
The Economic Impact of Tourism Brighton & Hove 2016

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**TOURISM
SOUTH EAST**

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1. Summary of results

1.1 Introduction

This report contains the findings of a study commissioned by Brighton & Hove City Council. Undertaken by Tourism South East the overall aim of the research is to provide indicative estimates for the volume, value and resultant economic impact of tourism on the destination.

The research involved the application of the Cambridge Tourism Economic Impact Model or 'Cambridge Model'; a computer-based model developed by Geoff Broom Associates and the Regional Tourist Boards of England in the late 1990s.

The methodology used to collect data for both domestic day visits and overnight stays in 2016 has changed from the methodology used in previous years. This means that data cannot be directly compared between 2016 and previous years for both number of visits and spend. Comparisons have been shown throughout this report to provide some broad comparisons, however caution should be used when interpreting any direct year-on-year comparisons.

1.2 National & regional overview

Trips by domestic overnight visitors						
	South East			England		
	2016	2015	% change	2016	2015	% change
Trips	18,410,000	17,040,000	8%	99,300,000	102,730,000	-3%
Nights	48,530,000	45,560,000	7%	288,000,000	299,570,000	-4%
Spend	£2,816m	£2,570m	10%	£18,500m	£19,571m	-6%
Trips by overseas overnight visitors						
	South East			England		
	2016	2015	% change	2016	2015	% change
Trips	5,210,000	5,141,000	1%	32,970,000	31,820,000	4%
Nights	36,300,000	37,350,000	-3%	245,700,000	241,427,000	2%
Spend	£2,210m	£2,242m	-1%	£19,690m	£19,427m	1%
Trips by day visitors						
	South East			England		
	2016	2015	% change	2016	2015	% change
Trips	242,000,000	248,000,000	-2%	1,557,000,000	1,493,000,000	4%
Spend	£8,602m	£7,621m	13%	£53,534m	£53,385m	0%
Total trips						
	South East			England		
	2016	2015	% change	2016	2015	% change
Trips	265,620,000	270,181,000	-2%	1,689,270,000	1,627,550,000	4%
Spend	13,628,000,000	12,433,000,000	10%	91,724,000,000	92,383,000,000	-1%

- Results from GBTS reveal that 99.3 million domestic overnight trips were taken in England in 2016, a decrease by 3% compared with 2015. The value of domestic overnight trips decreased by 6%, from £19.6 billion to £18.5 billion in 2016.
- The volume and value of domestic overnight trips in the South East outperformed the national trends, with trips increasing by 8% from 2015 to 2016 and expenditure increasing by 10%.
- According to results from IPS, overseas visitors made a total of 32.97 million overnight trips in England in 2016, an increase of 4% compared with 2015. Trip expenditure increased by 1% at the national level.
- Overseas visitor trip volume was marginally up for the South East region by 1% in 2016, with both nights and spending marginally down, by 3% and 1% respectively.
- Figures published in the Great Britain Day Visits Survey (2016) indicate that there were 1.56 billion Tourism Day Visits undertaken in England during 2016, up 4% compared to 2015. Day trip expenditure remained at similar levels to 2015.
- The South East region saw a fall in tourism day trips in 2016 compared to 2015 by 2%, however expenditure increased by 13%.

1.3 Volume and value of trips in Brighton & Hove

Recent trends for Brighton & Hove show a good year-on-year increase in tourism value, with a 6.4% increase in trips and a 3.2% increase in expenditure compared to 2015.

Overall, an estimated 1,607,000 staying trips were spent in Brighton & Hove in 2016, of which around 1,228,000 were made by domestic visitors and 379,000 by overseas visitors. Compared to 2015, total overnight trip volume increased by 10.4%.

Overnight trips resulted in an estimated 5,021,000 visitor nights spent in Brighton & Hove in 2016, up by 0.5% compared to 2015.

Staying visitors spent in total £533 million on their trip, up by 1.4% compared to 2015. Domestic overnight trip spend fell slightly by 1.1% whilst overseas visitor trip spend increased by 4.1%.

2016 also saw an increase in tourism day trips with 9.6 million trips made in 2016, up by 5.8% from 2015 with spend increasing by 6.2% to £353 million.

Total expenditure by visitors to Brighton & Hove is estimated to have been in the region of £885.9 million in 2016, an increase of 3.2% compared to 2015. Once adjustments are made to recognise that some of this expenditure took place outside Brighton & Hove (e.g. some travel expenditure), total trip expenditure is reduced to £822 million.

