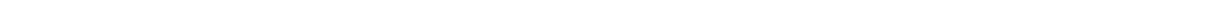




2004 ECONOMIC IMPACT ASSESSEMENT FOR STOKE ON TRENT

HEART OF ENGLAND TOURISM 2006





CAMBRIDGE MODEL VERSION II

The Economic Impact Assessment considers localised data such as accommodation average occupancy levels, and visitor numbers to the area's tourism attractions. Therefore, the Assessment includes the most current localised information available (primarily 2004). The national survey data that forms the Cambridge Economic Impact Assessment Model's key driver/ template is also based on 2004 results.

Since the inception of the original Cambridge Model approach, a number of changes have occurred to the model's methodology and the context of operation.

- ◇ More destination managers have become active in commissioning local research
- ◇ The range of data available to feed into the modelling process has increased
- ◇ Local government requirements – such as Best Value – have created a demand for higher quality tourism statistics. Furthermore, the combined body of experience shared by Geoff Broom Associates and the regional tourist boards has provided a further impetus for the development of more powerful and sophisticated approach.

This much more sophisticated version of the Cambridge Model features of a number of enhancements. These include:

- ◇ inclusion of impact of second homes, marinas/ boat moorings and paying guests in private homes e.g. language school host families
- ◇ analysis of impact of other types of 'non-trip expenditure' associated with tourism e.g. spending by local residents hosting friends and relative stays, expenditure on second homes and boats
- ◇ more detailed economic impact analysis
- ◇ use of more detailed data on local occupancies, wage rates etc to inform local data outputs

It is important to stress that this report based on the 2004 data sources **IS NOT DIRECTLY COMPARABLE** with earlier reports conducted **before 2002**. Any reports undertaken since this time can be compared.

This is also because of a number of important factors:

- ◇ The methodology used by the Cambridge Model over the years has changed dramatically, some elements of which are detailed in the paragraph above.

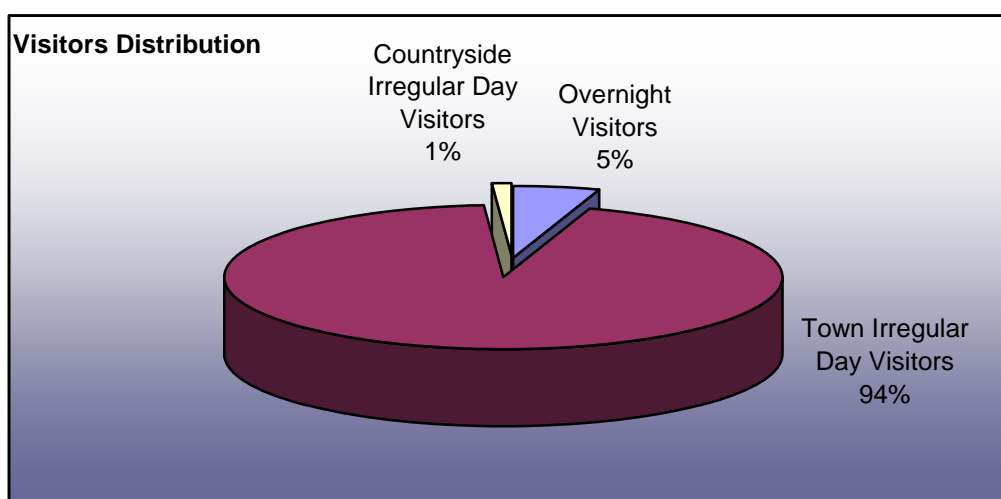
UKTS (United Kingdom Tourist Survey) is a main driver of the survey. However, significant methodological changes to the collection of survey data were applied from year 2000. Consequently it is not possible to directly compare post and pre 2000 data. This may lead to variations/fluctuations seen in the number of trips in the Heart of England Region by domestic visitors.

1.0 VOLUME

In 2004 approximately **3.5 million visitors** came to Stoke on Trent.

The visitor market is made up of 0.2 million visitors who stayed overnight in the area (5%) and 3.3 million visits from those on an irregular long leisure day trip of 3 hours or more duration from home or from a 'holiday' base, but not stopping overnight in the area.

Total Number of Visitors to Stoke on Trent				
	Domestic	Overseas	Total	%
<i>Overnight Visitors</i>	160,000	28,100	188,100	5%
<i>Town Irregular Day Visitors</i>	3,355,000	N/A	3,355,000	94%
<i>Countryside Irregular Day Visitors</i>	42,000	N/A	42,000	1%
Total	3,557,000	28,100	3,585,100	100%



The overnight visitors spent a total of 707,000 nights in the area.

Visitors – Trips & Days				
	Trips to Stoke on Trent	Trips made to Staffordshire	Days Spent in Stoke on Trent	Days Spent in Staffordshire
Day Visitors	3,397,000	19,094,000	3,397,000	19,094,000
Overnight Visitors	188,100	1,133,000	707,000	3,716,000
TOTAL	3,585,100	20,227,000	4,104,000	22,810,000

1.2 VALUE

During their visit to Stoke on Trent, tourists spent approximately £138.4 million. On average, about £11 million is spent in the local economy each month.

Visitors staying overnight, spent £39 million in the area, compared with £99 million from those on an irregular day trip.

Overnight and Day Visitor Spending		
Overnight	£39,065,000	28%
Day Visitor	£99,389,000	72%
TOTAL	£138,454,000	100%

Distribution of Visitor Spending		
Accommodation	£11,085,000	8%
Retail	£50,038,000	36%
Catering	£46,500,000	34%
Entertainment	£13,862,000	10%
Transport	£16,969,000	12%
Total	£138,454,000	100%

The main beneficiaries of the visitor spending are shops, hotels, guesthouses, B&B's, cafes/ restaurants, pubs, attractions/ entertainment, garages / transport. The accommodation sector received around £11 million in business turnover from visitor spending, retailers around £50 million and catering £46 million. The model suggests around £14 million is spent on entertainment/ leisure/ at attractions and £17 million on transport and fuel.

1.3 EMPLOYMENT

The 3.5 million visitors to Stoke on Trent spend £138 million on tourism in the Area supporting in the region of **4,204 jobs**, both for local residents from those living nearby. Approximately **3,279 direct tourism related jobs** are supported with an **additional 925 non-tourism jobs** dependent upon multiplier spend from tourism.

Estimated Actual Jobs by Sector			
	Staying visitors	Day Visitors	Total
Accommodation	342	22	364
Retailing	122	813	934
Catering	266	1,031	1,297
Attractions/Entertainment	100	239	339
Transport	63	76	139
Arising From Non Trip Spend	206	0	206
ESTIMATED ACTUAL JOBS	1,098	2,181	3,279

	Staying tourists		Day visitors		Total
Direct	1,098		2,181		3,279
Indirect	253		423		676
Induced	172		76		249
Totals	1,523		2,680		4,204

The Full-Time job equivalents created directly by the tourism expenditure are converted to actual jobs using information from business surveys in the sectors receiving visitor spending (accommodation, transport, etc). The conversion factor varies but is around 1.5 across the sectors, with rather lower ratios with indirect and induced jobs. Thus each FTE job actually has a knock-on effect with the creation of part-time and seasonal jobs.

Please note that tables may not add up exactly due to rounding up/down of figures within the model itself