

Cornwall Towns 2012

Tourism Volume and Value Estimates

Produced by The South West Research Company Ltd



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Bude Tourism Summary 2012 (3 mile radius from town centre)



Bude is situated on the north coast in the former local authority area of North Cornwall within the county of Cornwall. The town has a population of approximately 21,400. Whilst the town is the main driver for visits to the area further accommodation lies on the outskirts and surrounding areas. This fact sheet looks at the impact in that wider area.

Tourism key facts

- 125 thousand staying visitor trips
- 546 thousand day visits
- £53.2 million direct visitor spend
- £54.1 million total visitor related spend
- 1,500 actual jobs supported by visitor related spend

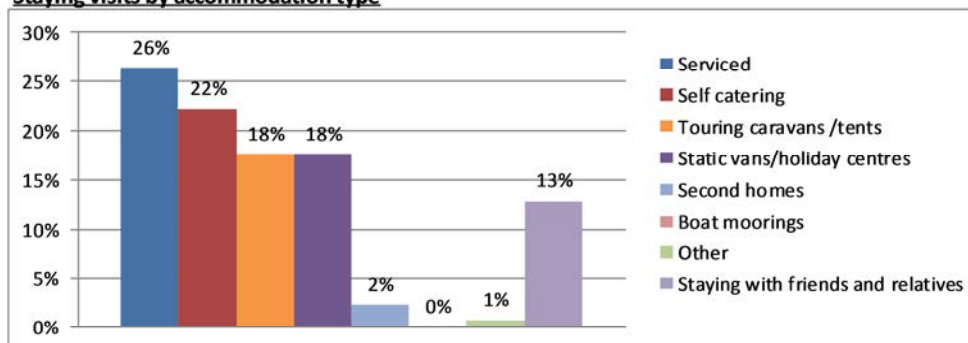
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	101,400	565,200	£29,973,100
Business	10,300	33,100	£2,570,900
Visits to friends and relatives	6,100	19,600	£672,500
Other	1,300	7,600	£269,500
Study	0	0	£0
Total	119,100	625,500	£33,486,000

Overseas visitors	Trips	Nights	Spend
Holiday	3,500	24,600	£1,471,700
Business	300	1,100	£107,000
Visits to friends and relatives	1,500	13,500	£511,300
Other	100	1,900	£120,100
Study	0	0	£0
Total	5,400	41,200	£2,210,100

All staying visitors	Trips	Nights	Spend
Holiday	104,900	589,800	£31,444,800
Business	10,600	34,200	£2,677,900
Visits to friends and relatives	7,600	33,100	£1,183,800
Other	1,400	9,500	£389,600
Study	0	0	£0
Total	124,500	666,700	£35,696,100

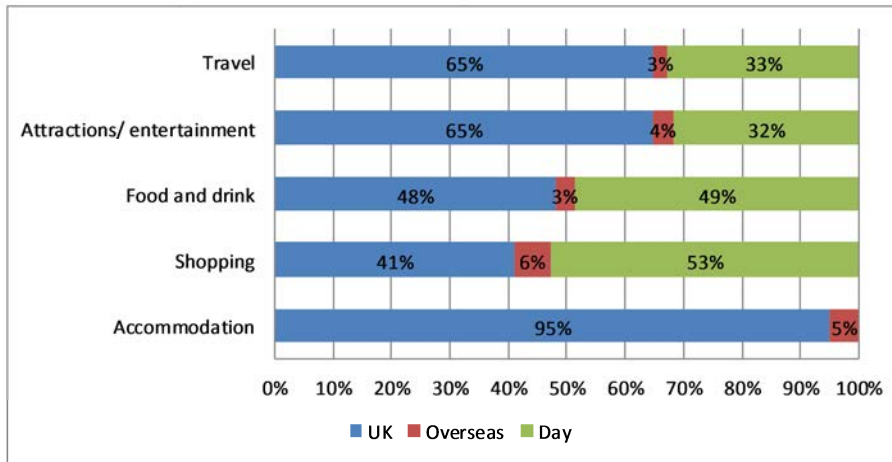
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	291,400	£10,746,600
Countryside visits	6,500	£222,700
Coastal visits	248,200	£6,488,400
Total	546,100	£17,457,700

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£12,784,100	£663,900	£0	£13,448,000
Shopping	£4,212,600	£631,600	£5,421,800	£10,266,000
Food & Drink	£7,355,900	£501,200	£7,463,000	£15,320,100
Attractions/Entertainment	£3,581,100	£195,500	£1,762,800	£5,539,400
Travel	£5,552,300	£217,900	£2,810,000	£8,580,200

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£144,300	£0	£758,500	£902,800

Total visitor related spend (Direct visitor spend plus other expenditure)

£54,056,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	245	3	248
Retailing	49	55	104
Catering	135	128	263
Attractions/entertainment	83	40	123
Transport	27	13	39
Arising from non trip spend	14	0	14
Total Direct	553	239	793

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	793	1,164
Indirect	224	255
Induced	102	116
Total	1,118	1,535

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Bude Tourism Summary 2012



Bude is situated on the north coast in the former local authority area of North Cornwall within the county of Cornwall. The town has a population of approximately 21,400. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 91 thousand staying visitor trips
- 543 thousand day visits
- £42.5 million direct visitor spend
- £43.4 million total visitor related spend
- 1,200 actual jobs supported by visitor related spend

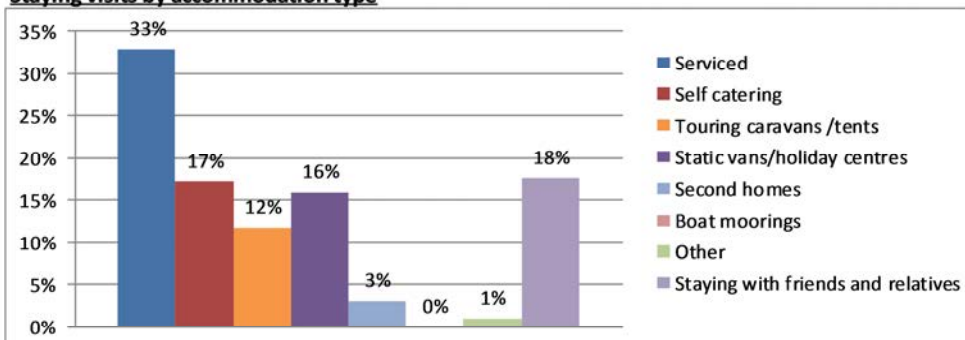
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	72,300	379,200	£20,827,900
Business	7,500	22,700	£1,827,400
Visits to friends and relatives	6,100	18,500	£655,400
Other	1,000	5,200	£191,600
Study	0	0	£0
Total	86,900	425,600	£23,502,200

Overseas visitors	Trips	Nights	Spend
Holiday	2,300	15,800	£990,400
Business	200	800	£82,800
Visits to friends and relatives	1,500	13,100	£517,400
Other	100	1,400	£93,000
Study	0	0	£0
Total	4,100	31,200	£1,683,600

All staying visitors	Trips	Nights	Spend
Holiday	74,600	395,000	£21,818,300
Business	7,700	23,500	£1,910,200
Visits to friends and relatives	7,600	31,600	£1,172,800
Other	1,100	6,600	£284,600
Study	0	0	£0
Total	91,000	456,800	£25,185,800

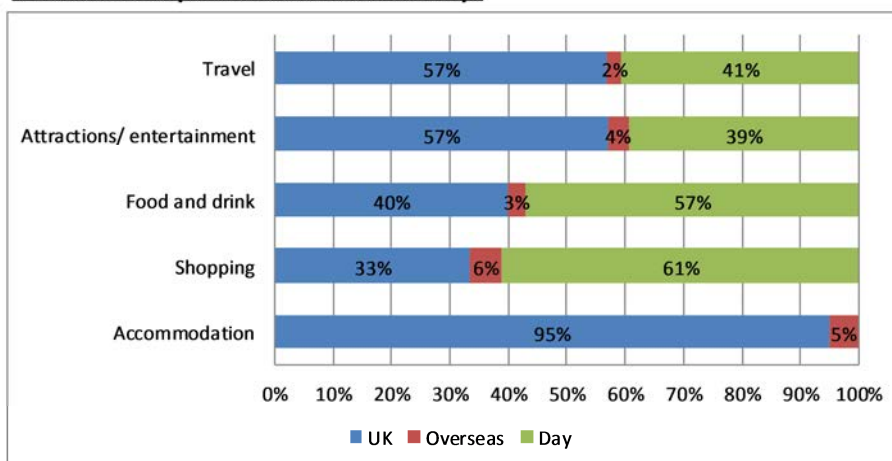
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	291,400	£10,746,600
Countryside visits	3,100	£105,100
Coastal visits	248,200	£6,488,400
Total	542,700	£17,340,100