However, expenditure on second homes and on goods and services purchased by friends and relatives visitors were staying with, or visiting, generated a further £33.3 million in trip related expenditure in 2015.

The £822 million trip expenditure and £33.3 million additional trip-related expenditure translated to **£855.3 million** worth of direct income for local businesses (an increase of 1.1% compared to 2015).

With multiplier effects, the direct turnover is increased to almost **£1.165 billion in total turnover** as a result of a further £309.3 million being generated through indirect and induced effects, an increase of 1.1% compared to 2015.

Total turnover generated by tourism in 2016 supported approximately **15,983 FTE jobs and 21,760 Actual Jobs** (where seasonal and part-time jobs are counted separately) across Brighton & Hove. These jobs are spread across the travel/transport, hospitality, leisure, and retail sectors.

According to labour market statistics there are 152,900 employee jobs in Brighton & Hove. Based on the analysis of this study, around 14% of these jobs are supported by tourism generated turnover.

2. Methodology

The Cambridge Model

The Cambridge Model is essentially a computer-based spreadsheet model that produces estimates from existing national and local information (e.g. accommodation stocks, inbound trips) of the level of tourism activity within a given local area. The volume of visits are translated into economic terms by estimating the amount of spending by visitors based on their average spend per trip. In turn, the impact of that spending can be translated to estimate the effects in terms of business turnover and jobs.

The standard measures generated in this Model are: the total amount spent by visitors, the amount of income for local residents and businesses created by this spending, and the number of jobs supported by visitor spending.

As the Model utilises a standard methodology capable of application throughout the UK, it offers the potential for direct comparisons with similar destinations throughout the country.

The basic process of estimation used can be divided into three parts:

- visitor trips and visitor spending at a regional/county level derived from national survey sources (county/City).
- local supply data on accommodation, attractions and other factors specific to the destination.
- the use of multipliers derived from business surveys in England to estimate full time equivalent and actual jobs generated by visitor spending in the area.

In its standard form, the Cambridge Model uses a range of local data including details of accommodation stock, local occupancy rates, population, employment and local wage rates. It applies this locally sourced information to regional estimates of tourism volume and expenditure derived from the following national surveys:

- Great Britain Tourism Survey
- International Passenger Survey
- Great Britain Day Visits Survey
- Census of Employment
- Census of Population
- Annual Survey of Hours and Earnings

The sophistication of the economic impact estimates will depend on the availability of detailed reliable local information to supplement national and regional data sources. Where such data is available from local surveys, then local variations can be explicitly included.

3. Tables of Results

3.1 Overnight trips by accommodation

	UK	%	Overseas	%	Total	%
Serviced	663,000	54%	244,000	64%	907,000	56%
Non-serviced	36,000	3%	6,000	2%	42,000	3%
Group/campus	13,000	1%	37,000	10%	50,000	3%
Second homes	2,000	0%	1,000	0%	3,000	0%
Boat moorings	7,000	1%	0	0%	7,000	0%
Paying guests	0	0%	20,000	5%	20,000	1%
VFR home	508,000	41%	71,000	19%	579,000	36%
2016	1,228,000		379,000		1,607,000	
2015	1,069,000		387,000		1,456,000	
	14.9%		-2.1%		10.4%	

	UK	%	Overseas	%	Total	%
Serviced	1,330,000	48%	1,009,000	44%	2,339,000	47%
Non-serviced	112,000	4%	77,000	3%	189,000	4%
Group/campus	72,000	3%	219,000	10%	291,000	6%
Second homes	23,000	1%	29,000	1%	52,000	1%
Boat moorings	30,000	1%	0	0%	30,000	1%
Paying guests in private houses	0	0%	168,000	7%	168,000	3%
VFR home	1,178,000	43%	773,000	34%	1,951,000	39%
2016	2,745,000		2,276,000		5,021,000	
2015	2,726,000		2,268,000		4,994,000	
	0.7%		0.4%		0.5%	

	UK	%	Overseas	%	Total	%
Serviced	£193,567,000	71%	£167,147,000	64%	£360,714,000	68%
Non-serviced	£5,957,000	2%	£5,892,000	2%	£11,849,000	2%
Group/campus	£3,737,000	1%	£14,403,000	6%	£18,140,000	3%
Second homes	£1,340,000	0%	£2,515,000	1%	£3,855,000	1%
Boat moorings	£1,486,000	1%	£0	0%	£1,486,000	0%
Paying guests in private houses	£0	0%	£10,888,000	4%	£10,888,000	2%
VFR home	£66,080,000	24%	£60,185,000	23%	£126,265,000	24%
2016	£272,167,000		£261,030,000		£533,197,000	
2015	£275,119,000		£250,836,000		£525,955,000	
	-1.1%		4.1%		1.4%	

