

The Economic Impact of Tourism in Eastbourne Executive Summary

Knowing the volume and economic value of tourism is an essential prerequisite for developing effective policies for managing tourism within local areas. Yet, in practice, it is not possible to accurately monitor the number of tourists entering or leaving a district, and acquiring such information through primary research is both costly and problematic.

Computerised statistical models, such as the Cambridge Economic Impact Model, therefore, present a cost-effective way for deriving indicative estimates for the economic impact of tourism at a local level. The Cambridge model, which is extensively used by the English Regional Tourist Boards, uses a range of standard national and regional statistics, including the United Kingdom Tourism Survey, International Passenger Survey and United Kingdom Day Visits Survey, Population Census and Census of Employment. Information on the local tourism product (i.e. accommodation stock information, occupancy data, visits to tourist attractions, information on local wage rates etc) is then used to step down this national/ regional data and apportion it appropriately for the district in question.

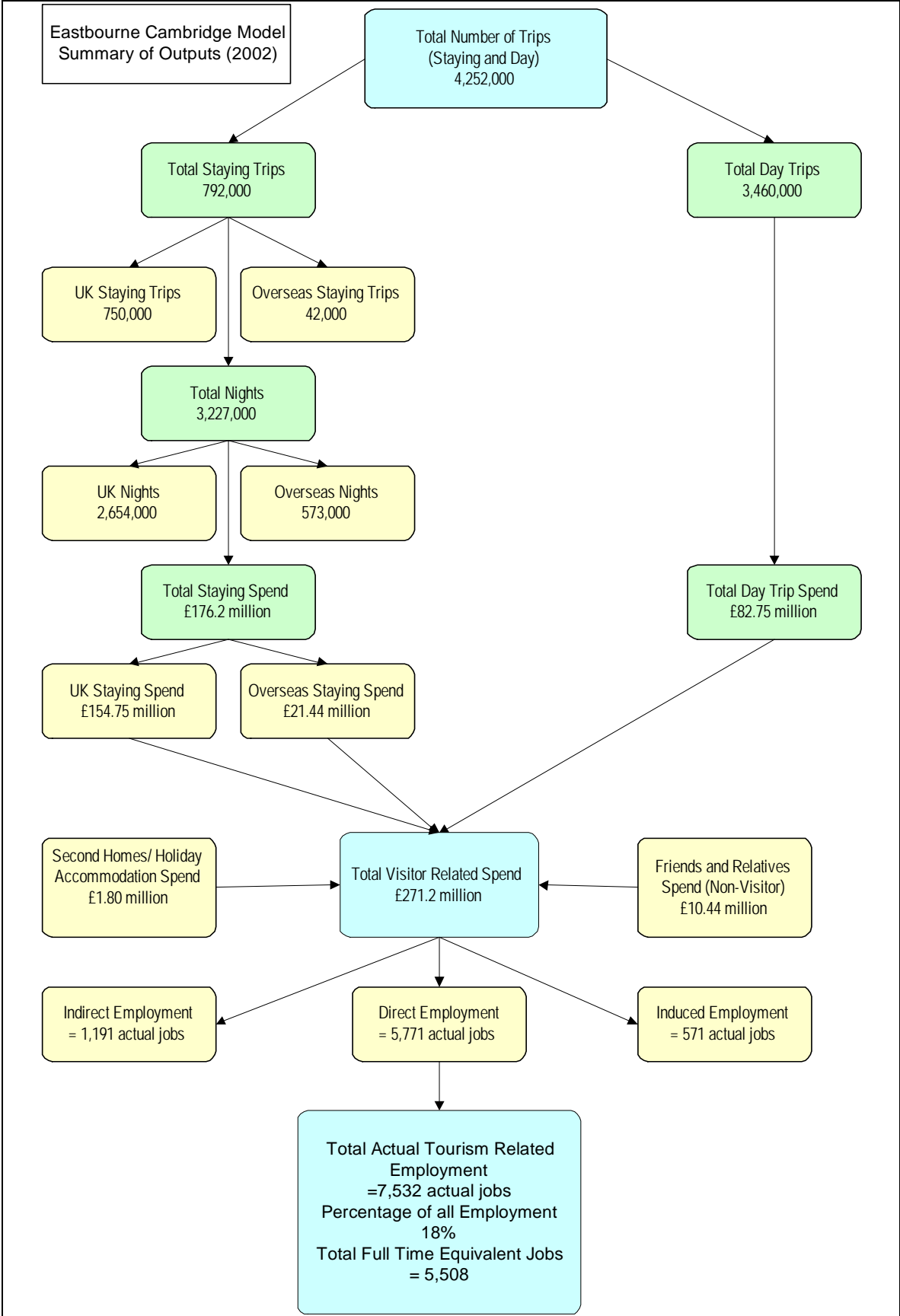
Through the above the process, the Cambridge Model is, therefore, able to generate indicative estimates for the following:

