

# The Economic Impact of the South West's Visitor Economy 2024

## Regional comparisons 2024

Produced by  
The South West Research Company Ltd  
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# Introduction

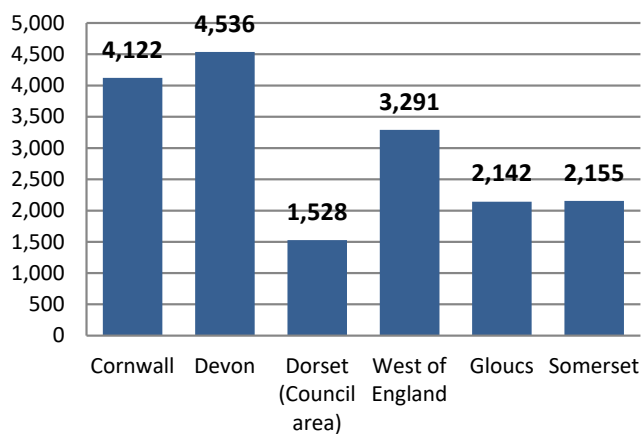
This summary report provides estimates of the volume and value of tourism and the impact of visitor expenditure on the local economy in the South West region in 2024. Please note that this report should be read in conjunction with local economic impact reports and appendices for 2024 provided and only contains data for those areas participating in the 2024 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.

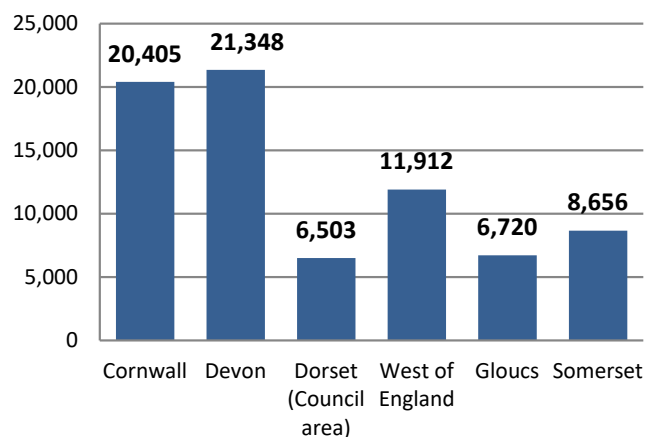


# Staying visits by area

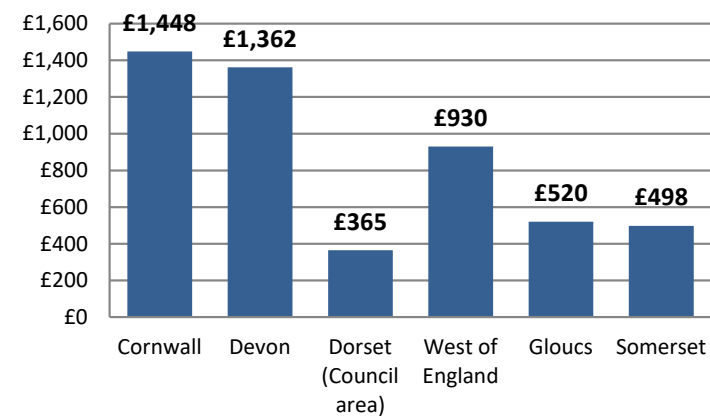
All staying trips (000's)



All staying nights (000's)