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£8,928,700	£483,900	£0	£9,412,600
Shopping	£2,959,300	£488,100	£5,399,400	£8,846,800
Food & Drink	£5,178,600	£386,000	£7,408,400	£12,973,000
Attractions/Entertainment	£2,517,000	£157,100	£1,741,700	£4,415,800
Travel	£3,918,600	£168,500	£2,790,600	£6,877,700

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£144,300	£0	£758,500	£902,800

Total visitor related spend (Direct visitor spend plus other expenditure)

£43,428,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	172	3	174
Retailing	35	55	90
Catering	96	127	223
Attractions/entertainment	59	40	98
Transport	19	13	32
Arising from non trip spend	14	0	14
Total Direct	394	237	632

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	632	927
Indirect	173	198
Induced	81	92
Total	886	1,217

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Camborne & Redruth Tourism Summary 2012



Camborne and Redruth are situated in the former local authority area of Kerrier within the county of Cornwall. The towns have a combined population of approximately 55,400. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.



Tourism key facts

- **116 thousand staying visitor trips**
- **897 thousand day visits**
- **£51.8 million direct visitor spend**
- **£56.2 million total visitor related spend**
- **1,600 actual jobs supported by visitor related spend**

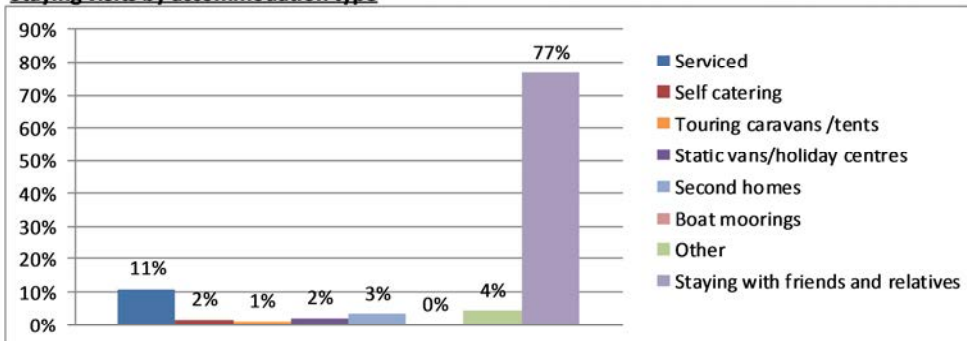
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	62,000	287,100	£11,436,500
Business	5,900	16,600	£959,500
Visits to friends and relatives	34,000	91,400	£2,346,700
Other	3,200	14,900	£396,000
Study	0	0	£0
Total	105,200	410,000	£15,138,600

Overseas visitors	Trips	Nights	Spend
Holiday	1,600	9,400	£565,500
Business	600	3,600	£332,200
Visits to friends and relatives	8,200	64,100	£2,449,100
Other	300	4,700	£294,700
Study	0	0	£0
Total	10,700	81,700	£3,641,400

All staying visitors	Trips	Nights	Spend
Holiday	63,600	296,500	£12,002,000
Business	6,500	20,200	£1,291,700
Visits to friends and relatives	42,200	155,500	£4,795,800
Other	3,500	19,600	£690,700
Study	0	0	£0
Total	115,900	491,700	£18,780,000

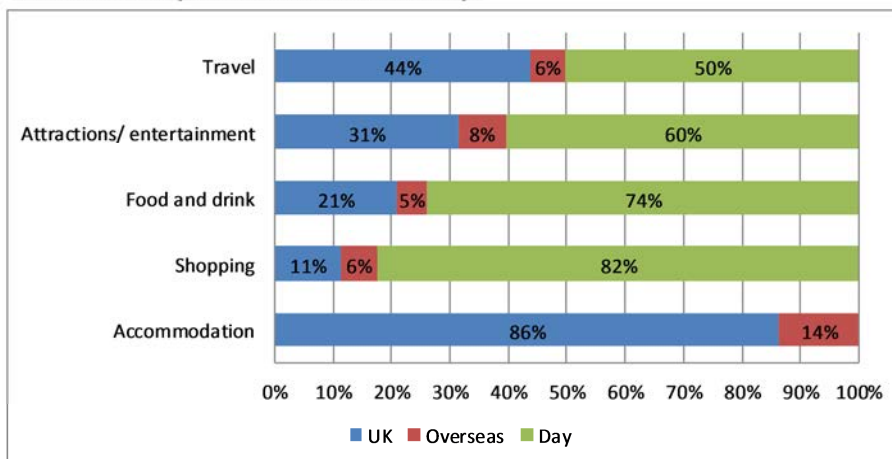
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	873,100	£32,190,800
Countryside visits	24,300	£827,100
Coastal visits	0	£0
Total	897,400	£33,017,900

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£5,271,400	£831,000	£0	£6,102,400
Shopping	£1,960,800	£1,115,500	£14,316,700	£17,393,000
Food & Drink	£3,495,600	£867,700	£12,331,700	£16,695,000
Attractions/ Entertainment	£1,690,200	£439,400	£3,246,300	£5,375,900
Travel	£2,720,600	£387,800	£3,123,200	£6,231,600

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£195,600	£0	£4,227,100	£4,422,700

Total visitor related spend (Direct visitor spend plus other expenditure)

£56,220,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	115	5	120
Retailing	32	150	182
Catering	78	219	297
Attractions/entertainment	48	77	125
Transport	15	15	30
Arising from non trip spend	70	0	70
Total Direct	359	466	825

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	825	1,195
Indirect	189	215
Induced	127	144
Total	1,140	1,555

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Falmouth Tourism Summary 2012



Falmouth is situated on the south coast in the former local authority area of Carrick within the county of Cornwall. The town has a population of approximately 21,400. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- **142 thousand staying visitor trips**
- **1 million day visits**
- **£75.6 million direct visitor spend**
- **£78.6 million total visitor related spend**
- **2,100 actual jobs supported by visitor related spend**

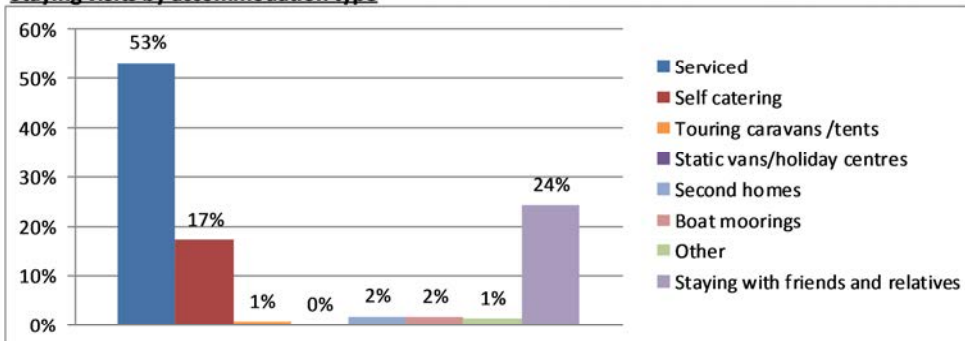
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	99,700	437,200	£30,387,700
Business	7,600	19,200	£1,956,300
Visits to friends and relatives	19,200	48,300	£2,162,600
Other	4,000	17,200	£807,200
Study	0	0	£0
Total	130,400	522,000	£35,313,800

Overseas visitors	Trips	Nights	Spend
Holiday	5,200	24,400	£2,029,100
Business	600	1,600	£196,800
Visits to friends and relatives	5,700	34,300	£1,807,200
Other	400	4,800	£412,600
Study	0	0	£0
Total	11,900	65,100	£4,445,700

All staying visitors	Trips	Nights	Spend
Holiday	104,900	461,600	£32,416,800
Business	8,200	20,800	£2,153,100
Visits to friends and relatives	24,900	82,600	£3,969,800
Other	4,400	22,000	£1,219,800
Study	0	0	£0
Total	142,300	587,100	£39,759,500

