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Visit Herts

VISIT HERTS

Economic Impact of Tourism

Watford - 2020 Results

February 2022

Contents	Page

Introduction and Contextual Analysis	3
Headline Figures	6
Volume of Tourism	8
Staying Visitors in the county context	9
Staying Visitors - Accommodation Type	10
Trips by Accommodation	
Nights by Accommodation	
Spend by Accommodation	
Staying Visitors - Purpose of Trip	11
Trips by Purpose	
Nights by Purpose	
Spend by Purpose	
Day Visitors	12
Day Visitors in the county context	12
Value of Tourism	13
Expenditure Associated With Trips	14
Direct Expenditure Associated with Trips	
Other expenditure Associated with tourism activity	
Direct Turnover Derived From Trip Expenditure	
Supplier and Income Induced Turnover	
Total Local Business Turnover Supported by Tourism Activity	
Employment	16
Direct	17
Full time equivalent	
Estimated actual jobs	
Indirect & Induced Employment	17
Full time equivalent	
Estimated actual jobs	
Total Jobs	18
Full time equivalent	
Estimated actual jobs	
Tourism Jobs as a Percentage of Total Employment	18
Appendix I - Cambridge Model - Methodology	20

Introduction

This report examines the volume and value of tourism and the impact of visitor expenditure on the local economy in 2020 and provides comparative data against the previously published data for Hertfordshire (2019).

Destination Research was commissioned by Visit Herts to produce 2020 results based on the latest data from national tourism surveys and regionally/locally based data. The results are derived using the Cambridge Economic Impact Model.

In its basic form, the model distributes regional activity as measured in national surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level. Whenever possible, results have been enhanced by building in additional local-level data gathered by the districts. See Appendix I for further details.

Contextual analysis

Covid-19: Summary of national lockdown laws between March and December 2020.

- **Phase one: first national lockdown -** England was in national lockdown between late March and June 2020. Non-essential shops re-opened on 15 June.
- **Phase two: minimal lockdown restrictions -** Most lockdown restrictions were lifted on 4 July. The Eat Out to Help Out scheme was introduced on 3 August.
- **Phase three: reimposing restrictions -** On 14 September, England's gathering restriction was tightened. People were once again prohibited from meeting more than six people socially. There is a return to working from home and a 10pm curfew for the hospitality sector.
- **Phase four: second national lockdown -** A new-three-tier system of restrictions begins on 14 October and, on 5 November, national restrictions were reintroduced in England.
- **Phase five: reintroducing a tier system -** On 2 December, the tier system was reintroduced. Tier 4 restrictions come into force in London and parts of the Southeast on 21 December.

Covid-19 – Summary of impacts on the visitor economy for 2020

- Our analysis assumes a ten-week lockdown ending at the start of July and with very limited activity. It then assumes a period in July – September when businesses start to open but social distancing remains in place and tourism spend remains well below pre-COVID levels, dipping again in November.
- Parts of the tourism industry reopened in time for the main summer school holiday window, from late July through to early September, picking up on the shoulder months of late September through to the end of October, including the October half term.

Cambridge Model 2020 results – Key methodology changes

The Cambridge Model examines the volume and value of tourism and the impact of that expenditure on the local economy. The model utilises information from national tourism surveys among other sources of information. The main national surveys used as data sources in stage one include:

- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day visits in the annual Great Britain Day Visits Survey using information on visits lasting more than 3 hours and taken on an irregular basis.

The above reports are not specifically designed to produce highly accurate results at sub-regional level. In order to improve the accuracy of results we usually apply a 3-year rolling average to this data to highlight longer-term trends, whilst helping smooth out short-term market fluctuations and reducing the impact of any methodological changes affecting the survey. For example, published results relating to 2019 were, in fact, an average of 2017, 2018 and 2019 results.

The ongoing Covid-19 pandemic has caused global disruption to the visitor economy with activity re-starting at a slow pace. There is a consensus that tourism recovery will be segmented and gradual. In order to reflect the impact of the pandemic, the 2020 results will incorporate the following methodological changes:

- The 2020 results for the three key surveys (GBTS, IPS and GBDVS) were suspended in March 2020 because of the coronavirus (Covid-19) pandemic. No data was collected for the period when the surveys were not operational.
- The full 2020 results presented in this report are based on a range of administrative sources and modelling work, using the published 2019 Cambridge Model data as a starting point.
- Locally sourced data supplied by destinations including (but not limited to) local business performance (e.g. accommodation occupancy), car parking data, annual footfall and visits to visitor attractions).
- Consumer travel insights published by STR, Deloitte, CBI and Oxford / Tourism Economics.
- Domestic tourism estimates produced by VisitBritain for each of the four journey purposes for domestic overnight tourism (holidays, business, visiting friends and relatives and miscellaneous journeys), 17 categories of spending for leisure day trips.
- Overseas visits estimates based on results of the International Passenger Survey (IPS), published by the ONS (Office for National Statistics) as well as additional administrative sources and modelling work carried out by VisitBritain.

Additional Methodology Changes

SEASONALITY: The Cambridge Model template produces annual (calendar year) results. Additional template development work will be required to add a monthly breakdown analysis. Based on a multi-year seasonality analysis data from the key surveys (GBTS, IPS and GBDVS), our modelling will assume a level of tourism activity on a monthly basis depending on the type of destination. Costal destinations are likely to be affected by higher levels of seasonality compared to rural destinations. Urban areas will be the least affected by seasonality.

TRIPS AND WEIGHTING FACTORS: Our model uses a set of weighting factors to reflect the fact that urban areas attracted proportionately higher levels of expenditure from day trippers due to the shopping opportunities, whereas coastal and rural areas experienced an increase in the proportion of all visits compared to 2019, but lower levels of spend, and a proportionately stronger overnight visitor market, due to the availability of self-catering accommodation and the wider offer of socially distanced holidays.

