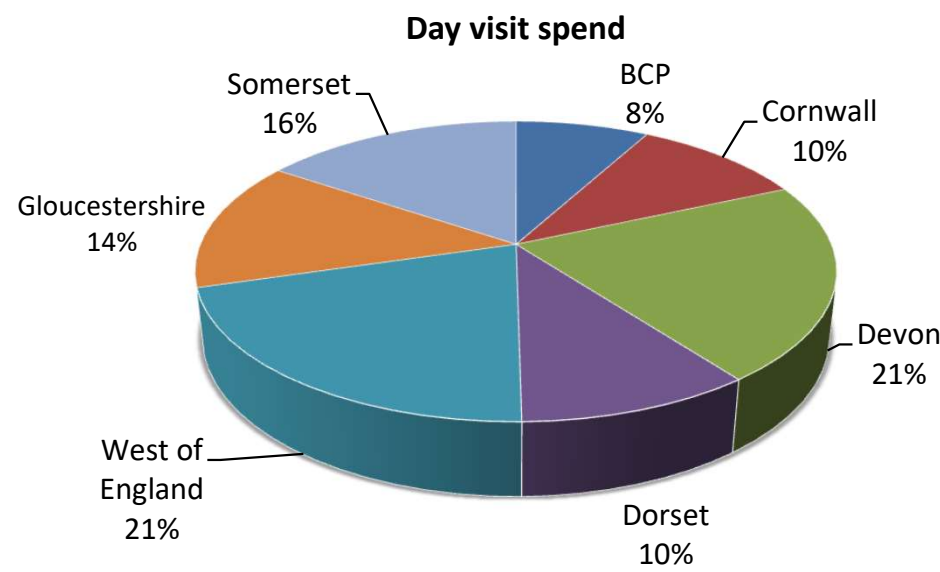
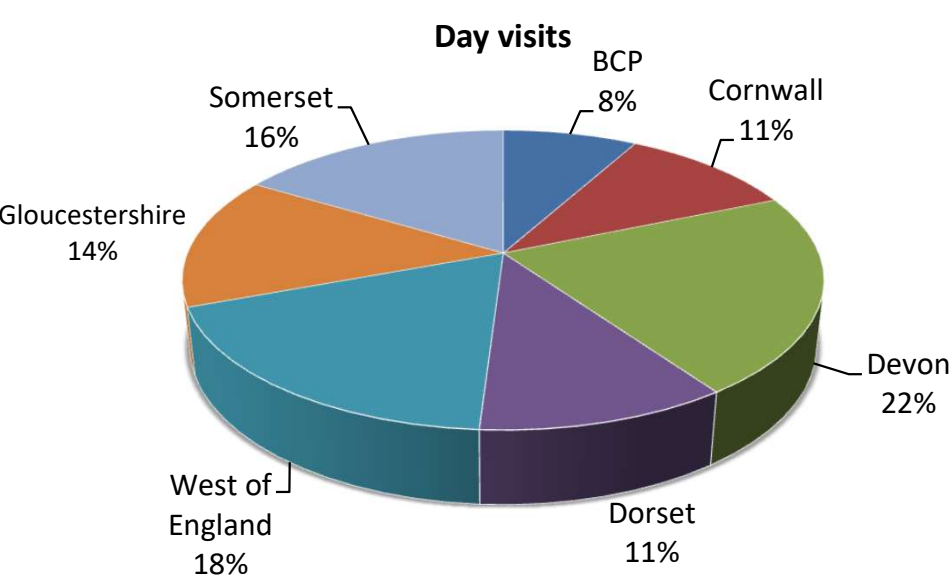


All staying spend (millions)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
BCP	1,210	200	3,824	1,888	£238	£123
Cornwall	4,298	255	21,025	1,854	£1,349	£161
Devon	4,701	327	20,787	2,635	£1,194	£162
Dorset	1,581	136	6,091	1,064	£326	£70
West of England	2,594	745	6,228	5,199	£483	£352
Gloucestershire	1,926	263	4,442	1,866	£340	£147
Somerset	1,830	218	6,474	1,728	£353	£89