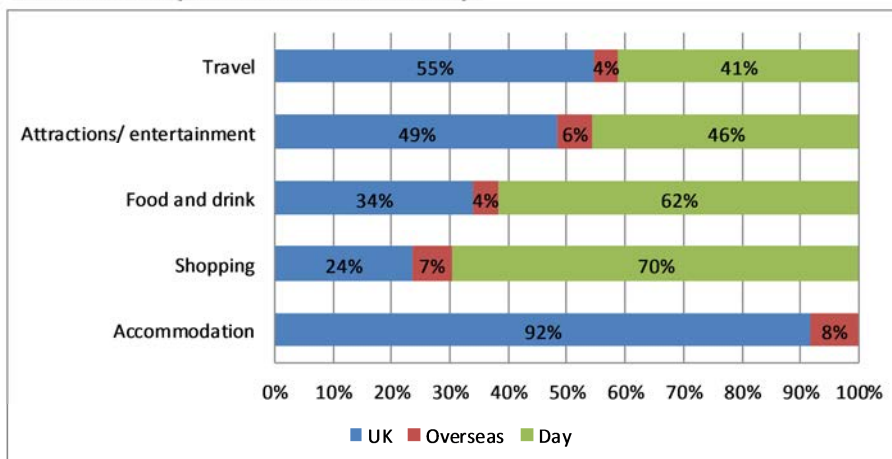
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	769,600	£28,375,700
Countryside visits	47,000	£1,605,300
Coastal visits	224,100	£5,857,700
Total	1,040,700	£35,838,700

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£13,093,000	£1,187,300	£0	£14,280,300
Shopping	£4,518,100	£1,324,700	£13,375,400	£19,218,200
Food & Drink	£7,869,700	£1,019,900	£14,321,000	£23,210,600
Attractions/ Entertainment	£3,869,300	£466,800	£3,641,000	£7,977,100
Travel	£5,963,700	£447,000	£4,501,200	£10,911,900

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£124,400	£400,000	£2,482,200	£3,006,500

Total visitor related spend (Direct visitor spend plus other expenditure)

£78,604,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	253	5	258
Retailing	58	132	189
Catering	148	239	388
Attractions/entertainment	92	81	173
Transport	29	20	49
Arising from non trip spend	48	0	48
Total Direct	628	477	1,105

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	1,105	1,615
Indirect	300	342
Induced	140	160
Total	1,545	2,117

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Fowey Tourism Summary 2012



Fowey is situated on the south coast in the former local authority area of Restormel within the county of Cornwall. The town has a population of approximately 3,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- **33 thousand staying visitor trips**
- **155 thousand day visits**
- **£14.9 million direct visitor spend**
- **£15.2 million total visitor related spend**
- **410 actual jobs supported by visitor related spend**

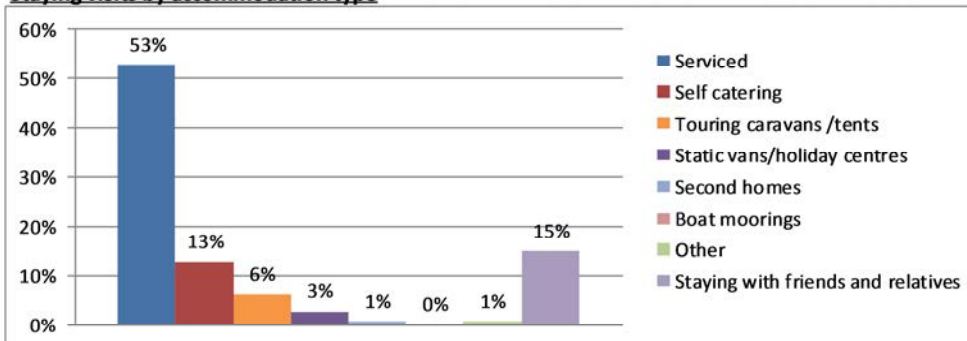
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	26,900	112,000	£7,846,700
Business	600	1,500	£149,600
Visits to friends and relatives	1,800	4,500	£201,200
Other	400	1,800	£82,700
Study	0	0	£0
Total	29,800	119,600	£8,280,200

Overseas visitors	Trips	Nights	Spend
Holiday	2,600	19,700	£1,459,900
Business	100	400	£43,100
Visits to friends and relatives	500	4,400	£207,200
Other	0	900	£67,400
Study	0	1,300	£84,600
Total	3,200	26,700	£1,862,200

All staying visitors	Trips	Nights	Spend
Holiday	29,500	131,700	£9,306,600
Business	700	1,900	£192,700
Visits to friends and relatives	2,300	8,900	£408,400
Other	400	2,700	£150,100
Study	0	1,300	£84,600
Total	33,000	146,300	£10,142,400

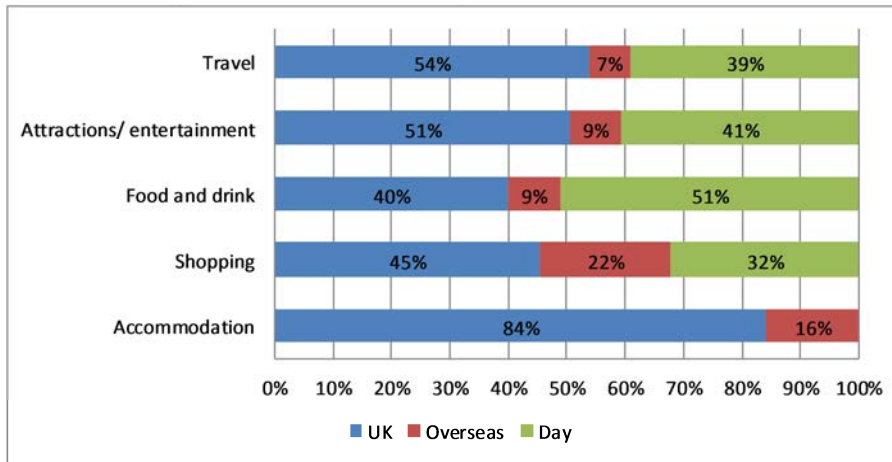
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	0	£0
Countryside visits	90,700	£3,096,700
Coastal visits	64,500	£1,686,500
Total	155,200	£4,783,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£3,135,300	£588,100	£0	£3,723,400
Shopping	£1,071,700	£528,200	£758,000	£2,357,900
Food & Drink	£1,814,100	£411,400	£2,316,200	£4,541,700
Attractions/Entertainment	£918,900	£157,600	£736,400	£1,812,900
Travel	£1,340,200	£177,000	£972,600	£2,489,800

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£8,600	£0	£231,000	£239,500

Total visitor related spend (Direct visitor spend plus other expenditure)

£15,165,100

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	71	1	72
Retailing	17	8	25
Catering	40	42	82
Attractions/entertainment	25	17	42
Transport	7	5	12
Arising from non trip spend	4	0	4
Total Direct	164	72	237

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	237	347
Indirect	41	47
Induced	14	16
Total	292	410

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Helston Tourism Summary 2012



Helston is situated near the south coast in the former local authority area of Kerrier within the county of Cornwall. The town has a population of approximately 11,700. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 37 thousand staying visitor trips
- 397 thousand day visits
- £23.3 million direct visitor spend
- £24.3 million total visitor related spend
- 680 actual jobs supported by visitor related spend

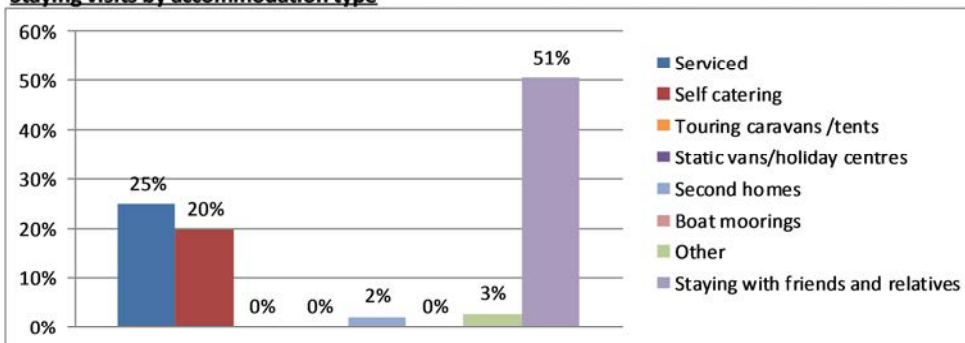
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	24,600	116,800	£6,443,700
Business	800	2,300	£184,000
Visits to friends and relatives	7,200	19,800	£704,700
Other	1,000	4,900	£179,800
Study	0	0	£0
Total	33,600	143,700	£7,512,200