INTERVENTIONS: Our assessment will take into account the impact of interventions such as the 'Eat Out to Help Out' scheme, the visit local / shop local campaign or the 'We're Good to Go' assurance scheme. However, please note that due to limited sources of information available to us our assessment will not be detailed enough to identify specific effects to the results that can be directly attributable to the above interventions.

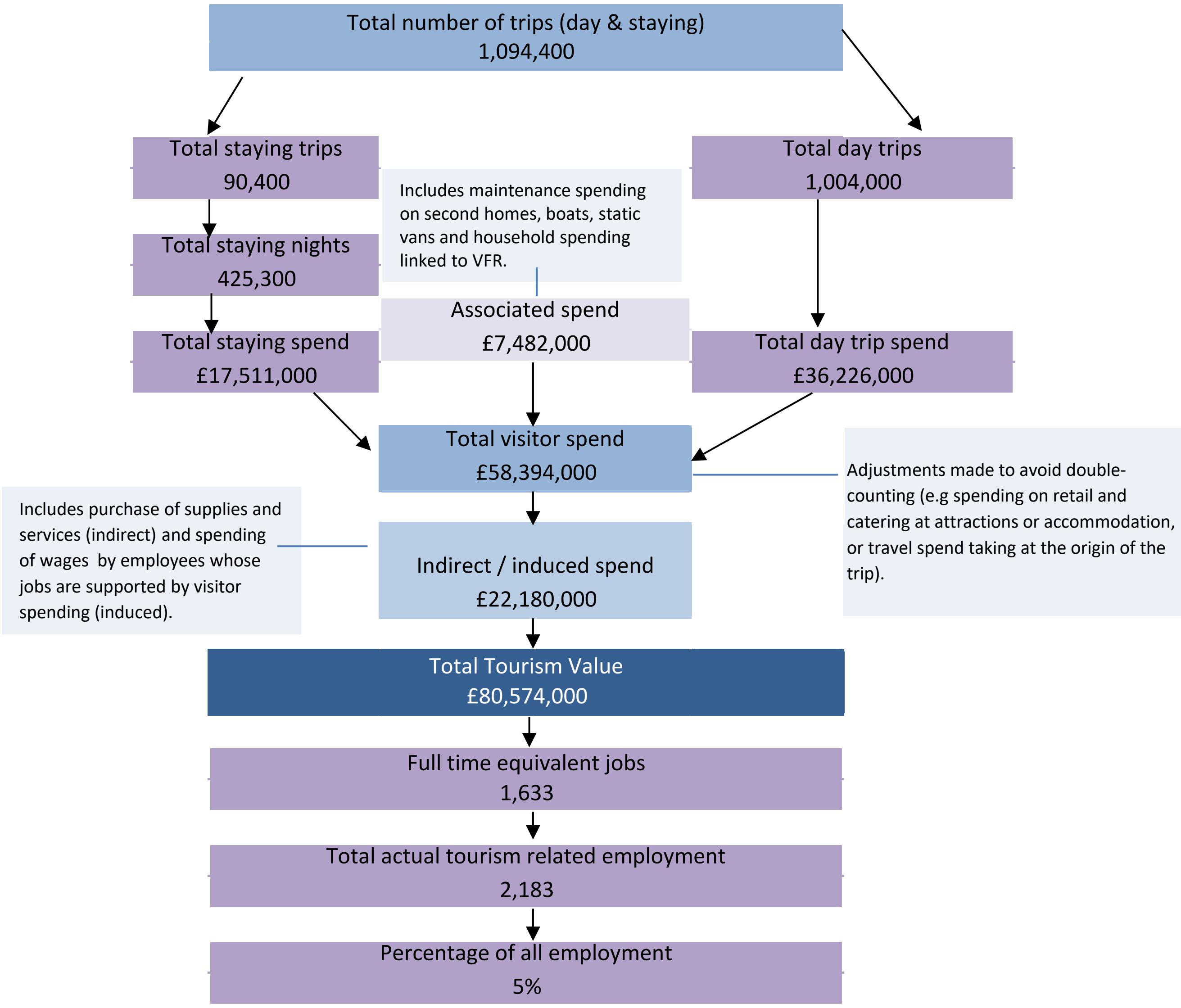
EMPLOYMENT: Our model assumes that a proportion of employment may have been retained through the Government's Job Retention Scheme, known as furlough. Under the furlough scheme employees continued to receive 80% of current salary for hours not worked, capped at £2,500 per month. The furlough scheme was first launched in April 2020. A more "flexible furloughing" system was started at the beginning of July 2020, continuing until the end of the year, which allowed employers to bring furloughed employees back to work part-time.

2020 National forecast

According to VisitBritain estimates, spending by domestic tourism in Britain in 2020 reached £34.0 billion (down 63% compared to 2019). The drop in expenditure is based on a decline of 60% for overnights and 64% for leisure day trips, although with different patterns throughout the year and by journey purpose.

According to these estimates, the UK received 11.1 million inbound visits in 20, a 73% decline from the visit levels seen in 2019. In 2020 inbound visitors to the UK spent a total of £6.2 billion, a decline of 78% on 2019 results.

