

The Economic Impact of the South West's Visitor Economy 2023

Regional comparisons 2023

Produced by
The South West Research Company Ltd
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Introduction

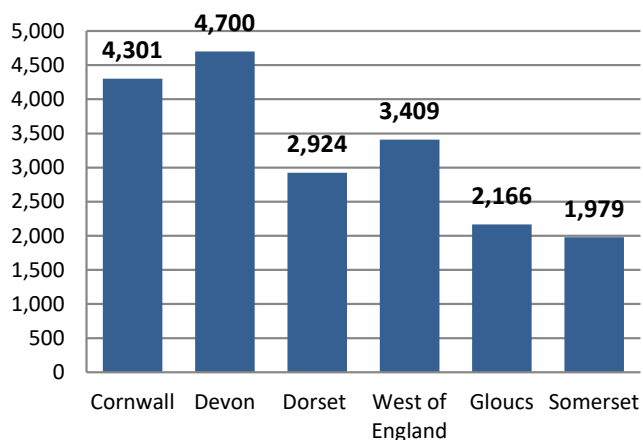
This summary report provides estimates of the volume and value of tourism and the impact of visitor expenditure on the local economy in the South West region in 2023. Please note that this report should be read in conjunction with local economic impact reports and appendices for 2023 provided and only contains data for those areas participating in the 2023 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.

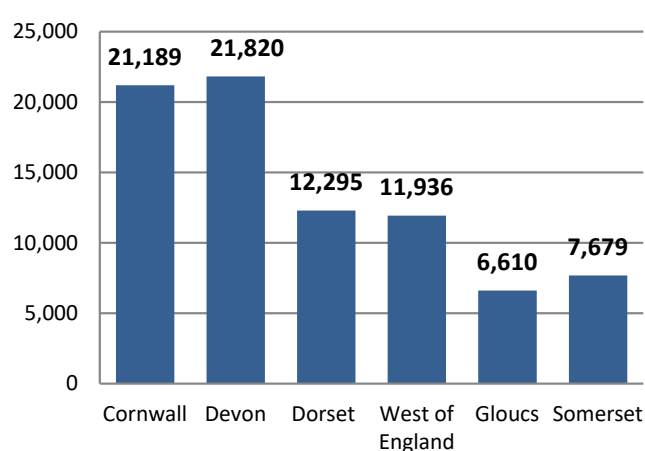


Staying visits by area

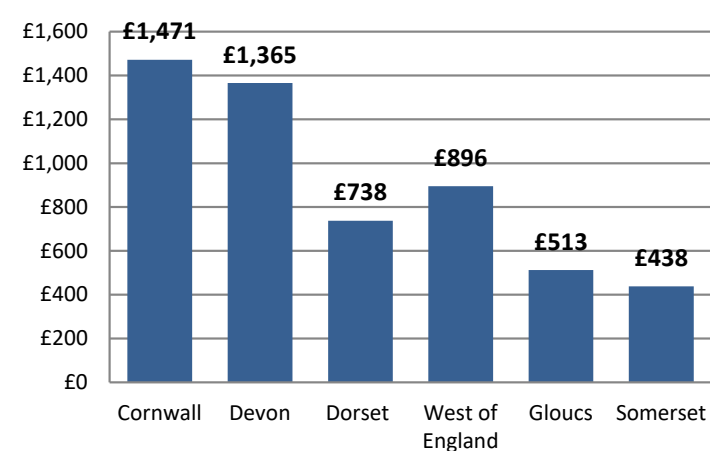
All staying trips (000's)



All staying nights (000's)