1. The volume (number) of *staying* tourist trips taken in Eastbourne by overseas and domestic visitors.
2. The *value* of these staying trips taken in Eastbourne by overseas and domestic visitors.
3. The number of *nights* spent in Eastbourne.
4. The number of *leisure day visits* taken from home to Eastbourne.
5. The *economic value* of these day trips from home to Eastbourne
6. Total visitor related spend received by businesses in Eastbourne
7. An indication of the level of *direct, indirect and income-induced employment* supported by tourist expenditure

For staying trips the model also offers a breakdown according to the type of accommodation used and the main purpose of visit i.e. holiday, visiting friends and family, business, language school visit and other¹. Tourism spend is also broken down by the five economic sectors directly receiving that spend – accommodation, retail, catering establishments, attractions/ entertainment providers and transport. Estimates for local business turnover supported by tourism activity and direct employment in businesses in direct receipt of tourism expenditure are also provided with the model – along with estimates for the number of jobs created by linkage and multiplier effects within the local economy.

Tourism South East were commissioned by Eastbourne Borough Council to run the Cambridge Model for Eastbourne in August 2003. A summary of the key findings is outlined overleaf.

¹ 'Other' visitors typically include visitors coming to an area for reasons such as education and training, social or sporting events, or even business matters relating to personal or family duties.



Economic Impact of Tourism to Eastbourne

Key Facts

- 792,000 trips by staying visitors
- 3.23 million staying visitor nights
- £176.2 million staying visitor spend
- 3.46 million day visitors
- £82.7 million day visitor spend
- £12.2 million other tourism related spend
- £271.2 total visitor related spend
- £346.7 total local business turnover supported by tourism
- 5,771 direct jobs
- 1,762 income induced jobs
- 7,532 total jobs relating to tourism spending
- 18% of employment supported by tourism

Staying Trips by Accommodation Type				
	Domestic	Overseas	Total	% Total
Serviced accommodation	472,000	4,000	476,000	60%
Self catering	63,000	1,000	64,000	8%
Group/campus	5,000	2,000	7,000	1%
Second homes	7,000	1,000	8,000	1%
Boat moorings	7,000	0	7,000	1%
Other	14,000	0	14,000	2%
Paying guests in private houses	0	16,000	16,000	2%
Staying with friends and relatives	182,000	18,000	200,000	25%
Total Trips	750,000	42,000	792,000	100%

NB The total trips in the above table may not sum due to rounding.