Economic Impact of Tourism – Headline Figures Watford - 2020 Results

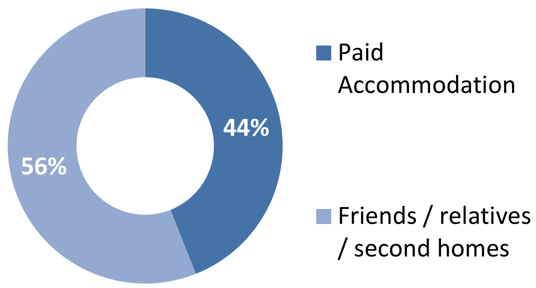


Economic Impact of Tourism – year on year comparisons **Watford**

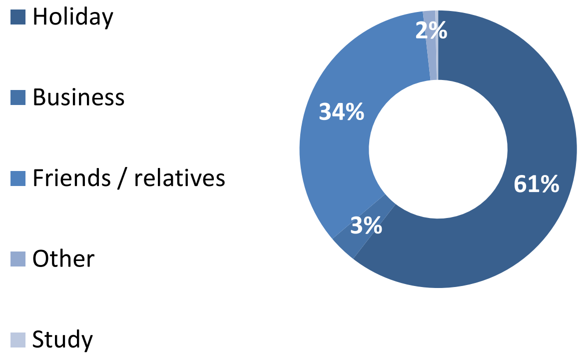
Day Trips	2019	2020	Annual variation
Day trips volume	1,878,000	1,004,000	-46.5%
Day trips value	£71,250,000	£36,226,000	-49.2%
Overnight trips			
Number of trips	199,800	90,400	-54.8%
Number of nights	870,000	425,300	-51.1%
Trip value	£49,706,000	£17,511,000	-64.8%
Total value	£176,256,000	£80,574,000	-54.3%
Actual jobs	3,162	2,183	-31.0%

Watford	**2019**	**2020**	**Variation**
Average length stay (nights x trip)	4.35	4.70	8.0%
Spend x overnight trip	£ 248.78	£ 193.71	-22.1%
Spend x night	£ 57.13	£ 41.17	-27.9%
Spend x day trip	£ 37.94	£ 36.08	-4.9%

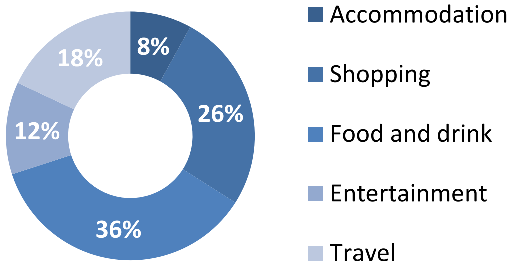
Trips by type of accommodation



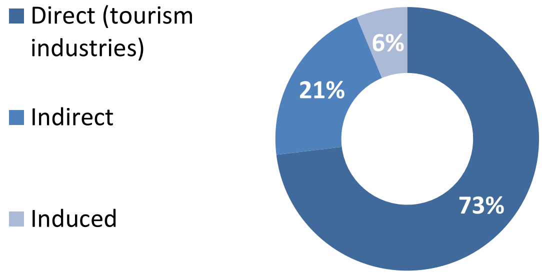
Trips by Purpose

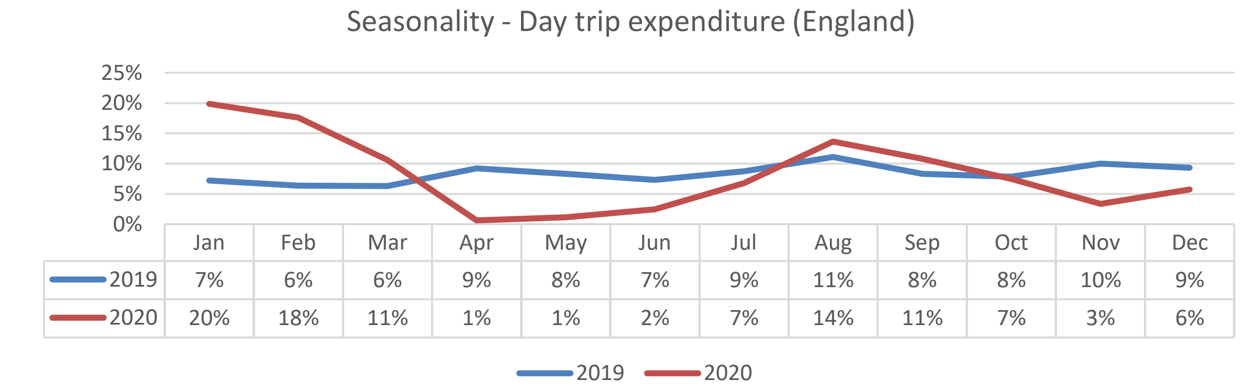


Breakdown of Expenditure

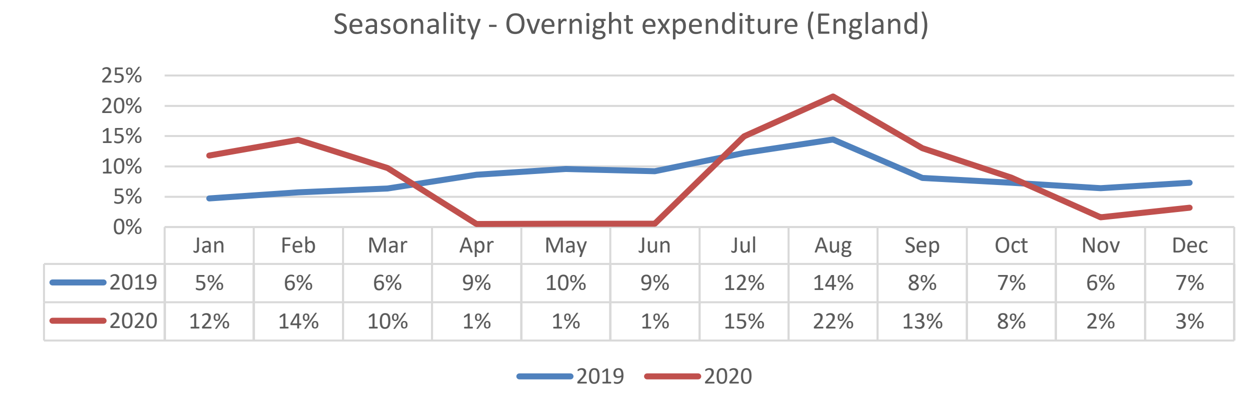


Type of Employment





	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	7%	6%	6%	9%	8%	7%	9%	11%	8%	8%	10%	9%
2020	20%	18%	11%	1%	1%	2%	7%	14%	11%	7%	3%	6%