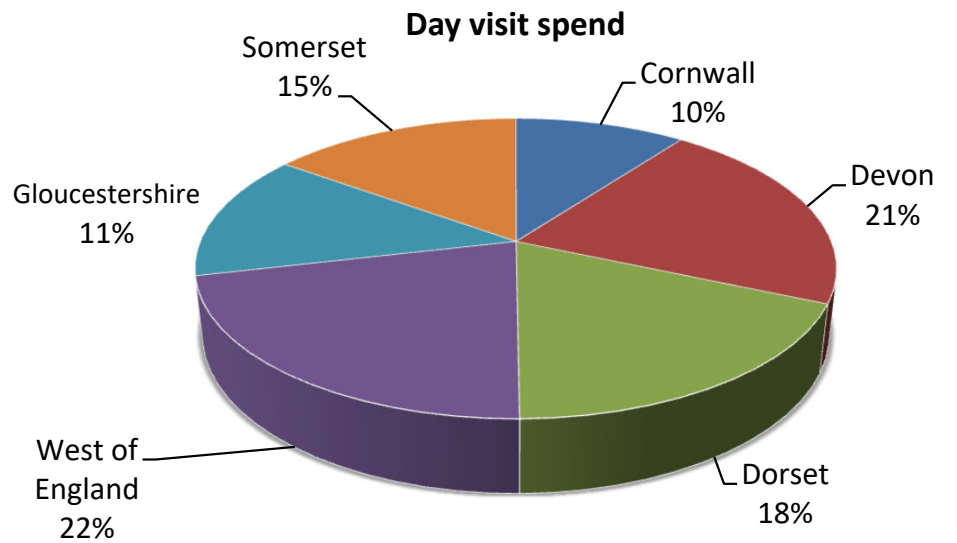
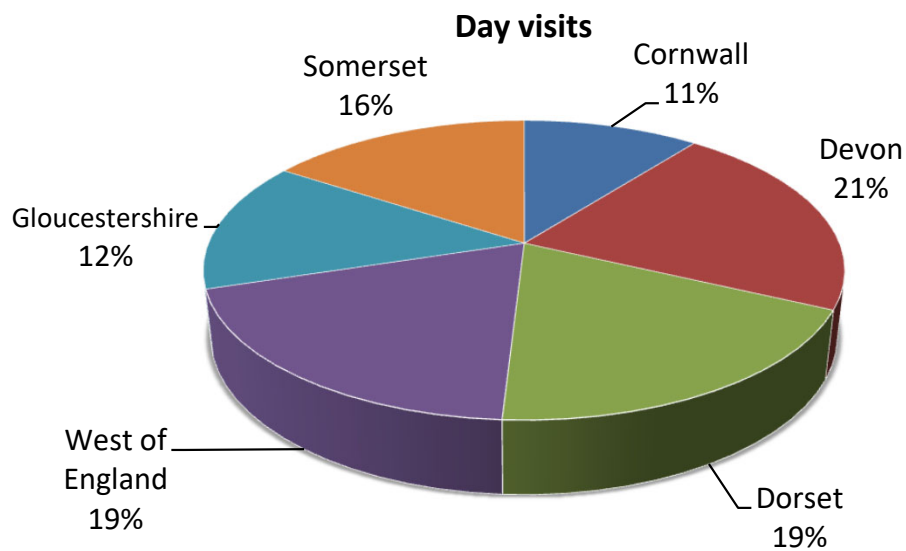


All staying spend (millions)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,976	325	18,865	2,324	£1,277	£194
Devon	4,287	413	18,476	3,344	£1,131	£235
Dorset	2,567	357	8,848	3,447	£536	£202
West of England	2,518	891	6,135	5,801	£472	£424
Gloucestershire	1,879	287	4,486	2,124	£345	£167
Somerset	1,684	295	5,802	1,877	£336	£102