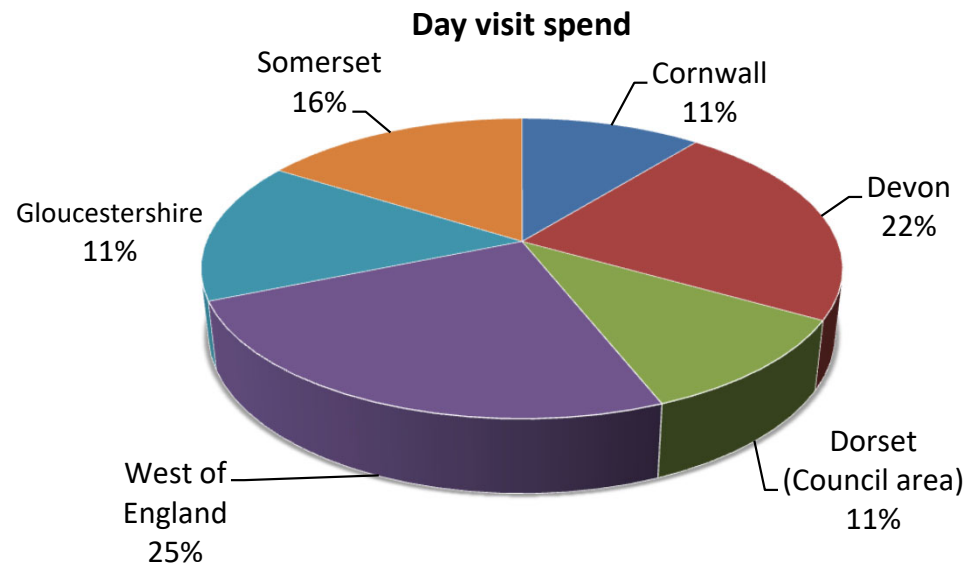
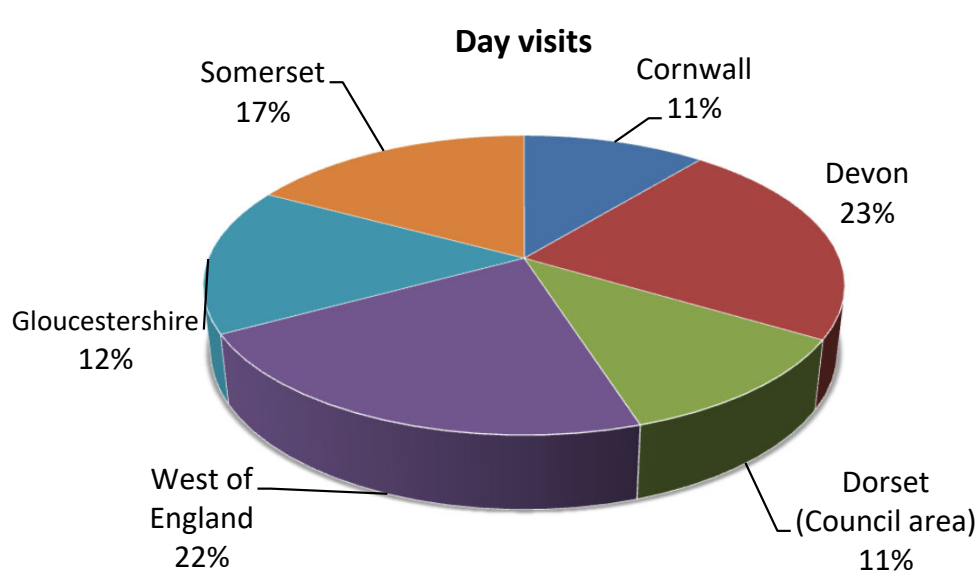


All staying spend (millions)



Area	Domestic trips (000's)	Overseas trips (000's)	Domestic nights (000's)	Overseas nights (000's)	Domestic spend (millions)	Overseas spend (millions)
Cornwall	3,780	342	17,884	2,521	£1,234	£214
Devon	4,129	407	17,749	3,599	£1,108	£254
Dorset (Council area)	1,398	130	5,333	1,170	£291	£74
West of England	2,378	913	5,890	6,022	£469	£461
Gloucestershire	1,833	309	4,531	2,189	£350	£170
Somerset	1,860	295	6,668	1,988	£378	£120

