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TOURISM KEY HEADLINE FIGURES FOR CHICHESTER DISTRICT 2011

The relative performance of the destination over the period 2002 to 2011

(The years for which data is available)

Note: 2002 to 2005 figures used the mathematical assessment model "STEAM" (Scarborough Tourism Economic Assessment Model). From 2006 a switch was made to the Cambridge Model to allow direct inter-regional comparisons to be made. Unfortunately it is not possible to compare STEAM's "tourist numbers" (nor spend) with Cambridge's "tourist trips" and spend, as many tourists will make more than one trip. Figures from 2009 include new data derived from holiday parks on the Manhood Peninsula. 2011 data is taken from Visit England's Destination Intelligence System.

	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
STAYING TRIPS number (millions) x	x	x	x	0.667	0.675	0.637	0.892	1.001	1.15	1.20
STAYING TRIP SPEND (£millions)	x	x	x	x	129.8	130.3	135.9	177.5	181.4	184.6
DAY TRIPS number (millions)	x	x	x	x	4.8	5.0	5.1	5.4	5.6	5.3
DAY TRIP SPEND (£millions)	x	x	x	x	159.1	162.3	164.7	176.7	180.4	179.1
TOTAL TOURIST TRIPS (millions)	2.9	3.0	3.5	3.5	5.4	5.7	5.7	6.2	6.6	6.5
TOTAL TOURISM VALUE* (£millions)	104.5	114.5	153.5	150.5	371.5	375.6	384.4	451.5	458.9	459.9
F T E JOBS SUPPORTED	2223	2347	2950	2878	5889	5955	6094	6578	6580	6585
ACTUAL JOBS SUPPORTED	x	x	x	x	8167	8277	8470	9067	9100	9110

* Including Direct/Indirect trip expenditure, multiplier and induced effects

The continued effects of the global economic downturn and a sustained period of austerity in the UK following a 16 year period of unbroken gross domestic product (GDP) growth began in 2009 and remained the most significant development affecting the industry in 2011.

First identified in 2009 “staycation” was a feature of the turnaround of the UK tourism industry and although less prominent than in 2010 this is continued in 2011.

Value & Volume of Tourism

- Overall, an estimated 1,200,000 staying trips were spent in Chichester District in 2011, of which around 1,129,800 were made by domestic visitors (94%) and 70,200 by overseas visitors (6%). **Staying trips result in an estimated 3.58 million bed nights in Chichester District.**
- In 2011 the significant regional increase in the volume of domestic self catering, camping and caravanning holidays taken by British holidaymakers in 2010 continued. With a significant volume of holiday, camping and caravan parks in the District, Chichester continues to be a popular location for domestic holidays.
- Approximately 5.34 million tourism day trips were made to Chichester District (lasting more than 3 hours and taken on an irregular basis) in 2011 generating a further £179.4 million expenditure.
- Across the District room occupancy in commercial accommodation rose by 6% compared with 2010 but income rose by less than 2%.
- As the largest commercial accommodation sector in the District, it is estimated that around 45% of all staying or overnight trips taken to the District were accommodated in holiday park, camping or caravan (static and touring) accommodation, a small increase of 1% against 2010.
- Around a third (34%) all overnight trips involved staying in serviced accommodation (hotels, B&Bs and Guest-houses), a decrease of 4% against 2010.
- 20% of all overnight trips were accommodated in the homes of friends and relatives. Around 1% of all overnight trips involved staying on boats/yachts. Similar volumes of overnight trips (1%) involved staying in second homes, in youth hostels, on campus and in private lodgings.

- Holidays were the most important purposes of trip for domestic visitors. It is estimated that 90% of all domestic overnight trips were holiday related; a further 7% were VFR trips and 3% were business related.
- In 2011 Visitor Attraction visitor numbers increased by 2% and prices increased by an average of 9% compared with 2010.
- Purpose of trip was more mixed for overseas visitors; holidays were the most dominant purpose, but sizeable numbers of overseas visitors were visiting for business purposes or to see friends/relatives. Overseas visitors were also more likely to be combining a visit with a number of purposes, such as combining a business trip with a leisure holiday trip.

Economic Impact and Employment Sustained

- Total expenditure by visitors to Chichester is estimated to have been in the region of £363,600,000 in 2010.
- Once adjustments are made to recognise that some of this expenditure will take place outside the District (e.g. it is estimated that around 40% of expenditure on travel such as the purchase of petrol, coach and train fares, will be made at source of origin or on-route), total direct visitor expenditure is reduced to £350,600,000.
- Additional tourism expenditure is however, generated by other sources, increasing the total amount of money spent in the District. It is estimated that expenditure on second homes and on goods and services purchased by friends and relatives visitors were staying with, or visiting, generated a further £112,800,000 expenditure in 2011.
- **The £350.6 million trip expenditure and £112.8 million additional tourism related expenditure, direct, indirect and induced effects (multiplier impacts) translated to £463,400,000 worth of income for local businesses.**
- **This level of turnover sustains approximately 6,585 FTE jobs or 9,150 actual jobs if all part-time and seasonal jobs are included across the District across a number of sectors.**
- The Office of National Statistics employment figures drawn from the Annual Business Inquiry shows that **5,100 jobs (full-time and part-time) in Chichester are in tourism and tourism-related businesses, representing 10% of all employee jobs in the district.**

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