

**Eastbourne
East Sussex 2000-2002**

Accommodation supply

Hotels	7095 bedspaces
B&B	159 bedspaces
Self catering	162 units
Touring caravans/tents	0 pitches
Static vans	0 pitches
Holiday centres	0 units
Group accommodation	32 bedspaces
Campus	353 bedspaces
Second homes	436 units
Marinas	735 berths
Residents	89834 resident population
Language schools	25 establishments

Notes: Information on tourist accommodation based on Tourism South East and Local Authority databases.

Second home numbers based on 2001 census data.

Marina berths based on RYA data

Residents based on Registrar General's mid year estimates

Language schools based on establishments listed in English in Britain, Yellow pages and other sources

Staying tourists

Trips by accommodation

	UK		Overseas		Total	
Serviced	472,000	63%	4,000	10%	476,000	60%
Self catering	63,000	8%	1,000	2%	64,000	8%
Touring caravans /tents	0	0%	0	0%	0	0%
Static vans/holiday centres	0	0%	0	0%	0	0%
Group/campus	5,000	1%	2,000	5%	7,000	1%
Second homes	7,000	1%	1,000	2%	8,000	1%
Boat moorings	7,000	1%	0	0%	7,000	1%
Other	14,000	2%	0	0%	14,000	2%
Paying guests in private houses	0	0%	16,000	38%	16,000	2%
Staying with friends and relatives	182,000	24%	18,000	43%	200,000	25%
Total	750,000		42,000		792,000	

Nights by accommodation

	UK		Overseas		Total	
Serviced	1,508,000	57%	15,000	3%	1,523,000	47%
Self catering	454,000	17%	40,000	7%	494,000	15%
Touring caravans /tents	0	0%	0	0%	0	0%
Static vans/holiday centres	0	0%	0	0%	0	0%
Group/campus	18,000	1%	64,000	11%	82,000	3%
Second homes	14,000	1%	12,000	2%	26,000	1%
Boat moorings	15,000	1%	0	0%	15,000	0%
Other	62,000	2%	2,000	0%	64,000	2%
Paying guests in private houses	0	0%	298,000	52%	298,000	9%
Staying with friends and relatives	583,000	22%	142,000	25%	725,000	22%
Total	2,654,000		573,000		3,227,000	

Spend by accommodation

	UK		Overseas		Total	
Serviced	£113,795,000	74%	£1,194,000	6%	£114,989,000	65%
Self catering	£19,067,000	12%	£1,780,000	8%	£20,847,000	12%
Touring caravans /tents	£0	0%	£0	0%	£0	0%
Static vans/holiday centres	£0	0%	£0	0%	£0	0%
Group/campus	£548,000	0%	£3,171,000	15%	£3,719,000	2%
Second homes	£296,000	0%	£952,000	4%	£1,248,000	1%
Boat moorings	£504,000	0%	£0	0%	£504,000	0%
Other	£2,440,000	2%	£315,000	1%	£2,755,000	2%
Paying guests in private houses	£0	0%	£9,933,000	46%	£9,933,000	6%
Staying with friends and relatives	£18,104,000	12%	£4,092,000	19%	£22,196,000	13%
Total	£154,753,000		£21,438,000		£176,191,000	

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Notes: Information derived from UKTS and finalised IPS data for 2002

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation

Information on boat use is not available for overseas tourists.