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
2019	5%	6%	6%	9%	10%	9%	12%	14%	8%	7%	6%	7%
2020	12%	14%	10%	1%	1%	1%	15%	22%	13%	8%	2%	3%

Source: VisitBritain

Volume of Tourism

Staying visits in the county context

Staying trips in the county context 2020

District	Domestic trips ('000)	Overseas trips ('000)
North Herts	82	16
Stevenage	62	10
East Herts	115	23
Broxbourne	60	12
Welwyn Hatfield	78	16
St Albans	115	24
Dacorum	114	19
Three Rivers	45	12
Watford	78	12
Hertsmere	66	13
Hertfordshire	815	157

Staying nights in the county context 2020

District	Domestic nights ('000)	Overseas nights ('000)
North Herts	403	119
Stevenage	295	63
East Herts	558	249
Broxbourne	306	89
Welwyn Hatfield	380	250
St Albans	520	190
Dacorum	526	160
Three Rivers	253	81
Watford	335	90
Hertsmere	319	107
Hertfordshire	3,895	1,398

Expenditure in the county context 2020

Expenditure in the county context	Domestic spend (millions)	Overseas spend (millions)
North Herts	£14	£5
Stevenage	£12	£2
East Herts	£19	£11
Broxbourne	£9	£3
Welwyn Hatfield	£14	£11
St Albans	£20	£8
Dacorum	£22	£7
Three Rivers	£7	£3
Watford	£14	£4
Hertsmere	£11	£4
Hertfordshire	£142	£58

Staying Visitors - Accommodation Type Watford - 2020 Results

Trips by Accommodation

	UK		Overseas		Total	
Serviced	34,000	43%	200	2%	34,200	37%
Self catering	500	1%	100	1%	600	1%
Camping	0	0%	0	0%	0	0%
Static caravans	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	1,000	8%	1,000	1%
Second homes	500	1%	200	2%	700	1%
Boat moorings	0	0%	0	0%	0	0%
Other	2,000	3%	1,400	11%	3,400	4%
Friends & relatives	41,000	52%	9,500	77%	50,500	56%
Total 2020	**78,000**		**12,400**		**90,400**	
Comparison 2019	**152,000**		**47,800**		**199,800**	
Difference	**-49%**		**-74%**		**-55%**	

Nights by Accommodation

	UK		Overseas		Total	
Serviced	81,000	24%	500	1%	81,500	19%
Self catering	1,000	0%	1,300	1%	2,300	1%
Camping	0	0%	0	0%	0	0%
Static caravans	0	0%	0	0%	0	0%
Group/campus	0	0%	0	0%	0	0%
Paying guest	0	0%	10,200	11%	10,200	2%
Second homes	1,000	0%	4,500	5%	5,500	1%
Boat moorings	0	0%	0	0%	0	0%
Other	27,000	8%	1,600	2%	28,600	7%
Friends & relatives	225,000	67%	72,200	80%	297,200	70%
Total 2020	**335,000**		**90,300**		**425,300**	
Comparison 2019	**626,000**		**244,000**		**870,000**	
Difference	**-46%**		**-63%**		**-51%**	

Spend by Accommodation Type

	UK		Overseas		Total	
Serviced	£6,703,000	48%	£79,000	2%	£6,782,000	39%
Self catering	£58,000	0%	£65,000	2%	£123,000	1%
Camping	£0	0%	£0	0%	£0	0%
Static caravans	£0	0%	£0	0%	£0	0%
Group/campus	£0	0%	£0	0%	£0	0%
Paying guest	£0	0%	£404,000	11%	£404,000	2%
Second homes	£25,000	0%	£111,000	3%	£136,000	1%
Boat moorings	£0	0%	£0	0%	£0	0%
Other	£1,022,000	7%	£158,000	4%	£1,180,000	7%
Friends & relatives	£6,072,000	44%	£2,814,000	77%	£8,886,000	51%
Total 2020	**£13,880,000**		**£3,631,000**		**£17,511,000**	
Comparison 2019	**£32,592,000**		**£17,114,000**		**£49,706,000**	
Difference	**-57%**		**-79%**		**-65%**	

Serviced accommodation includes hotels, guesthouses, inns, B&B and serviced farmhouse accommodation. Paying guest refers to overseas visitors staying in private houses, primarily language school students. Other trips includes nights spent in transit, in lorry cabs and other temporary accommodation.

Staying Visitors - Purpose of Trip   Watford - 2020 Results

Trips by Purpose

		UK		Overseas		Total	
Holiday		52,000	67%	2,700	22%	54,700	61%
Business		3,000	4%	0	0%	3,000	3%
Friends & relatives		22,000	28%	9,100	73%	31,100	34%
Other		1,000	1%	300	2%	1,300	1%
Study		0	0%	300	2%	300	0%
Total	**2020**	**78,000**		**12,400**		**90,400**	
Comparison	**2019**	**152,000**		**47,800**		**199,800**	
Difference		**-49%**		**-74%**		**-55%**	