Overseas visitors	Trips	Nights	Spend
Holiday	1,600	8,800	£590,100
Business	100	500	£47,100
Visits to friends and relatives	1,700	12,500	£533,200
Other	100	1,400	£99,000
Study	0	0	£0
Total	3,500	23,200	£1,269,400

All staying visitors	Trips	Nights	Spend
Holiday	26,200	125,600	£7,033,800
Business	900	2,800	£231,100
Visits to friends and relatives	8,900	32,300	£1,237,900
Other	1,100	6,300	£278,800
Study	0	0	£0
Total	37,100	166,900	£8,781,600

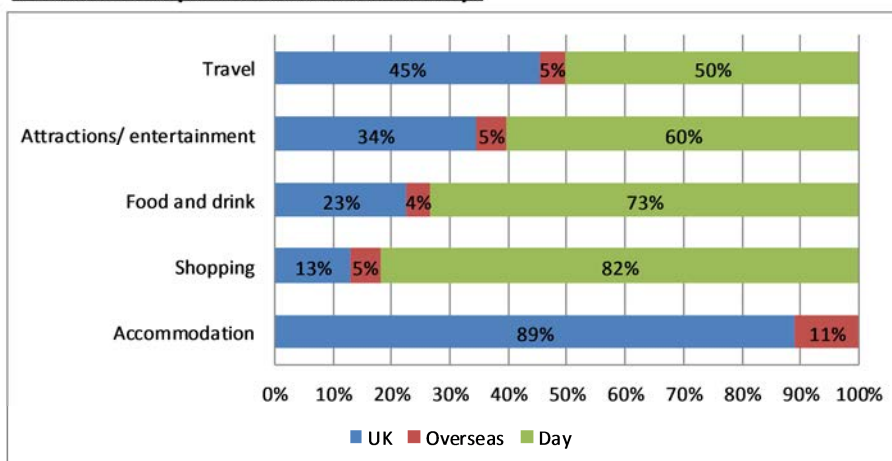
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	369,400	£13,619,200
Countryside visits	27,200	£927,000
Coastal visits	0	£0
Total	396,600	£14,546,200

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£2,717,500	£336,400	£0	£3,053,900
Shopping	£980,500	£379,300	£6,166,700	£7,526,500
Food & Drink	£1,691,100	£293,700	£5,485,600	£7,470,400
Attractions/ Entertainment	£845,300	£131,400	£1,477,300	£2,454,000
Travel	£1,277,800	£128,700	£1,416,600	£2,823,100

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£41,300	£0	£892,700	£934,000

Total visitor related spend (Direct visitor spend plus other expenditure)

£24,261,800

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	58	2	60
Retailing	14	65	79
Catering	35	98	133
Attractions/entertainment	22	35	57
Transport	7	7	13
Arising from non trip spend	15	0	15
Total Direct	151	206	357

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	357	522
Indirect	83	95
Induced	55	63
Total	495	680

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Looe Tourism Summary 2012



Looe is situated on the south coast in the former local authority area of Caradon within the county of Cornwall. The town has a population of approximately 5,000. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- **128 thousand staying visitor trips**
- **700 thousand day visits**
- **£62.3 million direct visitor spend**
- **£65.3 million total visitor related spend**
- **2,100 actual jobs supported by visitor related spend**

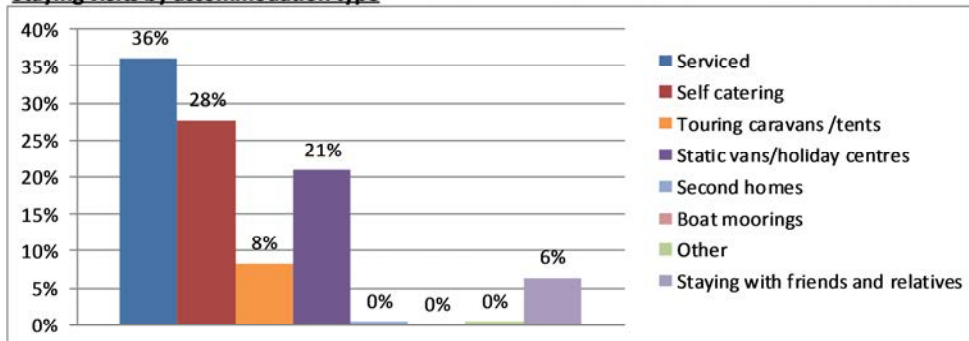
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	88,300	507,100	£32,521,900
Business	3,000	10,100	£938,300
Visits to friends and relatives	26,300	86,600	£3,590,600
Other	2,800	15,400	£670,000
Study	0	0	£0
Total	120,400	619,300	£37,720,800

Overseas visitors	Trips	Nights	Spend
Holiday	3,700	17,900	£1,472,700
Business	200	800	£90,400
Visits to friends and relatives	3,200	19,800	£1,037,500
Other	200	2,600	£236,900
Study	0	0	£0
Total	7,300	41,100	£2,837,500

All staying visitors	Trips	Nights	Spend
Holiday	92,000	525,000	£33,994,600
Business	3,200	10,900	£1,028,700
Visits to friends and relatives	29,500	106,400	£4,628,100
Other	3,000	18,000	£906,900
Study	0	0	£0
Total	127,700	660,400	£40,558,300

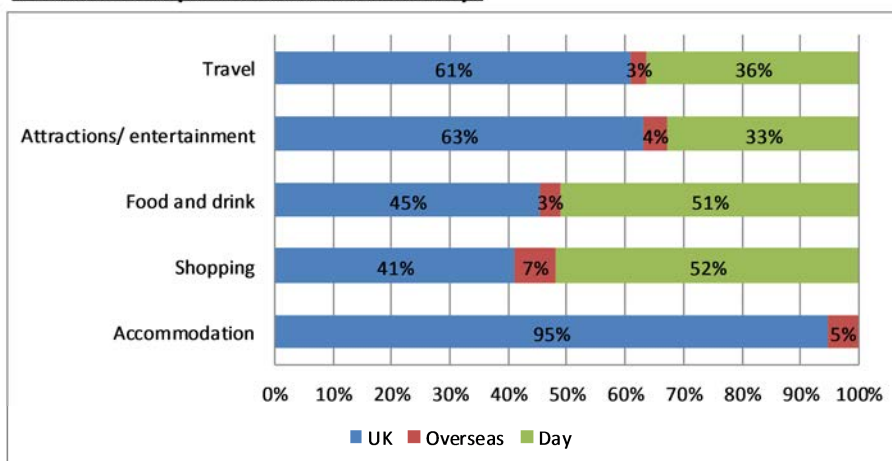
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	320,300	£11,812,800
Countryside visits	2,100	£71,700
Coastal visits	378,500	£9,892,300
Total	700,900	£21,776,800

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£13,637,200	£775,200	£0	£14,412,400
Shopping	£4,924,900	£841,900	£6,204,400	£11,971,200
Food & Drink	£8,495,100	£650,300	£9,557,000	£18,702,400
Attractions/ Entertainment	£4,244,100	£286,100	£2,199,600	£6,729,800
Travel	£6,419,500	£283,900	£3,815,800	£10,519,200

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£27,700	£0	£2,951,800	£2,979,400

Total visitor related spend (Direct visitor spend plus other expenditure)

£65,314,500

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	332	4	336
Retailing	74	79	153
Catering	198	207	405
Attractions/entertainment	125	63	188
Transport	39	22	61
Arising from non trip spend	47	0	47
Total Direct	816	376	1,192

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	1,192	1,741
Indirect	262	299
Induced	109	124
Total	1,563	2,165

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Newquay Tourism Summary 2012 (5 mile radius from town centre)



Newquay is situated on the north coast in the former local authority area of Restormel within the county of Cornwall. The town has a population of approximately 19,900. Whilst the town is the main driver for visitors to the area a large amount of accommodation lies on the outskirts and surrounding areas of the town. This fact sheet looks at the impact in that wider area.