Paying guests in private houses is only available for overseas tourists from the IPS and relates primarily to overseas study students

Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Trips by purpose

	UK		Overseas		Total	
Holiday	583,000	78%	17,000	40%	600,000	76%
Business	71,000	9%	0	0%	71,000	9%
Visits to friends and relatives	92,000	12%	13,000	31%	105,000	13%
Other	5,000	1%	2,000	5%	7,000	1%
Study	0	0%	11,000	26%	11,000	1%
Total	750,000		42,000		792,000	

Nights by purpose

	UK		Overseas		Total	
Holiday	2,255,000	85%	86,000	15%	2,341,000	73%
Business	154,000	6%	2,000	0%	156,000	5%
Visits to friends and relatives	231,000	9%	92,000	16%	323,000	10%
Other	15,000	1%	43,000	8%	58,000	2%
Study	0	0%	350,000	61%	350,000	11%
Total	2,654,000		573,000		3,227,000	

Spend by purpose

	UK		Overseas		Total	
Holiday	£108,731,000	70%	£3,561,000	17%	£112,292,000	64%
Business	£25,304,000	16%	£150,000	1%	£25,454,000	14%
Visits to friends and relatives	£19,034,000	12%	£3,124,000	15%	£22,158,000	13%
Other	£1,685,000	1%	£955,000	4%	£2,640,000	1%
Study	£0	0%	£13,647,000	64%	£13,647,000	8%
Total	£154,753,000		£21,438,000		£176,191,000	

Information derived from UKTS and finalised IPS data.

Separate information on study trips is not available for UK tourists.

Visits to friends and relatives are for social and personal reasons, and do not include holiday trips staying with friends and relatives

Overseas other trips include visits with more than one purpose where no particular purpose is dominant, eg business and leisure.

Tourism Day Visits

	Trips	Spend
Urban visits	1,305,000	£40,119,000
Countryside visits	72,000	£1,174,000
Coastal visits	2,083,000	£41,442,000
Total	3,460,000	£82,735,000

Notes: Based on UKDVS survey 1998 updated to reflect ETC forecast trends in trips and inflation to 2002 values

Tourism Day visits are defined as those leisure trips from home which have a duration of 3 hours or more and taken on an irregular basis

Breakdown of expenditure associated with trips

	Accommodation	Shopping	Food and drink	Attractions/ent	Travel	Total	%
UK Tourists	£53,168,000	£21,154,000	£34,160,000	£17,076,000	£29,196,000	£154,754,000	60%
Overseas tourists	£5,650,000	£6,845,000	£3,626,000	£3,780,000	£1,537,000	£21,438,000	8%
Total	£58,818,000	£27,999,000	£37,786,000	£20,856,000	£30,733,000	£176,192,000	
%	33%	16%	21%	12%	17%		
Tourist day visitors	£0	£23,518,000	£36,080,000	£10,802,000	£12,334,000	£82,734,000	32%
%	0%	28%	44%	13%	15%		
Total	£58,818,000	£51,517,000	£73,866,000	£31,658,000	£43,067,000	£258,926,000	
%	23%	20%	29%	12%	17%		

Notes: Breakdown based on data from UKTS, IPS and UKDVS surveys.

The expenditure is total spending associated with trips.

Other expenditure associated with tourism activity

Apart from expenditure associated with the individual trips, some forms of activity also involve ongoing expenditure on the accommodation or result in additional spending by non visitors eg friends and relatives with whom the tourist is staying.

	Second homes	Boats	Static vans	Friends and rel:	Total
Estimated spend	£327,000	£1,470,000	£0	£10,440,000	£12,237,000

Notes: Spend on second homes assumed to be an average of £750 on rates, maintenance, and replacement of furniture and fittings

Spend on boats assumed to be an average of £2000 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.

Research by ETC has indicated that additional spending is incurred by friends and relatives as a result of people coming to stay with them.

A cost of £100 per visit has been assumed based on the ETC research for social and personal visits. Some additional spending may also occur with holiday and tourism day visits but this has not been included

Business turnover

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.

Turnover derived from trip expenditure

	Staying tourists	Day visitors	Total
Businesses in receipt of visitor spend on trip			
Accommodation	£59,573,000	£722,000	£60,295,000
Retail	£27,718,000	£23,283,000	£51,001,000
Catering	£36,652,000	£34,998,000	£71,650,000
Attraction/entertainment	£21,514,000	£11,398,000	£32,912,000
Transport	£18,440,000	£7,400,000	£25,840,000
Other non trip related expenditure	£12,237,000	£0	£12,237,000
Total direct	£176,134,000	£77,801,000	£253,935,000

Note: 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.