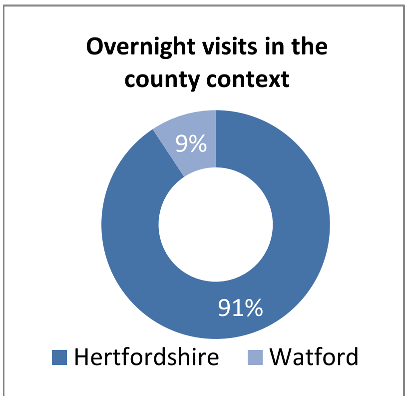
Nights by Purpose

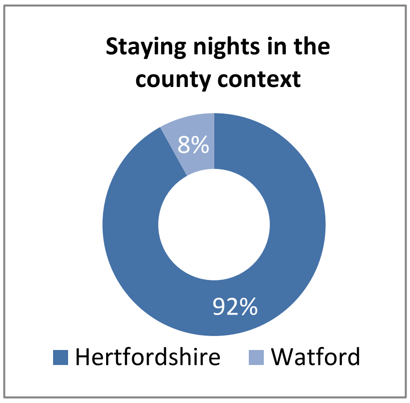
		UK		Overseas		Total	
Holiday		226,000	67%	11,500	13%	237,500	56%
Business		10,000	3%	300	0%	10,300	2%
Friends & relatives		95,000	28%	69,300	77%	164,300	39%
Other		4,000	1%	3,600	4%	7,600	2%
Study		0	0%	5,600	6%	5,600	1%
Total	**2020**	**335,000**		**90,300**		**425,300**	
Comparison	**2019**	**626,000**		**244,000**		**870,000**	
Difference		**-46%**		**-63%**		**-51%**	

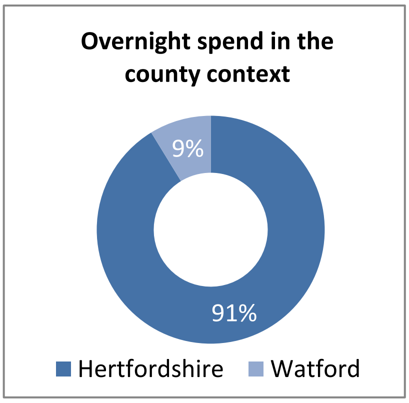
Spend by Purpose

		UK		Overseas		Total	
Holiday		£6,781,000	49%	£832,000	23%	£7,613,000	43%
Business		£728,000	5%	£15,000	0%	£743,000	4%
Friends & relatives		£6,130,000	44%	£2,381,000	66%	£8,511,000	49%
Other		£241,000	2%	£170,000	5%	£411,000	2%
Study		£0	0%	£233,000	6%	£233,000	1%
Total	**2020**	**£13,880,000**		**£3,631,000**		**£17,511,000**	
Comparison	**2019**	**£32,592,000**		**£17,114,000**		**£49,706,000**	
Difference		**-57%**		**-79%**		**-65%**	

Proportion of staying visits in the county context







Day Visitors

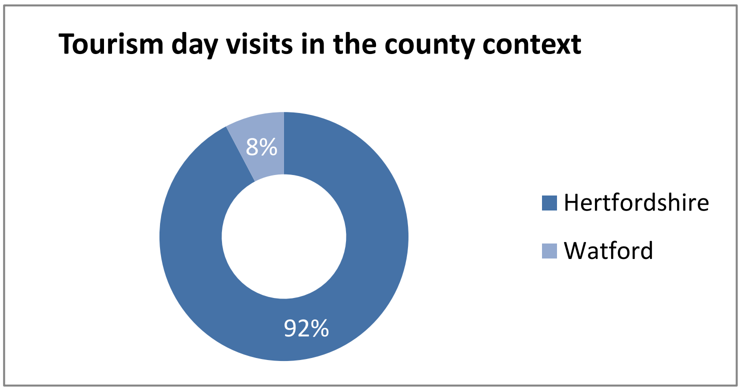
Watford - 2020 Results

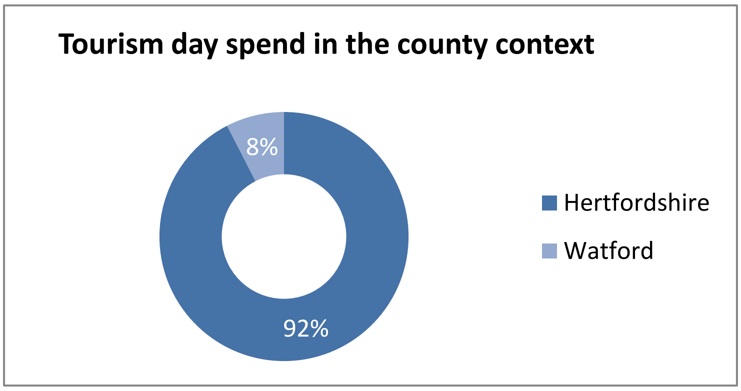
Total Volume and Value of Day Trips

		Trips	Spend
Urban visits		992,000	35,974,000
Countryside visits		12,000	252,000
Total	**2020**	**1,004,000**	**£36,226,000**
Comparison	2019	1,878,000	£71,250,000
Difference		-47%	-49%

Day Visitors in the county context

District	Day Visits (millions)	Day visits Spend (millions)
North Herts	1.7	£60
Stevenage	0.9	£33
East Herts	2.4	£86
Broxbourne	0.7	£27
Welwyn Hatfield	1.1	£49
St Albans	1.1	£39
Dacorum	1.9	£68
Three Rivers	1.4	£55
Watford	1.0	£36
Hertsmere	0.8	£26
Hertfordshire	13.0	£479