Tourism key facts

- 535 thousand staying visitor trips
- 715 thousand day visits
- £178.8 million direct visitor spend
- £180.3 million total visitor related spend
- 5,500 actual jobs supported by visitor related spend

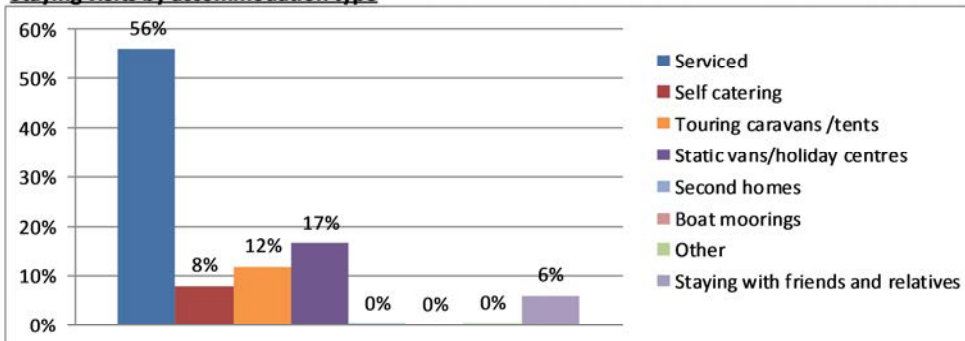
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	416,600	1,953,900	£122,256,500
Business	56,400	151,300	£13,920,400
Visits to friends and relatives	12,300	33,300	£1,342,200
Other	6,800	32,700	£1,375,200
Study	0	0	£0
Total	492,100	2,171,300	£138,894,300

Overseas visitors	Trips	Nights	Spend
Holiday	32,100	151,000	£11,920,900
Business	6,200	18,800	£2,100,000
Visits to friends and relatives	3,100	18,300	£916,700
Other	500	7,000	£586,300
Study	500	10,700	£736,200
Total	42,400	205,800	£16,260,100

All staying visitors	Trips	Nights	Spend
Holiday	448,700	2,104,900	£134,177,400
Business	62,600	170,100	£16,020,400
Visits to friends and relatives	15,400	51,600	£2,258,900
Other	7,300	39,700	£1,961,500
Study	500	10,700	£736,200
Total	534,500	2,377,100	£155,154,400

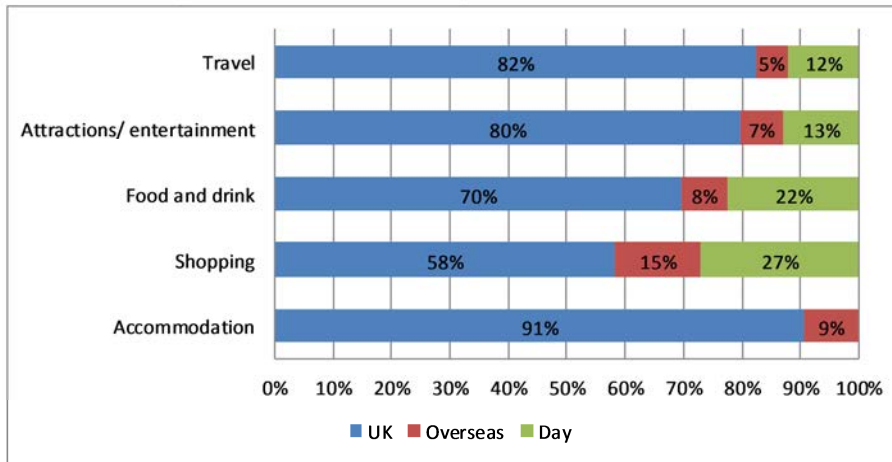
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	449,000	£16,552,700
Countryside visits	11,300	£384,800
Coastal visits	254,700	£6,661,900
Total	715,000	£23,599,400

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£53,488,000	£5,499,600	£0	£58,987,600
Shopping	£17,243,100	£4,356,300	£8,023,900	£29,623,300
Food & Drink	£30,441,800	£3,517,400	£9,783,400	£43,742,600
Attractions/Entertainment	£14,598,700	£1,354,100	£2,369,100	£18,321,900
Travel	£23,122,700	£1,532,700	£3,423,000	£28,078,400

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£56,700	£0	£1,532,100	£1,588,900

Total visitor related spend (Direct visitor spend plus other expenditure)

£180,342,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	1,128	4	1,132
Retailing	230	85	315
Catering	612	176	788
Attractions/entertainment	367	57	424
Transport	119	17	135
Arising from non trip spend	25	0	25
Total Direct	2,481	338	2,820

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	2,820	4,147
Indirect	811	925
Induced	363	414
Total	3,994	5,486

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Newquay Tourism Summary 2012



Newquay is situated on the north coast in the former local authority area of Restormel within the county of Cornwall. The town has a population of approximately 19,900. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- **346 thousand staying visitor trips**
- **680 thousand day visits**
- **£124.3 million direct visitor spend**
- **£125.9 million total visitor related spend**
- **3,800 actual jobs supported by visitor related spend**

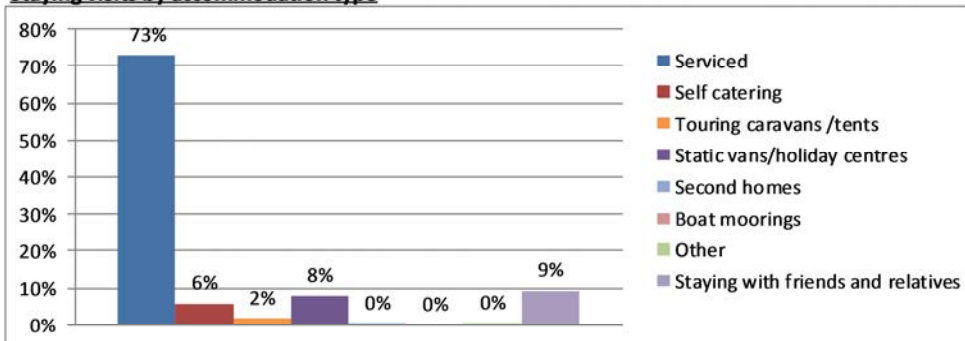
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	224,400	945,200	£68,160,800
Business	71,600	172,700	£18,309,200
Visits to friends and relatives	12,300	29,900	£1,389,600
Other	4,300	18,700	£904,400
Study	0	0	£0
Total	312,600	1,166,600	£88,764,000

Overseas visitors	Trips	Nights	Spend
Holiday	19,700	92,800	£7,529,000
Business	9,700	29,500	£3,393,800
Visits to friends and relatives	3,100	18,400	£944,100
Other	400	5,500	£473,700
Study	400	8,400	£594,900
Total	33,300	154,600	£12,935,600

All staying visitors	Trips	Nights	Spend
Holiday	244,100	1,038,000	£75,689,800
Business	81,300	202,200	£21,703,000
Visits to friends and relatives	15,400	48,300	£2,333,700
Other	4,700	24,200	£1,378,100
Study	400	8,400	£594,900
Total	345,900	1,321,200	£101,699,600

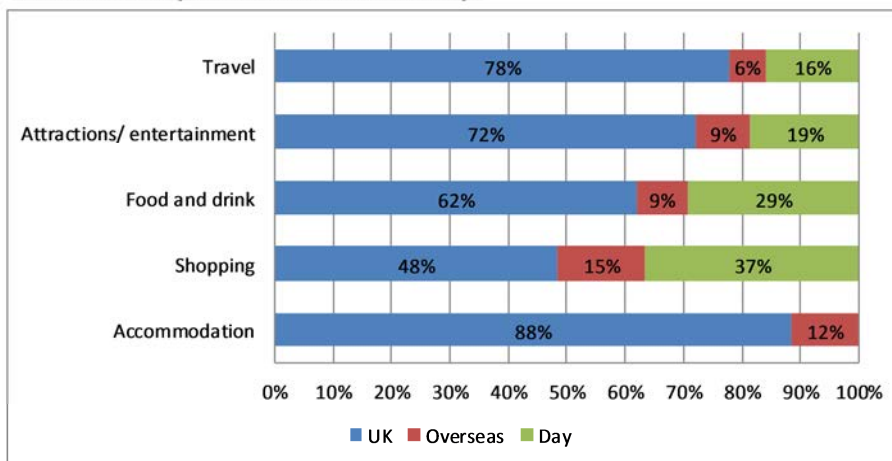
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	449,000	£16,552,700
Countryside visits	1,900	£65,600
Coastal visits	228,600	£5,980,000
Total	679,500	£22,598,300

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£34,385,100	£4,549,100	£0	£38,934,200
Shopping	£10,462,500	£3,271,500	£7,894,700	£21,628,700
Food & Drink	£19,650,600	£2,759,300	£9,280,700	£31,690,600
Attractions/ Entertainment	£8,718,900	£1,127,500	£2,239,200	£12,085,600
Travel	£15,546,800	£1,228,100	£3,183,600	£19,958,500