Turnover arising from the purchase of supplies and services by businesses

	Staying tourists	Day visitors	Total
Businesses in receipt of trip spend	£49,394,000	£10,845,000	£60,239,000
Non trip spending	£2,447,000	£0	£2,447,000
Income induced spending	£22,005,000	£8,040,000	£30,045,000

Note: Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend. Further rounds of business supply spending will arise but these have not been estimated.

Total Local Business Turnover supported by tourism activity

	Staying tourists	Day visitors	Total
Direct	£176,134,000	£77,801,000	£253,935,000
Supplier and income induced	£73,846,000	£18,885,000	£92,731,000
Total	£249,980,000	£96,686,000	£346,666,000

Employment supported by tourism spending

Direct employment in businesses in receipt of visitor expenditure

	Staying tourists		Day visitors		Total	
	Full time equivalent	Estimated actual jobs	Estimated actual jobs			
Accommodation	1,075	38%	13	1%	1,088	27%
Retailing	309	11%	260	22%	569	14%
Catering	630	22%	602	52%	1,232	31%
Attractions/entertainment	387	14%	205	18%	592	15%
Transport	198	7%	79	7%	277	7%
Arising from non trip spend	204	7%	0	0%	204	5%
Total Direct	2,803		1,159		3,963	

	Staying tourists		Day visitors		Total	
	Estimated actual jobs	Estimated actual jobs	Estimated actual jobs			
Accommodation	1,591	39%	19	1%	1,610	28%
Retailing	464	11%	390	23%	853	15%
Catering	946	23%	903	53%	1,848	32%
Attractions/entertainment	546	13%	289	17%	835	14%
Transport	279	7%	112	7%	391	7%
Arising from non trip spend	233	6%	0	0%	233	4%
Total Direct	4,058		1,713		5,771	

Indirect and induced jobs

	Staying tourists	Day visitors	Total
	Full time equivalent	Estimated actual jobs	Estimated actual jobs
Indirect jobs in supply businesses	864	181	1,045
Income induced jobs	367	134	501
Indirect jobs in supply businesses	985	206	1,191
Income induced jobs	418	153	571

Total employment related to tourism spending

	Staying tourists		Day visitors		Total	
	Full time equivalent	Estimated actual jobs	Estimated actual jobs			
Direct	2,803	69%	1,159	79%	3,963	72%
Indirect	864	21%	181	12%	1,045	19%
Induced	367	9%	134	9%	501	9%
Total	4,034		1,474		5,508	
Direct	4,058	74%	1,713	83%	5,771	77%
Indirect	985	18%	206	10%	1,191	16%
Induced	418	8%	153	7%	571	8%
Total	5,461		2,072		7,532	

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

Proportion of total employment

	Staying tourists	Day visitors	total
Total employed (LFS)	41,000	41,000	41,000
Tourism employment	5,461	2,072	7,532
Tourism proportion	13%	5%	18%

Note: LFS employment relates to the number of people employed in the area. Some people employed in tourism may also hold another job in a different sector. As a result, the proportion may be slightly high.

Local Income

Local income will arise in the form of wages and drawings from businesses in receipt of tourism spending and those providing supplies and services.

	Estimated gross wage income		Total
	Staying tourists	Day visitors	
Direct jobs	£44,583,000	£18,047,000	£62,630,000
Indirect jobs	£15,026,000	£3,143,000	£18,169,000
Induced jobs	£6,378,000	£2,330,000	£8,708,000
Total	£65,987,000	£23,520,000	£89,507,000

General note

The above analysis excludes some areas of economic activity which are related to tourism. These include:

- business day trips into the area
- employment and expenditure by the local authority and other public bodies on tourism related activities eg Tourist information and marketing
- new capital investment in developing new or extended facilities.

Figures may not always sum to the total due to rounding.