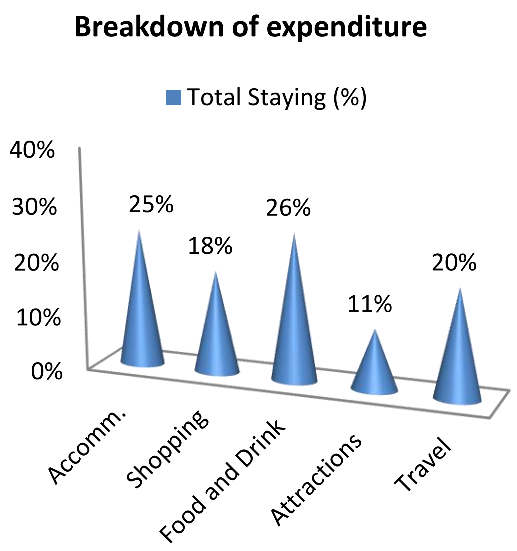
Value of Tourism

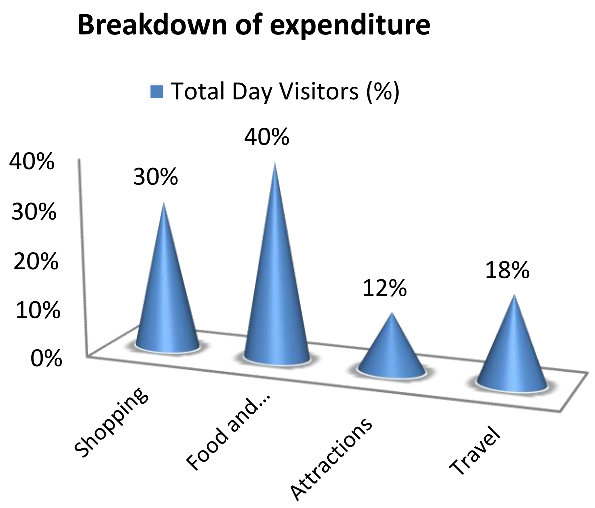
Expenditure Associated with Trips

Watford - 2020 Results

Direct Expenditure Associated with Trips

		Accomm.	Shopping	Food and Drink	Attractions	Travel	Total
UK Tourists		£3,511,000	£2,108,000	£3,737,000	£1,483,000	£3,043,000	£13,882,000
Overseas tourists		£814,000	£1,120,000	£893,000	£424,000	£380,000	£3,631,000
Total Staying		£4,325,000	£3,228,000	£4,630,000	£1,907,000	£3,423,000	£17,513,000
Total Staying (%)		25%	18%	26%	11%	20%	100%
Total Day Visitors		£0	£10,956,000	£14,441,000	£4,352,000	£6,477,000	£36,226,000
Total Day Visitors (%)		0%	30%	40%	12%	18%	100%
Total	**2020**	**£4,325,000**	**£14,184,000**	**£19,071,000**	**£6,259,000**	**£9,900,000**	**£53,739,000**
%		**8%**	**26%**	**36%**	**12%**	**18%**	**100%**
Comparison	**2019**	**£15,843,000**	**£37,014,000**	**£41,000,000**	**£11,109,000**	**£15,991,000**	**£120,957,000**
Difference		**-73%**	**-62%**	**-53%**	**-44%**	**-38%**	**-56%**





Other Expenditure Associated with Tourism Activity

Other expenditure associated with tourism activity - Estimated spend				
Second homes	**Boats**	**Static vans**	**Friends & relatives**	**Total**
£48,000	£0	£0	£7,434,000	£7,482,000

Spend on second homes is assumed to be an average of £2,050 on rates, maintenance, and replacement of furniture and fittings. Spend on boats assumed to be an average of £2,050 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 and is estimated at £2,050. Additional spending is incurred by friends and relatives as a result of people coming to stay with them. A cost of £160 per visit has been assumed based on national research for social and personal visits.

Direct Turnover Derived From Trip

Watford - 2020 Results

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.

	Staying Visitor	Day Visitors	Total
Accommodation	£4,444,000	£276,000	£4,720,000
Retail	£3,058,000	£15,005,000	£18,063,000
Catering	£4,842,000	£13,362,000	£18,204,000
Attractions	£1,799,000	£3,886,000	£5,685,000
Transport	£2,021,000	£2,219,000	£4,240,000
Non-trip spend	£7,482,000	£0	£7,482,000
Total Direct 2020	**£23,646,000**	**£34,748,000**	**£58,394,000**
Comparison 2019	**£58,279,000**	**£68,380,000**	**£126,659,000**
Difference	**-59%**	**-49%**	**-54%**

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.

Supplier and Income Induced Turnover

	Staying Visitor	Day Visitors	Total
Indirect spend	£5,412,000	£10,037,000	£15,449,000
Non trip spending	£1,579,000	£0	£1,579,000
Income induced	£3,677,000	£1,475,000	£5,152,000
Total 2020	**£10,668,000**	**£11,512,000**	**£22,180,000**
Comparison 2019	**£26,831,000**	**£22,766,000**	**£49,597,000**
Difference	**-60%**	**-49%**	**-55%**

Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend.

Total Local Business Turnover Supported by Tourism Activity – Value of Tourism

	Staying Visitor	Day Visitors	Total
Direct	£23,646,000	£34,748,000	£58,394,000
Indirect	£10,668,000	£11,512,000	£22,180,000
Total Value 2020	**£34,314,000**	**£46,260,000**	**£80,574,000**
Comparison 2019	**£85,110,000**	**£91,146,000**	**£176,256,000**
Difference	**-60%**	**-49%**	**-54%**

Employment

Employment Watford - 2020 Results

The model generates estimates of full time equivalent jobs based on visitor spending. The total number of 'actual' jobs will be higher when part time and seasonal working is taken into account. Conversion of full time equivalent jobs into actual jobs relies on information from business surveys in the sectors receiving visitor spending. A new Full Time Equivalent tourism job is created with every £43,000 increase in tourism revenue.