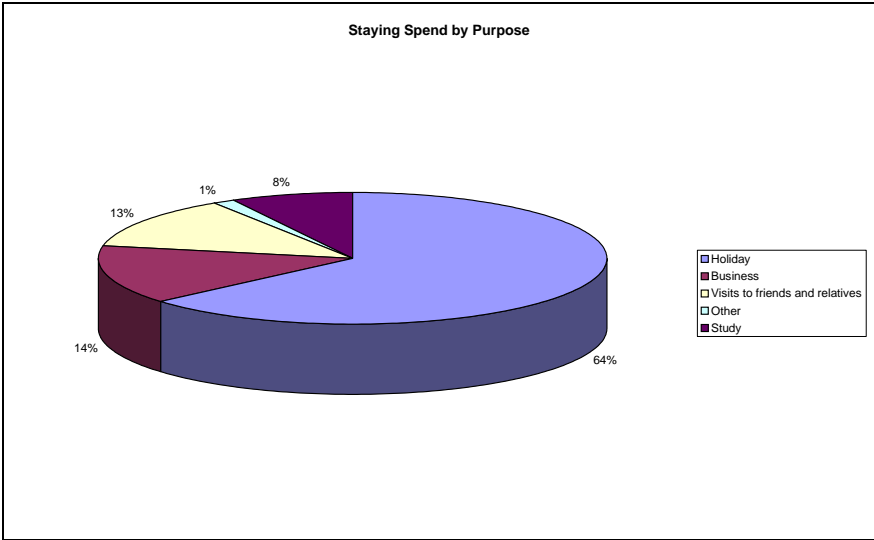
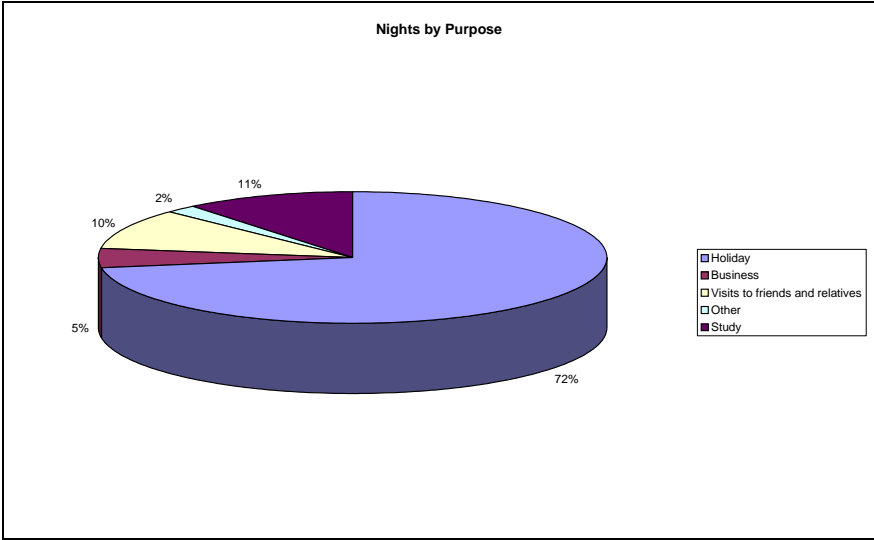
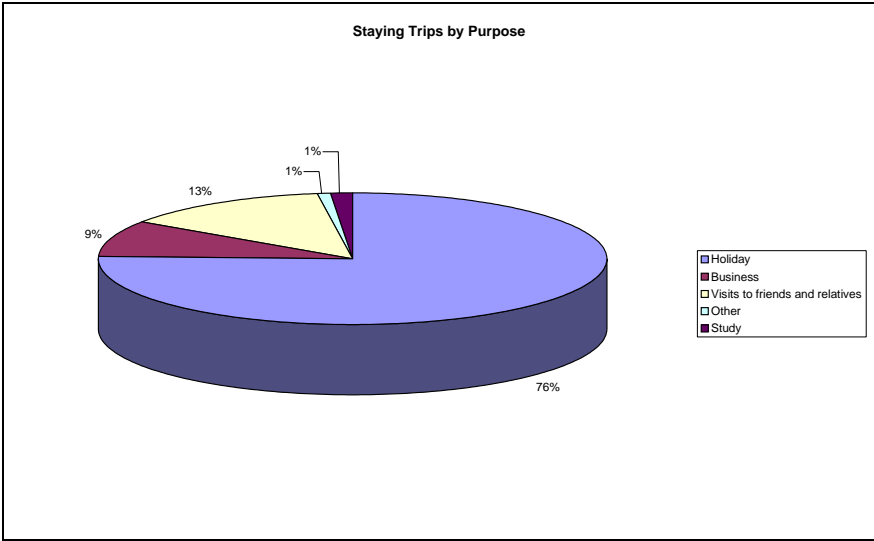
Nights by Accommodation Type				
	Domestic	Overseas	Total	% Total
Serviced accommodation	1,508,000	15,000	1,523,000	47%
Self catering	454,000	40,000	494,000	15%
Group/campus	18,000	64,000	82,000	3%
Second homes	14,000	12,000	26,000	1%
Boat moorings	15,000	0	15,000	0%
Other	62,000	2,000	64,000	2%
Paying guests in private houses	0	298,000	298,000	9%
Staying with friends and relatives	583,000	142,000	725,000	22%
Total Trips	2,654,000	573,000	3,227,000	100%

NB The total trips in the above table may not sum due to rounding

Staying Visitor Spend by Accommodation Type				
	Domestic	Overseas	Total	% Total
Serviced accommodation	£ 113,795,000	£ 1,194,000	£ 114,989,000	65%
Self catering	£ 19,067,000	£ 1,780,000	£ 20,847,000	12%
Group/campus	£ 548,000	£ 3,171,000	£ 3,719,000	2%
Second homes	£ 296,000	£ 952,000	£ 1,248,000	1%
Boat moorings	£ 504,000	£ -	£ 504,000	0%
Other	£ 2,440,000	£ 315,000	£ 2,755,000	2%
Paying guests in private houses	£ -	£ 9,933,000	£ 9,933,000	6%
Staying with friends and relatives	£ 18,104,000	£ 4,092,000	£ 22,196,000	13%
Total Trips	£ 154,753,000	£ 21,438,000	£ 176,191,000	100%

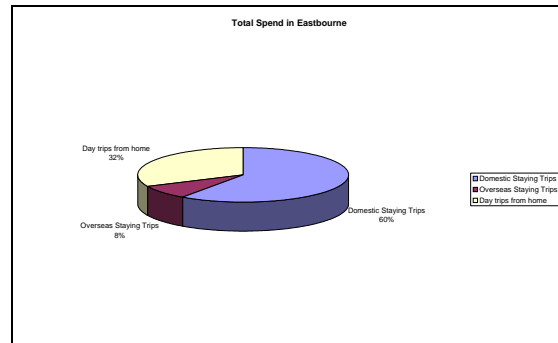
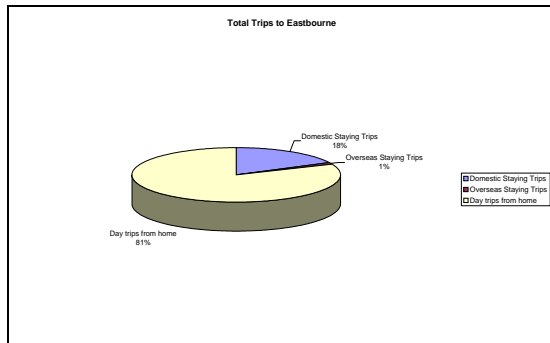
NB The total trips in the above table may not sum due to rounding. Expenditure figures relate to total trip expenditure incurred by visitors staying in a particular type of accommodation