3.2 Tourism day trips

	Trips	Spend
2016	9,627,800	£352,743,300
2015	9,100,000	£332,150,000
	5.8%	6.2%

3.3 Total trips and expenditure

	Trips	Expenditure
2016	11,234,800	£885,940,300
2015	10,556,000	£858,105,000
	6.4%	3.2%

3.4 Sector breakdown of visitor expenditure

	UK tourists		Overseas tourists		Day visitors		Total	
	£	%	£	%	£	%	£	%
Accommodation	£90,309,000	33%	£79,143,000	30%	£0	0%	£169,452,000	19%
Shopping	£38,200,000	14%	£75,877,000	29%	£159,087,000	45%	£273,164,000	31%
Food and drink	£60,905,000	22%	£52,976,000	20%	£124,166,000	35%	£238,047,000	27%
Attractions/entertainment	£30,500,000	11%	£30,188,000	12%	£34,216,000	10%	£94,904,000	11%
Travel	£52,253,000	19%	£22,847,000	9%	£35,274,000	10%	£110,374,000	12%
Total 2016	£272,167,000		£261,031,000		£352,743,000		£885,941,000	
Total 2015							£845,766,000	
							4.8%	£794,090,000

3.5 Direct business turnover derived from tourism related expenditure

	Staying tourists		Day visitors		Total	
Accommodation	£171,730,000	34%	£2,338,000	1%	£174,068,000	21.2%
Retail	£112,936,000	22%	£148,302,000	47%	£261,238,000	31.8%
Catering	£110,465,000	22%	£113,409,000	36%	£223,874,000	27.2%
Attraction/entertainment	£62,968,000	13%	£34,886,000	11%	£97,854,000	11.9%
Transport	£45,060,000	9%	£19,929,000	6%	£64,989,000	7.9%
Total 2016 ⁽¹⁾	£503,159,000		£318,864,000		£822,023,000	
Other expenditure ⁽²⁾	£33,308,000		£0		£33,308,000	
Direct turnover 2016	£536,467,000		£318,864,000		£855,331,000	
Direct turnover 2015	£519,382,000		£340,800,000		£860,182,000	
% change	3.3%		-6.4%		1.1%	

⁽¹⁾ Adjustments have been made to visitor expenditure by sector to recognise that some spending on retail and food and drink will fall within attractions or accommodation establishments. A small proportion of day trip spend will also fall into 'Accommodation' where day visitors have eaten in restaurants/bars of hotels. Furthermore, it is assumed that 40% of travel expenditure occurs outside the destination

⁽²⁾ Apart from the spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is staying with will also take place. Moreover, owners of second homes/boats will spend some money on maintenance, repair. Data is only available for additional expenditure made related to overnight trips.

3.6 Total business turnover derived from tourism related expenditure

Direct	£855,331,000
Supplier and income induced ⁽³⁾	£309,298,000
Total 2016	£1,164,629,000
Total 2015	£1,152,291,000
% change	1.1%

⁽³⁾ Multipliers are used to estimate the additional revenue generated through the initial round of visitor expenditure

3.7 Employment supported by tourism and related expenditure

	2016	2015	% change
FTE Jobs	15,983	15,683	1.9%
Actual Jobs	21,760	21,374	1.8%

	Total
Total labour force in Brighton & Hove ⁽⁴⁾	152,900
Tourism employment ⁽⁵⁾	21,760
Tourism proportion	14%

⁽⁴⁾ Total labour force is based on all employees incl. part-time working in Brighton & Hove (excludes government-supported trainees and HM Force and self-employment). The information comes from the Business Register and Employment Survey (BRES) an employer survey conducted by ONS in December of each year.

⁽⁵⁾ Jobs supported by tourism expenditure across a number of sectors in Brighton & Hove

Glossary of terms

Actual Jobs

Many jobs are seasonal or part-time in their nature in the tourism sector, so an adjustment is made to calculate the actual number of jobs from the number of FTEs. The adjustment made is based on the findings of surveys of tourism related businesses, and national employment surveys.

Annual Business Inquiry (ABI)

This is the main government survey of companies in the UK. It is conducted in two parts: one dealing with employment, the other with financial information.