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£56,700	£0	£1,532,100	£1,588,900

Total visitor related spend (Direct visitor spend plus other expenditure)

£125,886,800

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	745	4	748
Retailing	146	84	230
Catering	404	167	571
Attractions/entertainment	227	54	281
Transport	81	15	96
Arising from non trip spend	25	0	25
Total Direct	1,628	324	1,951

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	1,951	2,869
Indirect	554	632
Induced	251	286
Total	2,756	3,787

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Padstow Tourism Summary 2012



Padstow is situated on the north coast in the former local authority area of North Cornwall within the county of Cornwall. The town has a population of approximately 3,700. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 155 thousand staying visitor trips
- 289 thousand day visits
- £60.3 million direct visitor spend
- £60.8 million total visitor related spend
- 1,600 actual jobs supported by visitor related spend

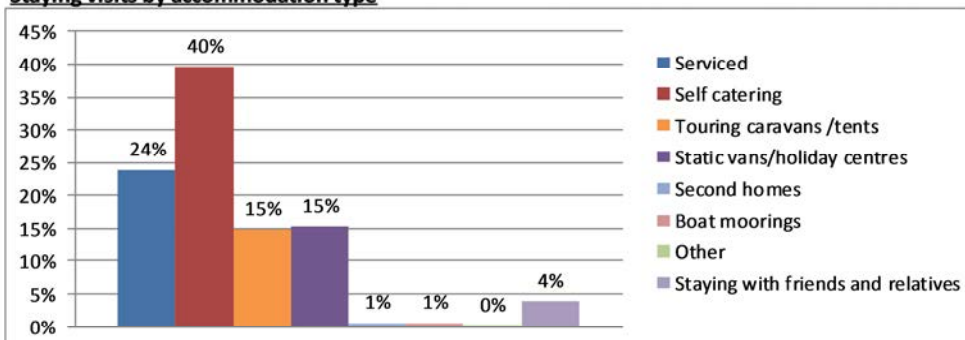
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	140,500	796,300	£46,598,300
Business	4,100	13,400	£1,152,400
Visits to friends and relatives	2,300	7,500	£281,900
Other	1,700	9,600	£377,100
Study	0	0	£0
Total	148,600	826,800	£48,409,700

Overseas visitors	Trips	Nights	Spend
Holiday	5,500	43,300	£2,659,700
Business	100	500	£45,900
Visits to friends and relatives	600	5,600	£216,400
Other	100	2,500	£160,700
Study	0	0	£0
Total	6,300	51,800	£3,082,600

All staying visitors	Trips	Nights	Spend
Holiday	146,000	839,600	£49,258,000
Business	4,200	13,900	£1,198,300
Visits to friends and relatives	2,900	13,100	£498,300
Other	1,800	12,100	£537,800
Study	0	0	£0
Total	154,900	878,600	£51,492,300

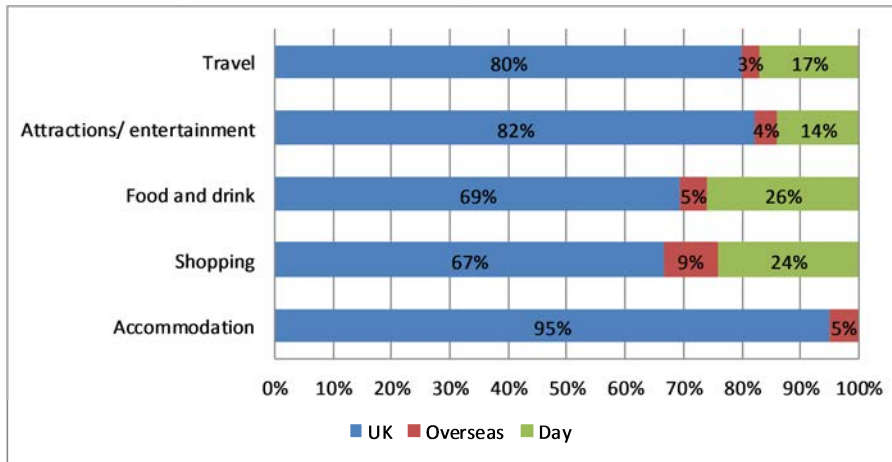
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	108,900	£4,016,400
Countryside visits	5,800	£198,300
Coastal visits	174,600	£4,564,400
Total	289,300	£8,779,100

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£18,559,000	£998,700	£0	£19,557,700
Shopping	£6,229,700	£865,700	£2,263,300	£9,358,700
Food & Drink	£10,534,700	£685,400	£3,954,300	£15,174,400
Attractions/ Entertainment	£5,328,400	£238,800	£906,600	£6,473,800
Travel	£7,757,800	£294,000	£1,654,900	£9,706,700

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£53,900	£160,000	£283,500	£497,400

Total visitor related spend (Direct visitor spend plus other expenditure)

£60,768,800

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	357	1	358
Retailing	72	23	95
Catering	193	68	261
Attractions/entertainment	122	21	143
Transport	37	8	45
Arising from non trip spend	8	0	8
Total Direct	789	121	909

Direct jobs are those in businesses in receipt of visitor spending.

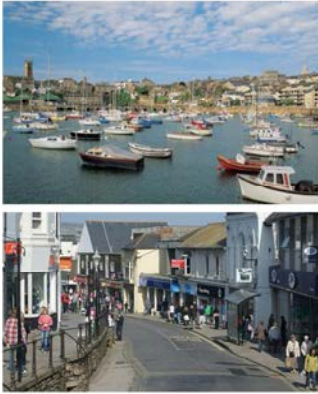
All employment related to visitor spending	FTE's	Actual
Direct	909	1,337
Indirect	174	198
Induced	54	62
Total	1,137	1,597

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Penzance Tourism Summary 2012



Penzance is situated on the south coast in the former local authority area of Penwith within the county of Cornwall. The town has a population of approximately 21,400. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 88 thousand staying visitor trips
- 618 thousand day visits
- £41.9 million direct visitor spend
- £43.7 million total visitor related spend
- 1,400 actual jobs supported by visitor related spend

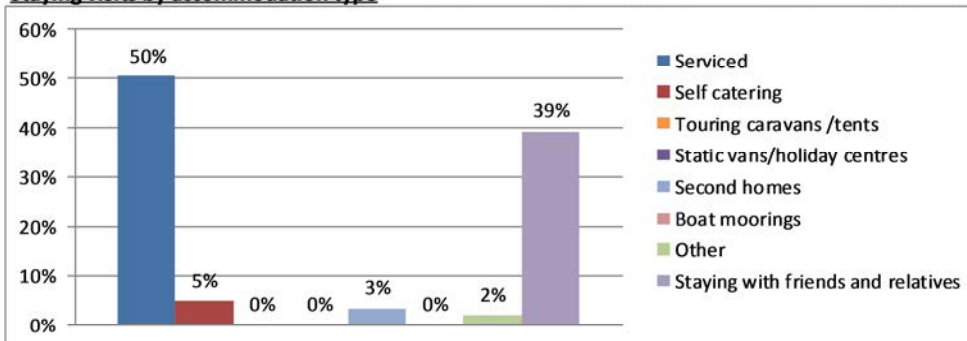
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	49,800	218,800	£12,753,000
Business	12,700	31,400	£2,697,000
Visits to friends and relatives	13,300	33,500	£1,258,000
Other	1,100	4,700	£185,100
Study	0	0	£0
Total	76,900	288,500	£16,893,100

Overseas visitors	Trips	Nights	Spend
Holiday	4,500	22,600	£1,691,900
Business	3,000	10,000	£1,049,100
Visits to friends and relatives	3,300	21,100	£991,400
Other	200	1,600	£122,800
Study	0	0	£0
Total	11,000	55,200	£3,855,200

All staying visitors	Trips	Nights	Spend
Holiday	54,300	241,400	£14,444,900
Business	15,700	41,400	£3,746,100
Visits to friends and relatives	16,600	54,600	£2,249,400
Other	1,300	6,300	£307,900
Study	0	0	£0
Total	87,900	343,700	£20,748,300