Direct Employment

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Accommodation		108	22%	7	1%	115	10%
Retailing		40	8%	194	31%	234	21%
Catering		113	23%	311	50%	424	38%
Entertainment		41	8%	89	14%	130	12%
Transport		20	4%	22	3%	41	4%
Non-trip spend		174	35%	0	0%	174	16%
Total FTE	**2020**	**495**		**622**		**1,117**	
Comparison	**2019**	**771**		**743**		**1,514**	
Difference		**-36%**		**-16%**		**-26%**	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Accommodation		160	24%	10	1%	170	11%
Retailing		59	9%	291	32%	350	22%
Catering		169	25%	466	51%	635	40%
Entertainment		58	9%	125	14%	183	11%
Transport		28	4%	30	3%	58	4%
Non-trip spend		198	29%	0	0%	198	12%
Total Actual	**2020**	**673**		**923**		**1,595**	
Comparison	**2019**	**1,067**		**1,103**		**2,170**	
Difference		**-37%**		**-16%**		**-26%**	

Indirect & Induced Employment

Full time equivalent (FTE)				
		Staying Visitor	Day Visitors	Total
Indirect jobs		163	233	396
Induced jobs		86	34	120
Total FTE	**2020**	**248**	**268**	**516**
Comparison	**2019**	**471**	**399**	**870**
Difference		**-47%**	**-33%**	**-41%**

Estimated actual jobs				
		Staying Visitor	Day Visitors	Total
Indirect jobs		185	266	451
Induced jobs		97	39	137
Total Actual	**2020**	**283**	**305**	**588**
Comparison	**2019**	**537**	**455**	**992**
Difference		**-47%**	**-33%**	**-41%**

Total Tourism Jobs

Watford - 2020 Results

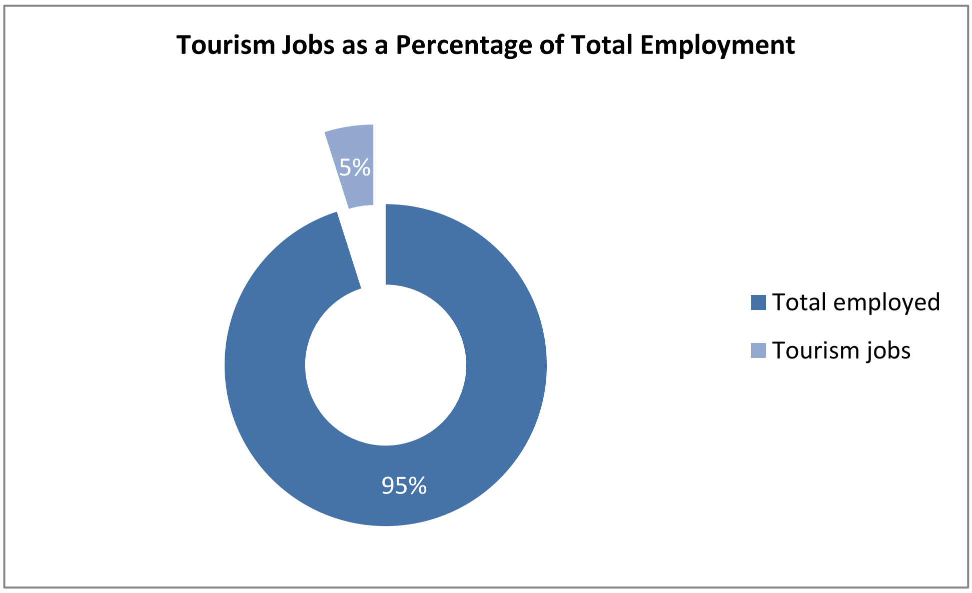
Actual jobs are estimated from surveys of relevant businesses at locations in England and take account of part time and seasonal working.

Full time equivalent (FTE)							
		Staying Visitor		Day Visitor		Total	
Direct		495	67%	622	70%	1,117	68%
Indirect		163	22%	233	26%	396	24%
Induced		86	12%	34	4%	120	7%
Total FTE	**2020**	**743**		**890**		**1,633**	
Comparison	2019	1,242		1,142		2,384	
Difference		-40%		-22%		-32%	

Estimated actual jobs							
		Staying Visitor		Day Visitor		Total	
Direct		673	70%	923	75%	1,595	73%
Indirect		185	19%	266	22%	451	21%
Induced		97	10%	39	3%	137	6%
Total Actual	**2020**	**955**		**1,228**		**2,183**	
Comparison	2019	1,604		1,558		3,162	
Difference		-40%		-21%		-31%	

Tourism Jobs as a Percentage of Total Employment

		Staying Visitor	Day Visitors	Total
Total employed		44,500	44,500	44,500
Tourism jobs		955	1,228	2,183
Proportion all jobs		**2%**	**3%**	**5%**
Comparison	2019	1,604	1,558	3,162
Difference		-40%	-21%	-31%



Economic Impact of Tourism – Headline Figures **Watford - 2020 Results**

The key 2020 results of the Economic Impact Assessment are:

1.1 million trips were undertaken in the area
1.0 million day trips
0.1 million overnight visits

0.4 million nights in the area as a result of overnight trips

£58 million spent by tourists during their visit to the area
£5 million spent on average in the local economy each month.

£18 million generated by overnight visits
£36 million generated from day trips.

£81 million spent in the local area as result of tourism, taking into account multiplier effects.

2,183 jobs supported, both for local residents from those living nearby.
1,595 tourism jobs directly supported
588 non-tourism related jobs supported linked to multiplier spend from tourism.

Appendix I - Introduction about Cambridge Model

This report examines the volume and value of tourism and the impact of that expenditure on the local economy. The figures were derived using the Cambridge Economic Impact Model and the research was undertaken by Destination Research.

The model utilises information from national tourism surveys and regionally based data held by Destination Research. It distributes regional activity as measured in those surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Limitations of the Model

The methodology and accuracy of the above sources vary. The results of the model should therefore be regarded as estimates which are indicative of the scale and importance of visitor activity in the local area. It is important to note that in the national tourism surveys the sample sizes for each area change year on year. This is as a result of the random probability nature of the methodology. As such, the results of the Cambridge Model are best viewed as a snapshot in time and we would caution against year-on-year comparisons.