Staying Trips by Purpose of Visit

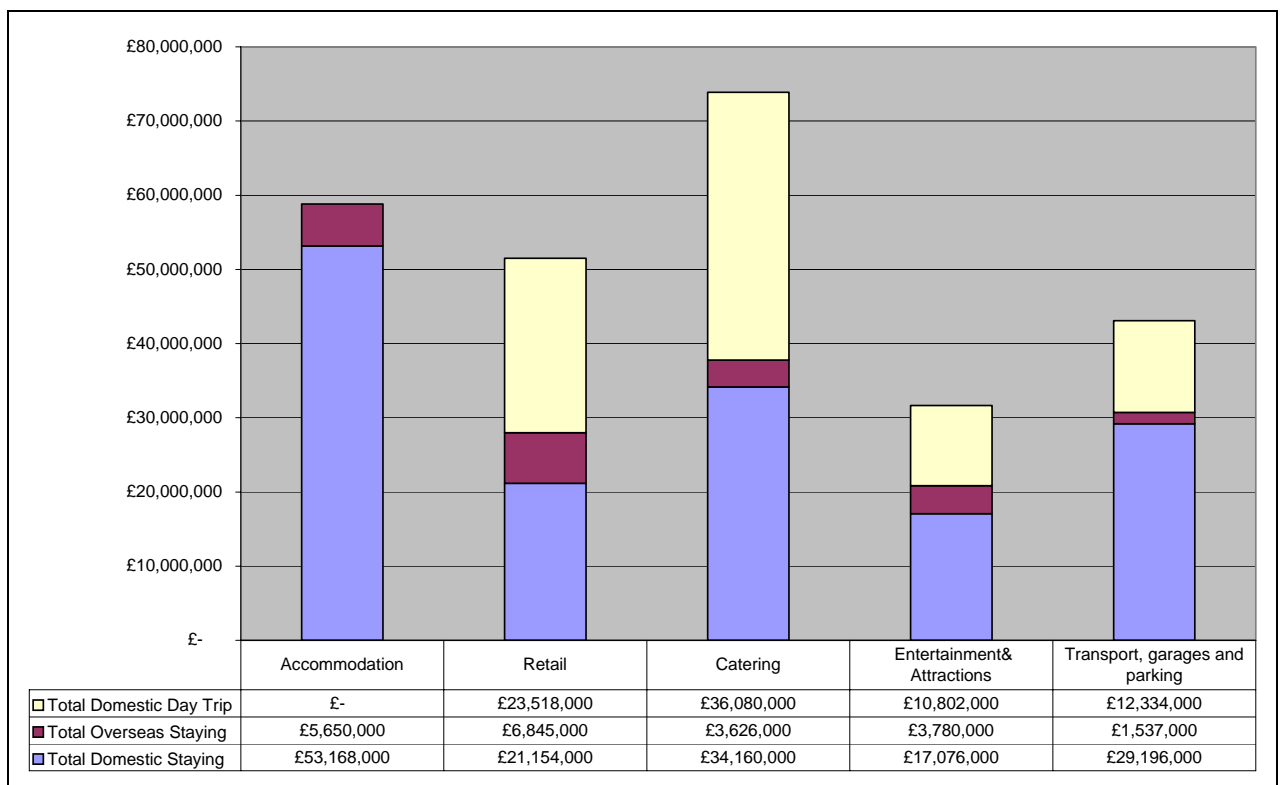


Total Trips and Spend in Eastbourne

	Trips	Spend
Domestic Staying Trips	750,000	£ 154,753,000
Overseas Staying Trips	42,000	£ 21,438,000
Day trips from home	3,460,000	£ 82,735,000
Total	4,252,000	£ 258,926,000



Expenditure associated with trips



Other tourism related spend

Second Homes	Boats	Host Families	Total
£ 327,000	£ 1,470,000	£ 10,440,000	£ 12,237,000

Total employment related to tourism spending (estimated actual jobs)

	Staying Tourists	Day Visitors	Total
Direct	4,058	1,713	5,771
Indirect	985	206	1,191
Induced	418	153	571
Total	5,461	2,072	7,532
Estimated number of FTEs			5,508