Annual Survey of Hours and Earnings

The AHSE Survey provides information on wage levels by industry sector and occupation. The main strength of the AHSE is its large sample size. It is based on a 1% sample of employees who are members of PAYE. The coverage of full-time adult employees is virtually complete, and consequently the survey is representative of hours worked for full-time employees on adult rates of pay (although the survey is currently not weighted). The coverage of part-time employees is not comprehensive, as some part-time workers will have earnings below the income tax threshold. The AHSE is the best source for estimating full time earnings.

Direct jobs

Jobs directly generated in those local businesses in which visitors spend money, i.e. hotels, catering establishments.

Economic multiplier

Multipliers are used to estimate the economic impact of visitor expenditure. Visitor expenditure produces three effects. Direct effects are changes in the business sector directly receiving visitor expenditure. For instance, visitors staying in a hotel will directly increase revenue and the number of jobs in the hotel sector. Indirect effects are the changes in supplier businesses. For example, these indirect effects would be hotels purchasing more linen from local suppliers as a result of increased business. Induced effects are changes in local economic activity resulting from household spending. For instance, employees of the hotel and linen supplier spend their wages in the local area, resulting in more sales, income and jobs in the area.

Full Time Equivalent Jobs (FTE)

For the purposes of the Model, a FTE is defined by the average annual salary plus employment costs in the sector concerned.

Indirect jobs

Jobs created locally due to the purchases of goods and services by businesses benefiting from visitor expenditure, i.e. jobs with local suppliers.

Induced jobs

Jobs created throughout the local economy because employees employed due to visitor expenditure spend their wages locally on goods and services such as food, clothing and housing.

International Passenger Survey (IPS)

The International Passenger Survey is conducted by Office for National Statistics and is based on face-to-face interviews with a sample of passengers travelling via the principal airports, sea routes and the Channel Tunnel, together with visitors crossing the land border into Northern Ireland. Around 210,000 interviews are undertaken each year. IPS provides headline figures, based on the county or unitary authority, for the volume and value of inbound trips to the UK.

Labour Force Survey (LFS)

The LFS is a household panel survey, continuous since 1992, with results produced each quarter. It has a sample of approximately 60,000 households. The LFS is the government's largest continuous household survey and participation in the survey is voluntary. LFS data is weighted to enable the population estimates to be produced. The weighting also attempts to compensate for differential non-response among different subgroups in the population. LFS is designed to provide information on the UK labour market that can be used to develop, manage and evaluate labour market.

'Other-trip' Expenditure

Apart from the spending associated with the individual trips, additional spending by non-visitors, e.g. friends and relatives with whom the visitor is visiting and/or staying with will also take place. Moreover, owners of second homes/boats will spend some money on maintenance, repair.

Great Britain Tourism Survey (GBTS)

The Great Britain Tourism Survey is undertaken for VisitBritain and is based on 1,000,000 telephone interviews per each year. It provides basic headline data on the volume and value of domestic tourism at a national, regional and county level.

Staying trips

Staying trips comprise a visit which involves a stay away from home of at least one night. The study measures trips, rather than visitors as one visitor may make multiple trips to an area in a given period.

Great Britain Day Visits Survey (GBDVS)

Great Britain Day Visits Survey is undertaken for VisitBritain and is based on an annual sample of c. 35,000 adults in Great Britain. It measures a range of aspects of day-visits made to all areas of Great Britain.

Tourism day trips

Day trips are defined as a visit to and from home for leisure purposes, undertaken on an irregular basis and lasting a minimum of three hours. The report excludes trips undertaken for business or study purposes, as these are not covered by the Leisure Day Visits Survey methodology. The definition of day trips adopted by this study is that used by the Department of Culture, Media and Sport.

United Kingdom Occupancy Survey (UKOS)

As part of the EU Directive on Tourism Statistics adopted in 1995, the UK must report regularly on a specified range of statistics to Eurostat, the official statistical office of the European Union. Included in these statistics are monthly occupancy rates for UK serviced accommodation. The responsibility for providing this data lies with the four National Tourist Boards, and across England the survey is undertaken by the Regional Tourist Boards. A sample of establishments is recruited to the survey and asked to complete a data form each month, giving details of their nightly occupancy. The data form is processed and analysed to produce monthly occupancy rates for the whole of the area and for specific categories of type, size, location etc.

VFR Trips

VFR trips are defined as a visit where the main purpose is visiting friends and relatives. Whilst many trips to visit friends and relatives will be accommodated in the homes of these friends/ relatives, some will make use of other forms of accommodation. It should be also noted that other forms of trip, for instance for holiday or business purposes may stay with friends and relatives rather than in commercial accommodation.