It should be noted that the model cannot take into account any leakage of expenditure from tourists taking day trips out of the area in which they are staying. While it is assumed that these may broadly balance each other in many areas, in locations receiving significant numbers of day visitors from London, there is likely to be an underestimate in relation to the number of overseas day visitors staying in holiday accommodation in London.

Whilst it is important to be aware of these issues, we are confident that the estimates we have produced are as reliable as is practically possible within the constraints of the information available.

Rounding

All figures used in this report have been rounded. Therefore, in some tables there may be a slight discrepancy between totals and sub totals.

Data sources

The main national surveys used as data sources in stage one include:

- Great Britain Tourism Survey (GBTS) - information on tourism activity by GB residents;
- International Passenger Survey (IPS) information on overseas visitors to the United Kingdom;
- Day Visits in the annual Great Britain Day Visits Survey using information on visits lasting more than 3 hours and taken on an irregular basis

These surveys provide information down to a regional level. In order to disaggregate data to a local level the following information sources are used:

- Records of known local accommodation stock held by Destination Research;
- VisitEngland's surveys of Visits to Attractions, which provide data on the number of visitors to individual tourist attractions;
- Mid-2019 estimates of resident population as based on the 2011 Census of Population;
- Selected data from the 2011 Census of Employment;
- Selected data on the countryside including national designations.

Staying Visitors
The GBTS provides information on the total number of trips to the region and the relative proportions using different types of accommodation. By matching these figures to the supply of such accommodation, the regional average number of trips per bedspace or unit of accommodation can be derived. The IPS provides information on the total number of trips by overseas visitors to the region. The model uses three year rolling averages to reduce extreme highs and lows which are due to small sample sizes, rather than being a reflection on drastic changes in demand year-on-year.

Day Visitors
Information on day trips at the regional level is available from the Day Visits in Great Britain survey. The survey includes all leisure-related trips from home. It should be noted that a large proportion are local trips made by people resident in the locality. The report excludes trips undertaken for business or study purposes. This report presents data on those who took trips of at least 3 hours duration on an irregular basis as defined by the GBDVS. These are identified as tourism day trips by the Department for Digital, Culture, Media & Sport.

Impact of Tourism Expenditure
This section examines the impact of the tourism expenditure in terms of the direct, indirect and induced expenditure as well as an estimate of the actual jobs (both direct and indirect) supported by tourism expenditure in the district.

The GBTS, IPS and Day Visits to Great Britain survey data on the breakdown of visitor spending. The impact of this initial round of expenditure will be subsequently increased by multiplier effects. These arise from the purchase of supplies and services by the businesses in receipt of visitor expenditure (indirect impacts), and by the income induced-effects arising from the spending of wages by employees in the first round of business and in subsequent expenditure in supplier business (induced impacts).

The New Earnings Survey which provides information on wage levels by industry sector and region; An internal business database which includes data on the structure of business expenditure, local linkages and multiplier ratios drawn from a wide range of business and economic studies carried out by Geoff Broom Associates, PA Cambridge Economic Consultants and others. By applying the breakdown to the estimates of visitor spending, the model generates estimates of total direct spending.

Evidence from national studies suggests that some minor adjustments are required to match visitor spend to business turnover – for example, some expenditure on food and drink actually takes place in inns and hotels that fall in the accommodation sector and within attractions. More significantly, expenditure on travel costs associated with individual trips is equally likely to take place at the origin of the trip as the destination. Therefore, the model assumes that only 40% of travel expenditure accrues to the destination area.

Number of Full Time Job Equivalents
Having identified the value of turnover generated by visitor spending, it is possible to estimate the employment associated with that spending. Wages for staff and drawings for the proprietors will absorb a proportion of that turnover. By applying these proportions to the overall additional turnover in each sector, the amount of money absorbed by employment costs can be calculated. The New Earnings Survey provides data from which the average costs by business sector, adjusted to take account of regional differences, can be calculated.

After allowing for additional costs such as National Insurance and pension costs, an average employment cost per full time equivalent job can be estimated. The number of such jobs in the local area can then be estimated by dividing the amount of business expenditure on wages and drawings by the average employment cost per job.

Number of Actual Jobs

The model generates estimates of full time equivalent jobs based on visitor spending. However, the total number of actual jobs will be higher when part time and seasonal working is taken into account. The full time equivalent jobs arising directly from visitor spending are converted into actual jobs using information from business surveys in the sectors receiving visitor spending (principally accommodation, food and drink, retail, attractions, transport). In general, the conversion factor between full time equivalent jobs and actual jobs varies around 1.5 in those sectors.

The indirect and induced jobs arise across a much wider range of employment sectors. Therefore, the average 1.16 for all sectors based on Census of Employment data has been used to convert full time equivalent jobs in this sector to actual jobs.

The employment estimates generated by the model include both self-employed and employed people supported by visitor expenditure. The model also includes an estimate of the additional jobs arising in the attractions sector, which are not related to visitor expenditure. However, the numbers do not include other tourism-related employment such as jobs in local authorities arising from their tourism functions, e.g. tourist information staff, additional public health, parks and gardens, public conveniences, maintenance sections and jobs arising from capital investment in tourism facilities.

Local level data for Hertfordshire EIA Reports 2020

The Cambridge Model allows for the use of local visitor related data. Local data from visitor surveys and other sources is not always sufficiently detailed or available regularly enough to make the results consistent. We have included locally sourced data, provided by partners, into the model (town centre footfall data, visits to key visitor attractions within the county, car parking data, etc). We have also used the Visit Herts Business Barometer and headline serviced accommodation data (monthly/yearly occupancy and supply and demand).

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