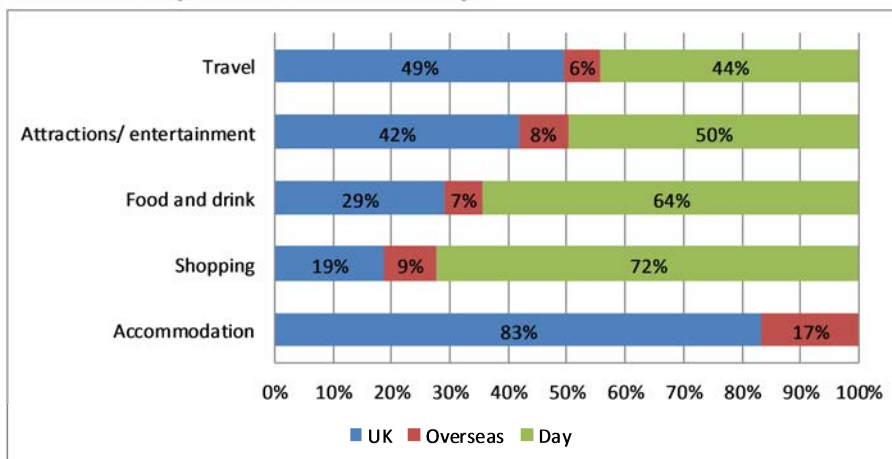
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	464,300	£17,124,100
Countryside visits	1,100	£39,100
Coastal visits	152,100	£3,972,600
Total	617,500	£21,135,800

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£6,274,700	£1,253,500	£0	£7,528,200
Shopping	£2,060,700	£999,200	£7,939,100	£10,999,000
Food & Drink	£3,811,100	£862,900	£8,437,500	£13,111,500
Attractions/ Entertainment	£1,739,200	£351,500	£2,076,400	£4,167,100
Travel	£3,007,400	£388,200	£2,682,700	£6,078,300

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£160,800	£0	£1,667,300	£1,828,200

Total visitor related spend (Direct visitor spend plus other expenditure)

£43,712,300

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	161	4	164
Retailing	36	94	131
Catering	94	170	264
Attractions/entertainment	54	56	110
Transport	18	14	33
Arising from non trip spend	29	0	29
Total Direct	392	338	730

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	730	1,068
Indirect	164	187
Induced	112	127
Total	1,006	1,383

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

St Austell Tourism Summary 2012



St Austell is situated on the south coast in the former local authority area of Restormel within the county of Cornwall. The town has a population of approximately 34,700. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 104 thousand staying visitor trips
- 1.1 million day visits
- £58.3 million direct visitor spend
- £61.1 million total visitor related spend
- 1,700 actual jobs supported by visitor related spend

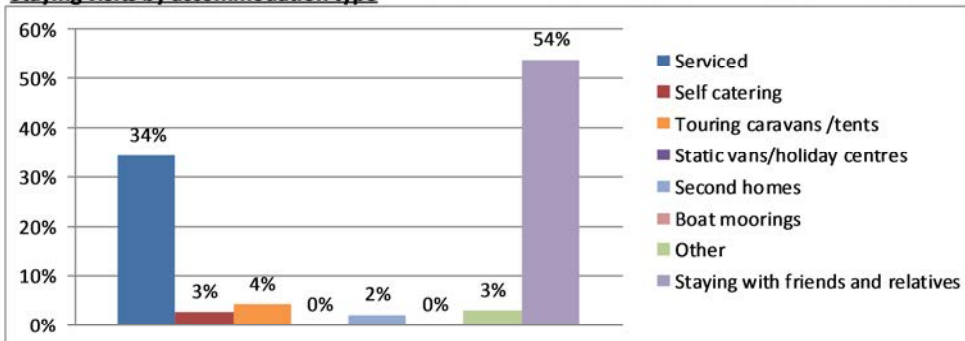
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	46,300	220,400	£10,756,400
Business	25,100	68,200	£4,894,800
Visits to friends and relatives	21,400	58,900	£1,851,700
Other	1,300	6,300	£208,000
Study	0	0	£0
Total	94,100	353,900	£17,710,900

Overseas visitors	Trips	Nights	Spend
Holiday	1,100	6,500	£416,600
Business	3,400	13,000	£1,177,000
Visits to friends and relatives	5,300	39,800	£1,609,900
Other	100	2,100	£141,300
Study	100	3,200	£177,500
Total	10,000	64,600	£3,522,300

All staying visitors	Trips	Nights	Spend
Holiday	47,400	226,900	£11,173,000
Business	28,500	81,200	£6,071,800
Visits to friends and relatives	26,700	98,700	£3,461,600
Other	1,400	8,400	£349,300
Study	100	3,200	£177,500
Total	104,100	418,500	£21,233,200

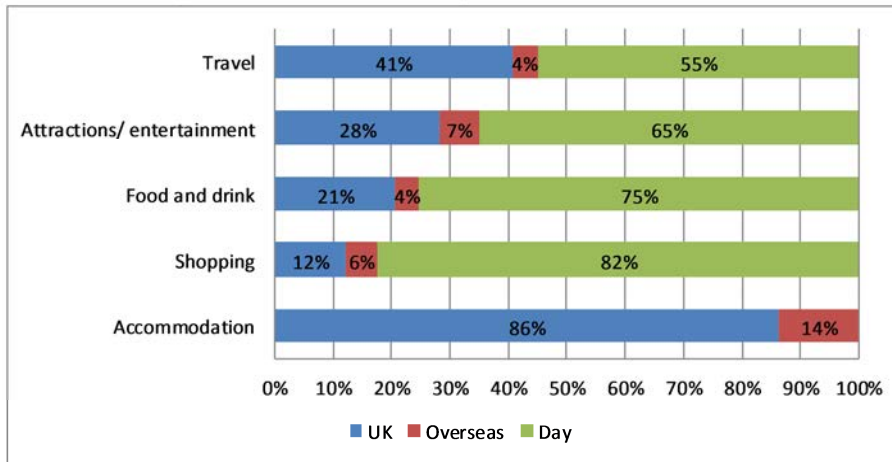
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	782,900	£28,863,300
Countryside visits	101,400	£3,459,700
Coastal visits	181,800	£4,756,000
Total	1,066,100	£37,079,000

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£6,521,600	£1,036,400	£0	£7,558,000
Shopping	£2,047,300	£936,400	£13,831,500	£16,815,200
Food & Drink	£4,073,800	£788,300	£14,791,900	£19,654,000
Attractions/ Entertainment	£1,700,800	£400,100	£3,904,800	£6,005,700
Travel	£3,367,300	£361,100	£4,550,800	£8,279,200

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£98,900	£0	£2,671,600	£2,770,500

Total visitor related spend (Direct visitor spend plus other expenditure)

£61,082,700

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	145	6	150
Retailing	32	147	179
Catering	88	267	354
Attractions/entertainment	48	93	142
Transport	18	22	40
Arising from non trip spend	44	0	44
Total Direct	375	534	909

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	909	1,328
Indirect	210	239
Induced	140	159
Total	1,259	1,727

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

St Ives Tourism Summary 2012



St Ives is situated in the west of Cornwall on the north coast in the former local authority area of Penwith. The town has a population of approximately 11,400. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- **217 thousand staying visitor trips**
- **540 thousand day visits**
- **£85.8 million direct visitor spend**
- **£86.8 million total visitor related spend**
- **2,850 actual jobs supported by visitor related spend**

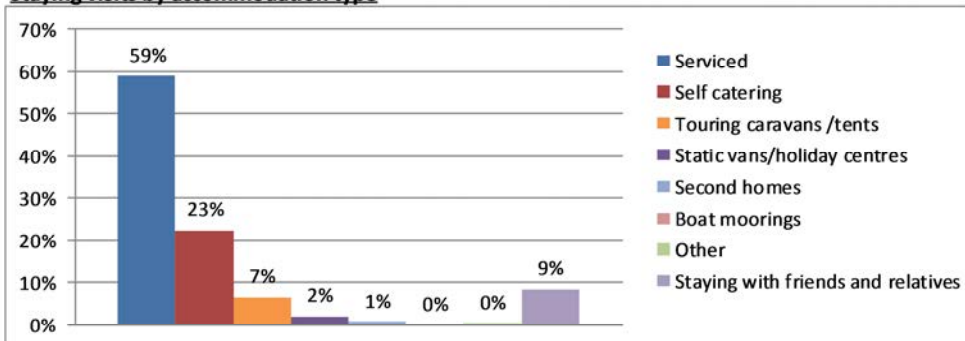
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	166,400	772,800	£52,849,200
Business	14,000	36,400	£3,673,000
Visits to friends and relatives	7,100	18,900	£831,500
Other	2,600	12,300	£567,200
Study	0	0	£0
Total	190,100	840,400	£57,921,000

