

ECONOMIC IMPACT OF TOURISM - SEVENOAKS DISTRICT

Economic & Community Development Advisory Committee - 7 March 2017

Report of Chief Officer - Communities & Business

Status: For Consideration

Key Decision: No

This report supports the Key Aim of the Economic Development strategy actions

Portfolio Holder Cllr. Roddy Hogarth

Contact Officer Emma Lamb Ext.7205

Recommendation to: Economic & Community Development Advisory Committee

That the contents of the report be noted.

Introduction and Background

- 1 Destination Research was commissioned by Visit Kent to undertake a study into the economic impact of tourism in the Sevenoaks District based on 2015 data. The resulting report is attached at the Appendix.
- 2 The report is based on data achieved through the Cambridge Economic model and covers the volume and value of tourism and the impact of visitor expenditure on the Sevenoaks economy in 2015. The Cambridge Economic Model is a tool that uses information from national tourism surveys and regionally based data to illustrate the economic impact of tourism. This is a recognised method of analysing this data.

Key results

3. The key results of the 2015 Economic Impact Assessment study are:
 - 3.9 million trips were undertaken in the area
 - 3.7 million day trips
 - 0.2 million overnight visits
 - 0.8 million nights in the area as a result of overnight trips
 - £180 million spent by tourists during their visit to the area
 - £15 million spent on average in the local economy each month.

- £41 million generated by overnight visits
 - £134 million generated from day trips.
 - £231 million spent in the local area as result of tourism, taking into account multiplier effects.
 - 5,032 jobs supported, both for local residents from those living nearby.
 - 3,902 tourism jobs directly supported
 - 1,130 non-tourism related jobs supported linked to multiplier spend from tourism.
4. The report considers the number of staying trips and the number of nights stayed in the District alongside other parts of Kent. The total figures for Sevenoaks are lower than other areas in Kent but comparable to Tonbridge and Malling.
 5. Our District Accommodation study completed in 2015 identified a need for increased provision of accommodation across the District, which could explain the relatively low current figures. New developments such as the Premier Inn near Sevenoaks station will assist to increase these figures in future years.
 6. When considering day visits to Sevenoaks the report estimates that these make up 6% of the total county visits and 7% of the total county spend. Whilst this is reasonably encouraging there is potential to work towards increasing these percentages in the future through tourism development activities by working closely with the large number of attractions we have within the District.

Key Implications

Financial

There are no financial implications associated with this report.

Legal Implications and Risk Assessment Statement.

There are no legal or human rights issues relating to this report.

Equality Assessment

The decisions recommended through this paper have a remote or low relevance to the substance of the Equality Act. There is no perceived impact on end users.

Conclusions

The Economic Impact of Tourism report provides an estimated snapshot of the volume and value of tourism in Sevenoaks District in 2015, providing a useful economic analysis of the important role tourism plays in terms of spend and employment. The model suggests that the District has a strong tourism offer with a wealth of good attractions. However there is the potential to provide further support to the District's tourism offer going forward.

Appendices

Appendix - Economic Impact of Tourism,
Destination Research

Lesley Bowles
Chief Officer for Communities and Business