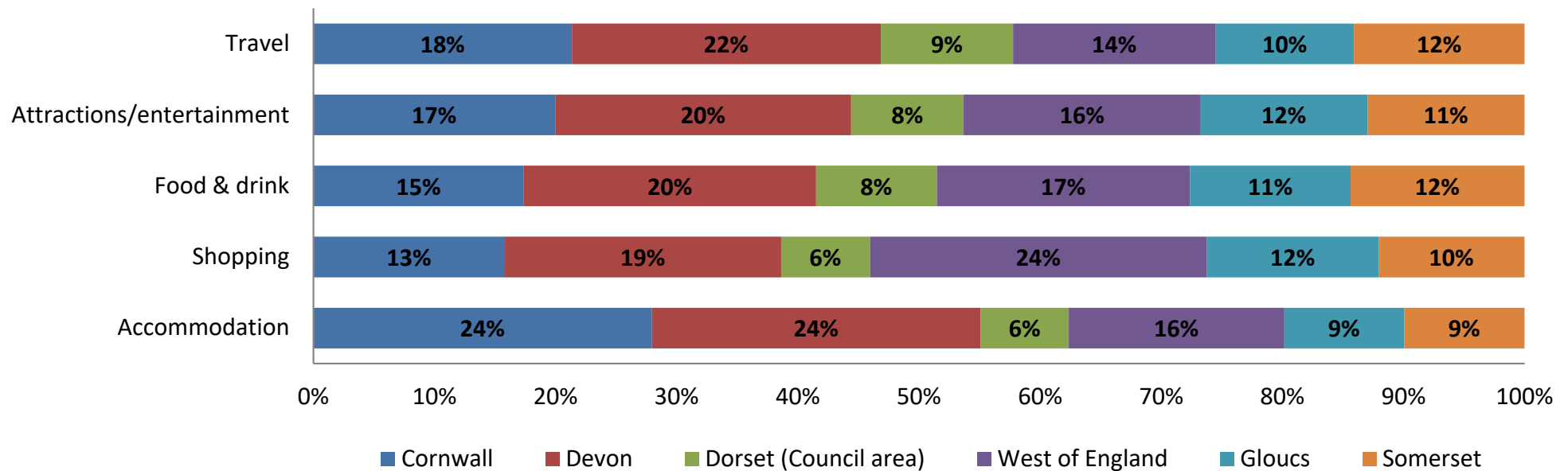
# Day visits by area



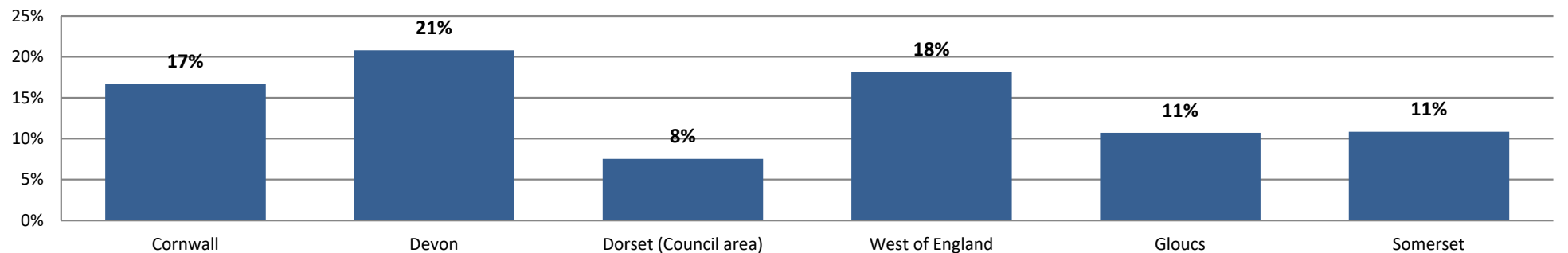
Area	Day visits (millions)	Day visit spend (millions)
Cornwall	10.9	£530.2
Devon	22.5	£1,101.3
Dorset (Council area)	11.5	£525.9
West of England	21.8	£1,214.0
Gloucestershire	15.8	£748.3
Somerset	17.0	£785.0

# Direct visitor expenditure by category and area

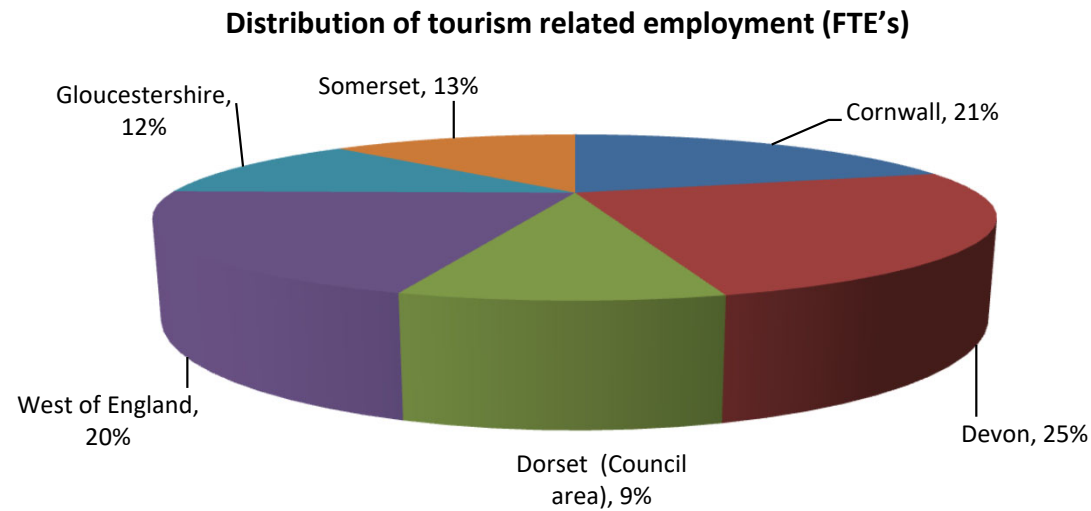
South West	Accommodation	Shopping	Food & drink	Attractions/entertainment	Travel	TOTAL
<b>Spend</b>	£1,998,729,000	£3,170,022,000	£3,480,264,000	£1,215,572,000	£1,976,344,000	£11,840,928,000
<b>%</b>	17%	27%	29%	10%	17%	100%



**% of all regional spend**



# Tourism related employment by area



Area	Number of FTE's
Cornwall	29,449
Devon	35,661
Dorset (Council area)	13,347
West of England	28,816
Gloucestershire	17,313
Somerset	17,868