Overseas visitors	Trips	Nights	Spend
Holiday	21,100	91,900	£7,780,300
Business	3,200	9,300	£1,100,300
Visits to friends and relatives	1,800	9,800	£518,400
Other	400	3,300	£289,900
Study	0	0	£0
Total	26,500	114,200	£9,688,900

All staying visitors	Trips	Nights	Spend
Holiday	187,500	864,700	£60,629,500
Business	17,200	45,700	£4,773,300
Visits to friends and relatives	8,900	28,700	£1,349,900
Other	3,000	15,600	£857,100
Study	0	0	£0
Total	216,600	954,600	£67,609,900

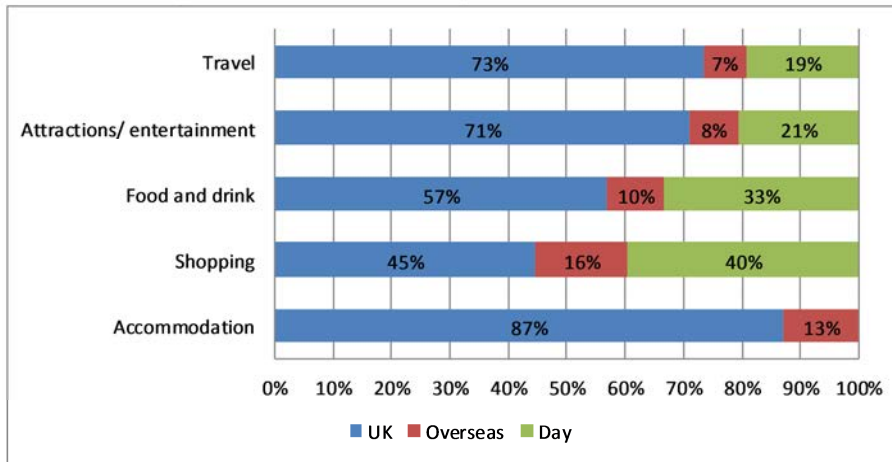
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	371,300	£13,694,800
Countryside visits	3,800	£131,400
Coastal visits	169,000	£4,415,800
Total	544,100	£18,242,000

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£22,164,200	£3,300,100	£0	£25,464,300
Shopping	£7,325,500	£2,586,000	£6,492,800	£16,404,300
Food & Drink	£12,683,400	£2,143,200	£7,437,900	£22,264,500
Attractions/Entertainment	£6,237,000	£727,400	£1,810,100	£8,774,500
Travel	£9,510,800	£932,200	£2,501,100	£12,944,100

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£85,700	£0	£889,000	£974,700

Total visitor related spend (Direct visitor spend plus other expenditure)

£86,826,600

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	544	3	547
Retailing	118	77	195
Catering	298	150	448
Attractions/entertainment	179	48	228
Transport	56	13	70
Arising from non trip spend	15	0	15
Total Direct	1,211	292	1,502

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	1,502	2,210
Indirect	377	430
Induced	188	214
Total	2,067	2,854

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.

Truro Tourism Summary 2012



Truro is the county capital of Cornwall situated in the former local authority area of Carrick. The town has a population of approximately 19,100. Tourism plays a significant role in the local economy as is demonstrated by the estimates provided in this summary sheet.

Tourism key facts

- 52 thousand staying visitor trips
- 873 thousand day visits
- £42.2 million direct visitor spend
- £44.6 million total visitor related spend
- 1,200 actual jobs supported by visitor related spend

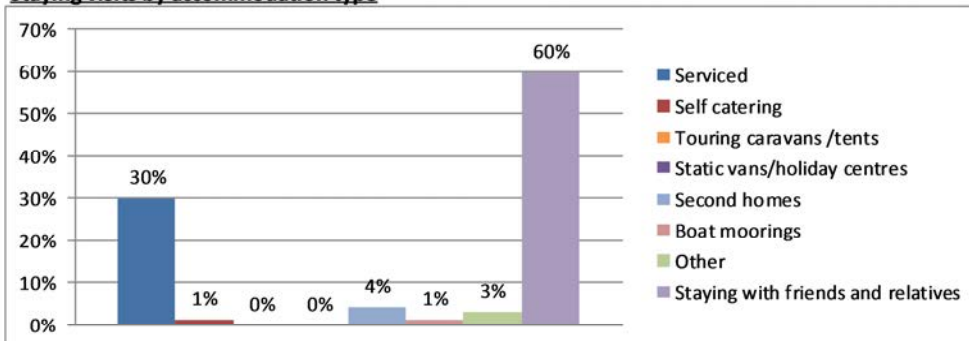
Staying visits by purpose

UK visitors	Trips	Nights	Spend
Holiday	14,000	70,400	£3,699,300
Business	8,100	23,700	£1,823,100
Visits to friends and relatives	20,500	59,500	£2,015,400
Other	4,200	21,200	£752,200
Study	0	0	£0
Total	46,900	174,800	£8,290,000

Overseas visitors	Trips	Nights	Spend
Holiday	1,700	10,200	£581,500
Business	1,000	3,600	£295,300
Visits to friends and relatives	1,500	11,700	£422,000
Other	500	7,200	£421,800
Study	0	0	£0
Total	4,700	32,800	£1,720,600

All staying visitors	Trips	Nights	Spend
Holiday	15,700	80,600	£4,280,800
Business	9,100	27,300	£2,118,400
Visits to friends and relatives	22,000	71,200	£2,437,400
Other	4,700	28,400	£1,174,000
Study	0	0	£0
Total	51,600	207,600	£10,010,600

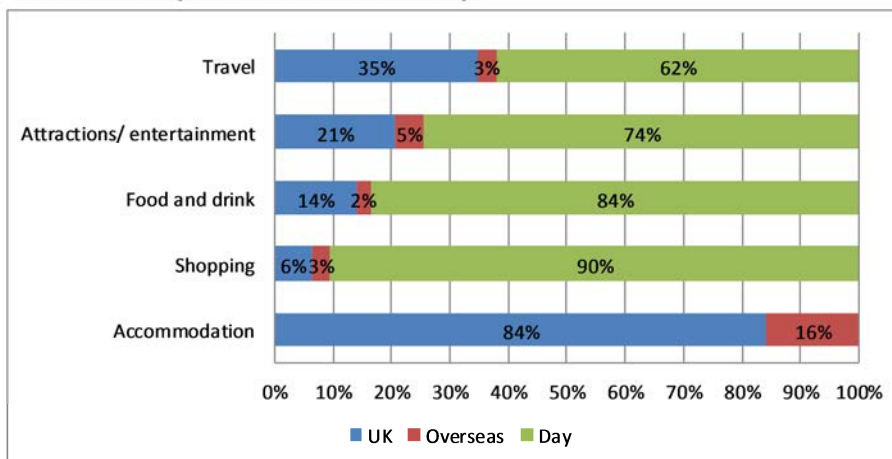
Staying visits by accommodation type



Tourism day visits by location

Day visits	Trips	Spend
Urban visits	869,200	£32,045,600
Countryside visits	3,800	£131,200
Coastal visits	0	£0
Total	873,000	£32,176,800

Breakdown of expenditure associated with trips



Expenditure	UK	Overseas	Day	Total
Accommodation	£2,745,600	£514,500	£0	£3,260,100
Shopping	£1,009,200	£485,000	£14,120,600	£15,614,800
Food & Drink	£1,998,400	£356,300	£11,954,200	£14,308,900
Attractions/ Entertainment	£861,900	£207,200	£3,107,000	£4,176,100
Travel	£1,675,000	£157,600	£2,995,000	£4,827,600

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.

Estimated spend	Second homes	Boats	Friends & relatives	Total
	£111,300	£120,000	£2,206,600	£2,437,800

Total visitor related spend (Direct visitor spend plus other expenditure)

£44,625,200

Tourism related employment (FTE's)

Direct employment by business sector	Staying	Day	Total
Accommodation	58	4	62
Retailing	15	139	154
Catering	39	200	239
Attractions/entertainment	23	69	92
Transport	8	13	22
Arising from non trip spend	39	0	39
Total Direct	182	426	607

Direct jobs are those in businesses in receipt of visitor spending.

All employment related to visitor spending	FTE's	Actual
Direct	607	886
Indirect	143	163
Induced	150	171
Total	900	1,219

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

Indirect employment arises as a result of expenditure by businesses in direct receipt of visitor expenditure on the purchase of goods and services for their businesses.

Induced jobs are those that are supported by the spending of wages by employees in direct and indirect jobs.