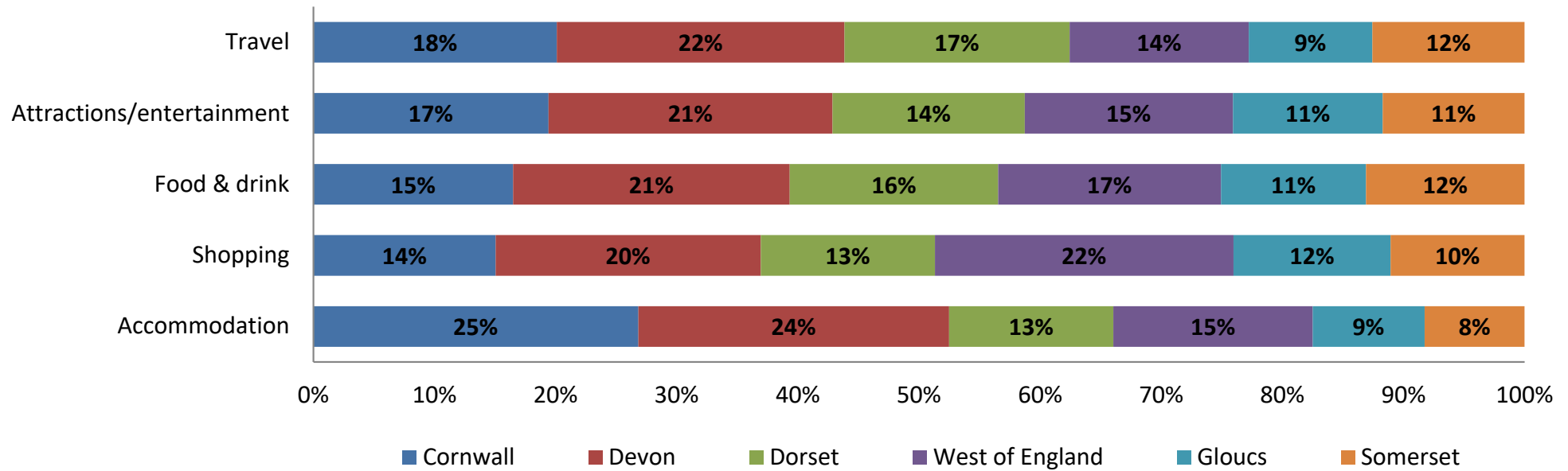
Day visits by area



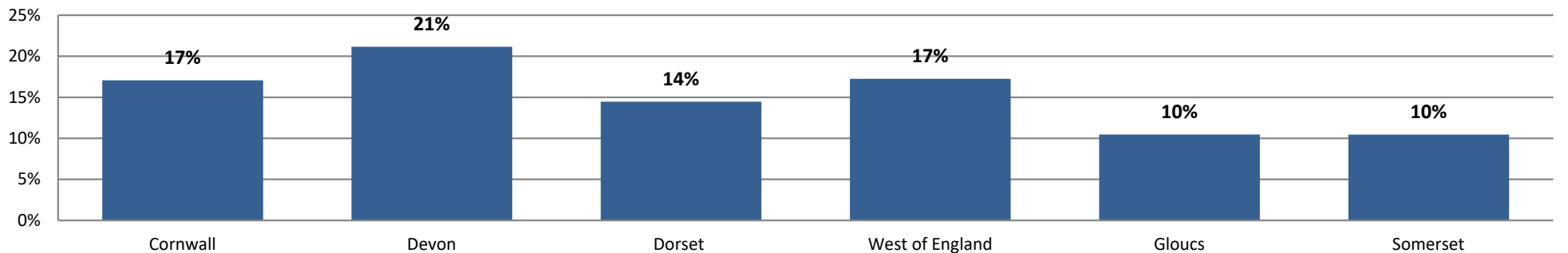
Area	Day visits (millions)	Day visit spend (millions)
Cornwall	12.0	£539.2
Devon	24.4	£1,127.1
Dorset	21.5	£966.3
West of England	21.9	£1,135.5
Gloucestershire	16.1	£719.9
Somerset	17.9	£792.6

Direct visitor expenditure by category and area

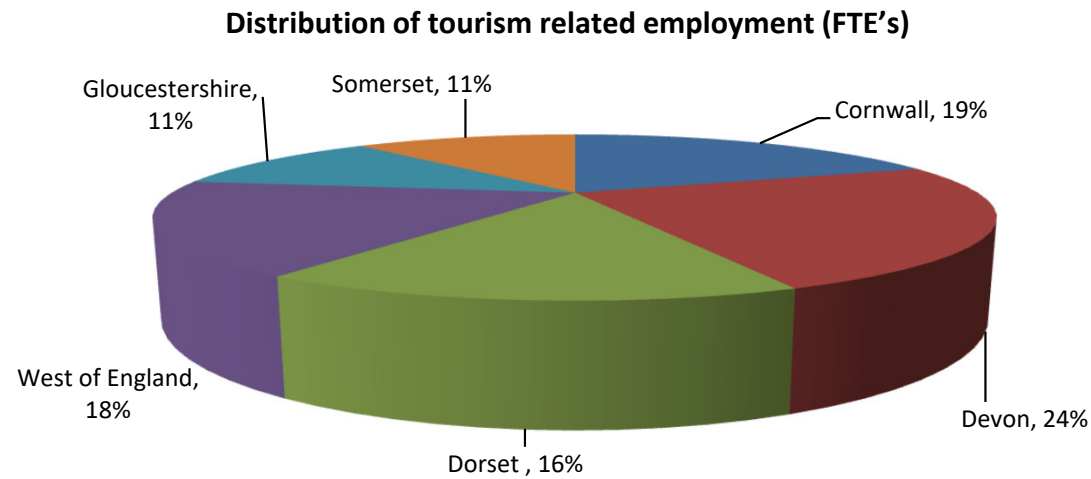
South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
Spend	£1,992,098,000	£3,080,119,000	£3,574,670,000	£1,254,317,000	£1,876,299,000	£11,777,506,000
%	17%	26%	30%	11%	16%	100%



% of all regional spend



Tourism related employment by area



Area	Number of FTE's
Cornwall	32,399
Devon	40,309
Dorset	26,478
West of England	30,218
Gloucestershire	18,791
Somerset	18,913