

TOURISM VOLUME VALUE STUDY FOR ROCHFORD DISTRICT

1 SUMMARY

- 1.1 As part of the work around developing the tourism agenda, this report introduces some baseline information on the current impact of tourism in the District, based on data for 2004. The work has been done by the East of England Tourist Board and looks at the main areas of 'tourism' within the District at present, the number and type of visits, the value of those visits in terms of expenditure by visitors and the associated employment created related to tourism.

2 INTRODUCTION

- 2.1 The study uses the Cambridge Economic Impact Model to provide a snapshot of tourism within the district during 2004. The model uses data from national tourism surveys and regionally based data held by the Tourist Board. The data is then modelled to provide local level data. Whilst this report provides figures for Rochford District, caution is needed as the report relies on a generic model and assumptions that are not necessarily applicable to the District.

3 DETAILED CONSIDERATIONS

- 3.1 The study (Appendix 1) highlights a total direct spend in the District of £62,127,000. Business turnover equates to £76,384,000 and it is estimated that 1270 full time jobs are supported by tourism spend.
- 3.2 71% of all staying visitors were put up in homes of friends and relatives (3.3 nights) with only 6% staying in serviced accommodation (2.3 nights).
- 3.3 The most spend occurs in the accommodation, food and drink sectors in urban areas. Tourism supports 4.8% of jobs in the District mainly in the catering sector.
- 3.4 Visits to the coast and countryside are currently limited. There is also minimal business and work related tourism.

4 RECOMMENDATION

- 4.1 It is proposed that the Committee **RESOLVES**

To note the content of the Volume Value Study and have regard to its findings in the future development of the tourism agenda within the district.

Paul Warren
Chief Executive

Background Papers:-

East of England Tourist Board Economic Assessment of Tourism

For further information please contact Susan Rom on:-

Tel:- 01702 318165

E-Mail:- susan.rom@rochford.gov.uk