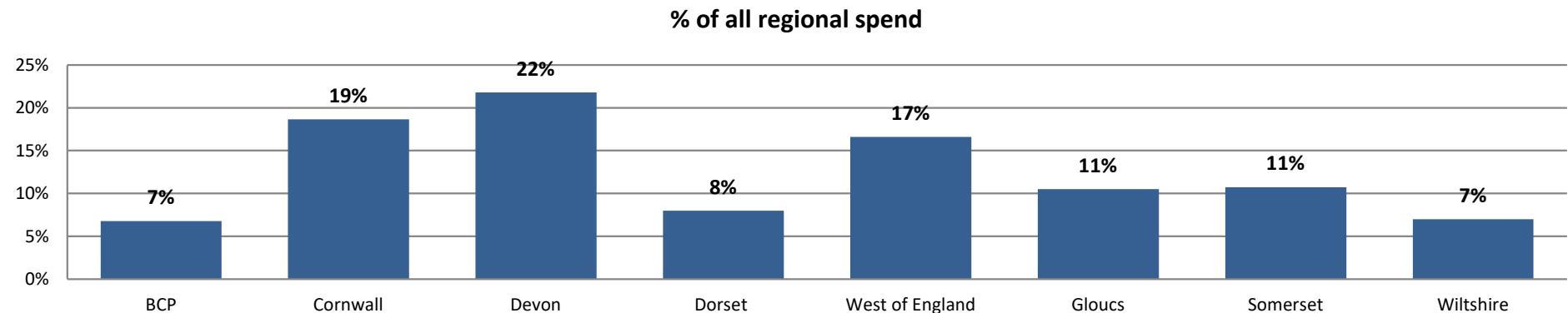
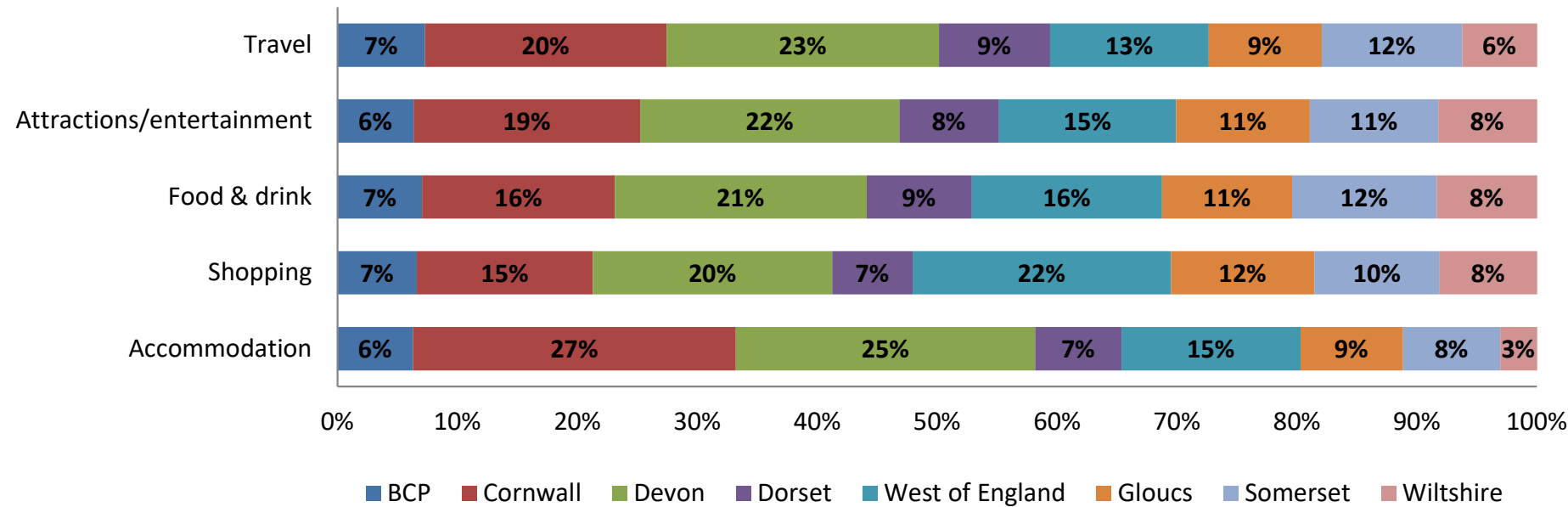
Day visits by area



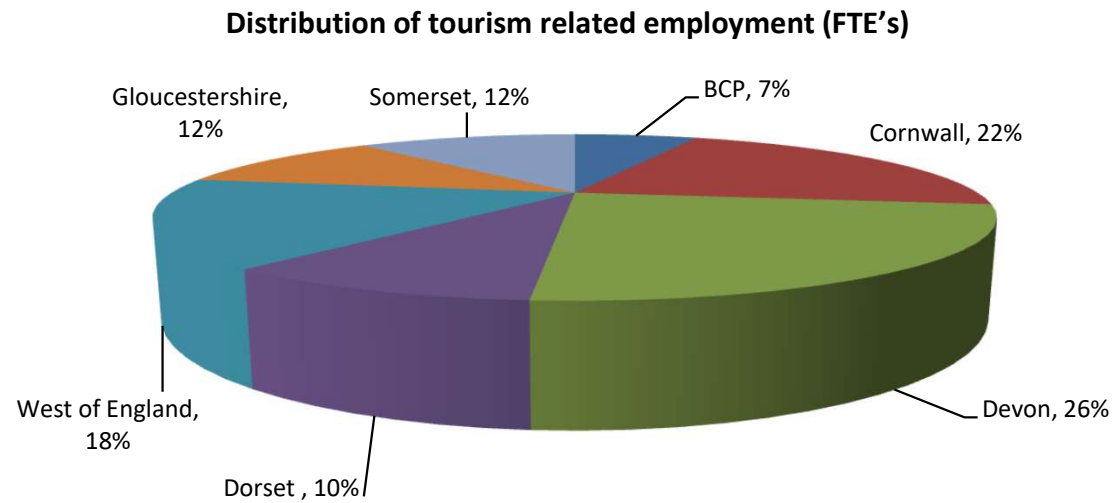
Area	Day visits (millions)	Day visit spend (millions)
BCP	8.9	£353.2
Cornwall	23.9	£944.8
Devon	20.8	£799.8
Dorset	11.9	£446.6
West of England	15.9	£620.2
Gloucestershire	18.1	£689.6
Somerset	11.7	£459.1

Direct visitor expenditure by category and area

South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,880,856,000	£2,729,271,000	£2,998,766,000	£1,073,928,000	£1,869,502,000	£10,552,336,000
%	18%	26%	28%	10%	18%	100%



Tourism related employment by area



Area	Number of FTE's
BCP	10,096
Cornwall	33,755
Devon	38,429
Dorset	15,362
West of England	27,333
Gloucestershire	17,597
Somerset	17,945