



Appendix 5  
 Fixing and Linking Our Wetlands (FLOW)  
 Manhood Wildlife and Heritage Group  
 Project HG-14-06996



**Appendix 5**

**PUBLISHED BY VISIT CHICHESTER**

**TOURISM KEY HEADLINE FIGURES FOR THE MANHOOD PENINSULA**

- ✚ Overall, an estimated 473,600 visitors stayed overnight in the Manhood Peninsula in 2009. This represents 53% of total overnight visitor volume in Chichester District in 2009.
- ✚ Overnight visitors spent just over 1.8 million nights in Manhood Peninsula, based on an average trip length of 3.78 nights for an UK visitor and 8.97 nights from an overseas visitor.
- ✚ Expenditure associated with all overnight trips was in the region of £104.16 million, representing 59% of all tourism expenditure generated by overnight visitors staying in the District.
- ✚ Approximately 1.4million tourism day trips were made to the Manhood Peninsula (lasting more than 3 hours and taken on an irregular basis) in 2009 generating a further £42,376,000. This represents around a third of the District's total day trip volume and expenditure.

**TOURISM KEY HEADLINE FIGURES FOR CHICHESTER DISTRICT**

**TAKEN FROM CAMBRIDGE MODEL DATA SUPPLIED BY TOURISM SOUTH EAST**

**The relative performance of the destination over the period 2002 to 2009**

(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.

	2002	2003	2004	2005	2006	2007	2008	2009
STAYING TRIPS number (thousands)	x	x	x	x	667.0	675.0	637.0	892.3
STAYING TRIP SPEND (£millions)	x	x	x	x	129.8	130.3	135.9	177.5
DAY TRIPS number (millions)	x	x	x	x	4.8	5.0	5.1	5.4
DAY TRIP SPEND (£millions)	x	x	x	x	159.1	162.3	164.7	176.7
TOTAL TOURIST TRIPS (millions)	2.9	3.0	3.5	3.5	5.4	5.7	5.7	6.2
TOTAL TOURISM VALUE* (£millions)	104.5	114.5	153.5	150.5	371.5	375.6	384.4	451.5
F T E JOBS SUPPORTED	2223	2347	2950	2878	5889	5955	6094	6578
ACTUAL JOBS SUPPORTED	x	x	x	x	8167	8277	8470	9067

\* Direct/Indirect trip expenditure and induced effects



Appendix 5  
Fixing and Linking Our Wetlands (FLOW)  
Manhood Wildlife and Heritage Group  
Project HG-14-06996



The most significant development affecting the industry in 2009 was the continuation of the global economic downturn. Turmoil in the financial sector across the USA and Europe ushered in a period of austerity in the UK following almost 16 years of unbroken gross domestic product (GDP) growth.

However, by 2009 “staycation” was a feature of the turnaround of the UK tourism industry and this is seen in the figures set out above and explained below.

#### Volume of Tourism

- ✚ Overall, an estimated 892,287 staying trips were spent in Chichester in 2009, of which around 816,631 were made by domestic visitors (92%) and 75,656 by overseas visitors (8%). Staying trips result in an estimated 3.15 million bed nights in Chichester.
- ✚ In previous years, the overseas market represented around 12% of all overnight tourism trips. The reduction to 8% is in part a result of fewer overseas visitors – the region as a whole saw a drop of 6% in 2009 compared to 2008. It has also been affected by a significant increase in the volume of domestic camping and caravanning holidays taken by British holidaymakers in 2009 as a result of a boom in the staycation market. With a significant volume of camping and caravan parks across the District, Chichester has been a popular location for domestic holidays.
- ✚ Approximately 5.44 million tourism day trips were made to Chichester (lasting more than 3 hours and taken on an irregular basis) in 2009 generating a further £176.7 million expenditure.
- ✚ As the largest commercial accommodation sector in the District, it is estimated that around 43% of all staying or overnight trips taken to the District were accommodated in camping or caravan (static and touring) accommodation. The camping and caravan park sector also saw a growth in 2009 due to more British households choosing to holiday closer to home and opting for lower cost accommodation.
- ✚ Around a third (33.6%) all overnight trips involved staying in serviced accommodation (hotels, B&Bs and Guest-houses).
- ✚ Thirteen percent of all overnight trips were accommodated in the homes of friends and relatives. Around 5% of all overnight trips involved staying on boats/yachts<sup>1</sup>.
- ✚ Smaller volumes of overnight trips involved staying in second homes, in youth hostels, on campus and in private lodgings.
- ✚ There are important differences in the choice of accommodation between domestic visitors and overseas visitors. Serviced accommodation and the homes of friends and family were the two main accommodation sources for overseas visitors staying overnight in the District.
- ✚ Holidays were the most important purposes of trip for domestic visitors. It is estimated that 90.4% of all domestic overnight trips were holiday related; a further 5.7% were VFR trips and 3% were business related. Less than 1% of domestic overnight trips were for ‘other’ or mixed purposes.
- ✚ 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.

#### Value of Tourism - Economic Impact and Employment Sustained

- ✚ Total expenditure by visitors to Chichester is estimated to have been in the region of £354,334,000 in 2009.

<sup>1</sup> It should be noted that for the standard Cambridge model, no data is available on the volume of overseas visitors who arrive by boat. The figures are therefore likely to under-estimate the total number of overseas visitors.



Appendix 5  
Fixing and Linking Our Wetlands (FLOW)  
Manhood Wildlife and Heritage Group  
Project HG-14-06996



- ✚ 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 £331,131,000.
- ✚ 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 relative's visitors were staying with, or visiting, generated a further total £9,871,000 expenditure associated with overnights trips in 2009.

The £331.1 million trip expenditure and £9.8 million additional tourism related expenditure translated to £451,500,000 worth of income for local businesses through direct, indirect and induced effects (multiplier impacts). This level of turnover sustains approximately 6,578 FTE jobs or 9,067 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.

Published November 2010