

# Tourism in Cornwall

## Visitor Numbers & Spend

(Updated September 2006)

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### **Please note the following points in relation to the graphs and tables listed above:**

Due to increased reluctance to participate in the telephone research carried out to collect 2004 information, 2004 data does not appear in this report.

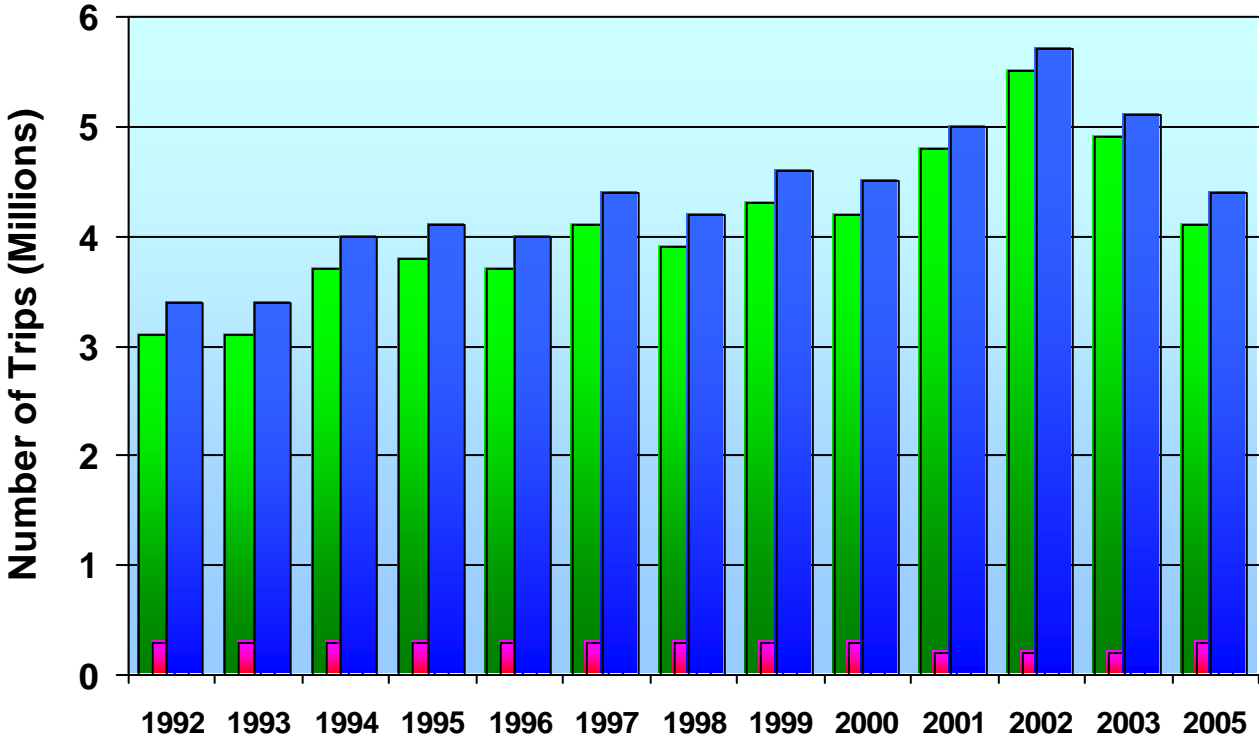
A change in methodology to face-to-face interviewing was started in spring 2005 to ensure a more representative sample of people are contacted for future results. However, it is recommended that comparisons between 2005 and prior years are treated with caution due to this change in methodology.

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*(Data sources are listed on each page)*

1. Domestic & Overseas Visitor Trips to Cornwall & the Isles of Scilly 1992 - 2005

(Source: UKTS/IPS)

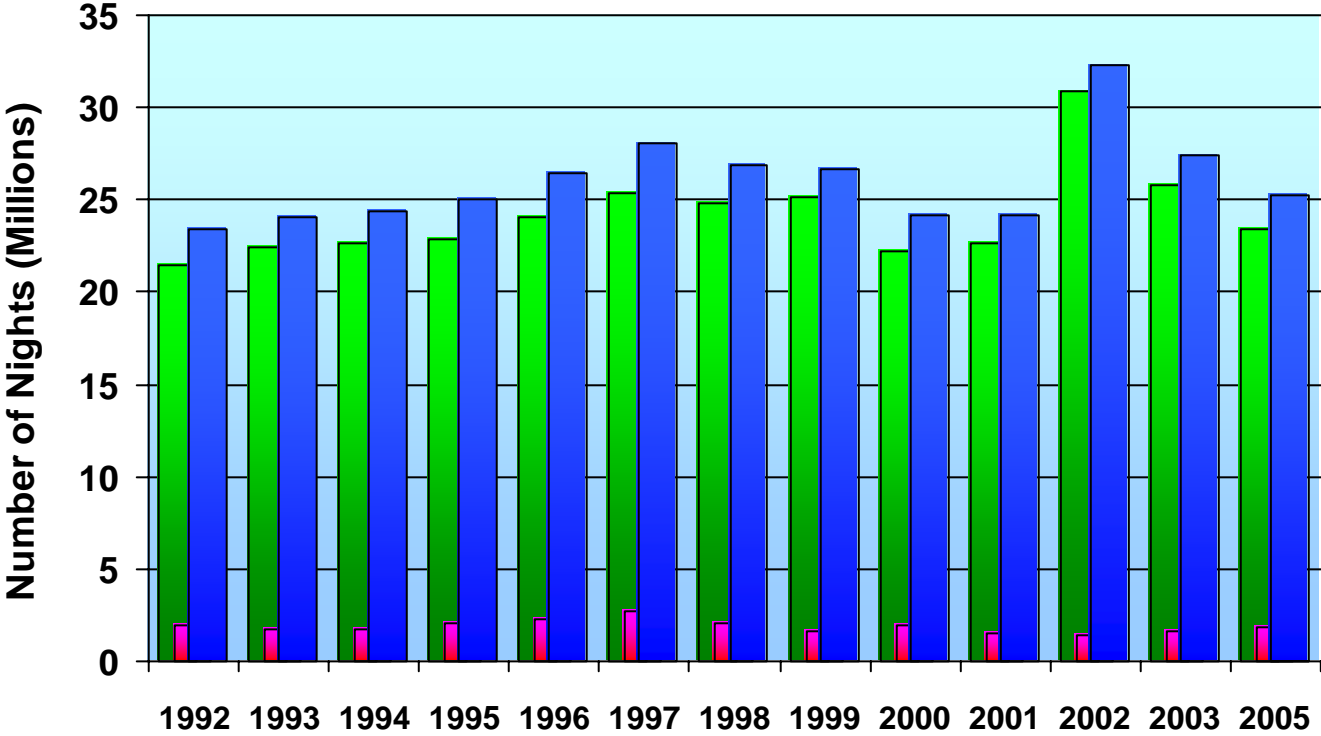


■ Domestic Visitors    
 ■ Overseas Visitors    
 ■ Combined Visitors

Types of Visits (millions)	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2005
<b>Domestic Visitors</b>	3.1	3.1	3.7	3.8	3.7	4.1	3.9	4.3	4.2	4.8	5.5	4.9	4.1
<b>Overseas Visitors</b>	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.3	0.2	0.2	0.2	0.3
<b>Combined Visitors</b>	3.4	3.4	4.0	4.1	4.0	4.4	4.2	4.6	4.5	5.0	5.7	5.1	4.4

**2. Domestic & Overseas Visitor Nights in Cornwall & the Isles of Scilly 1992 - 2005**

(Source: UKTS/IPS)

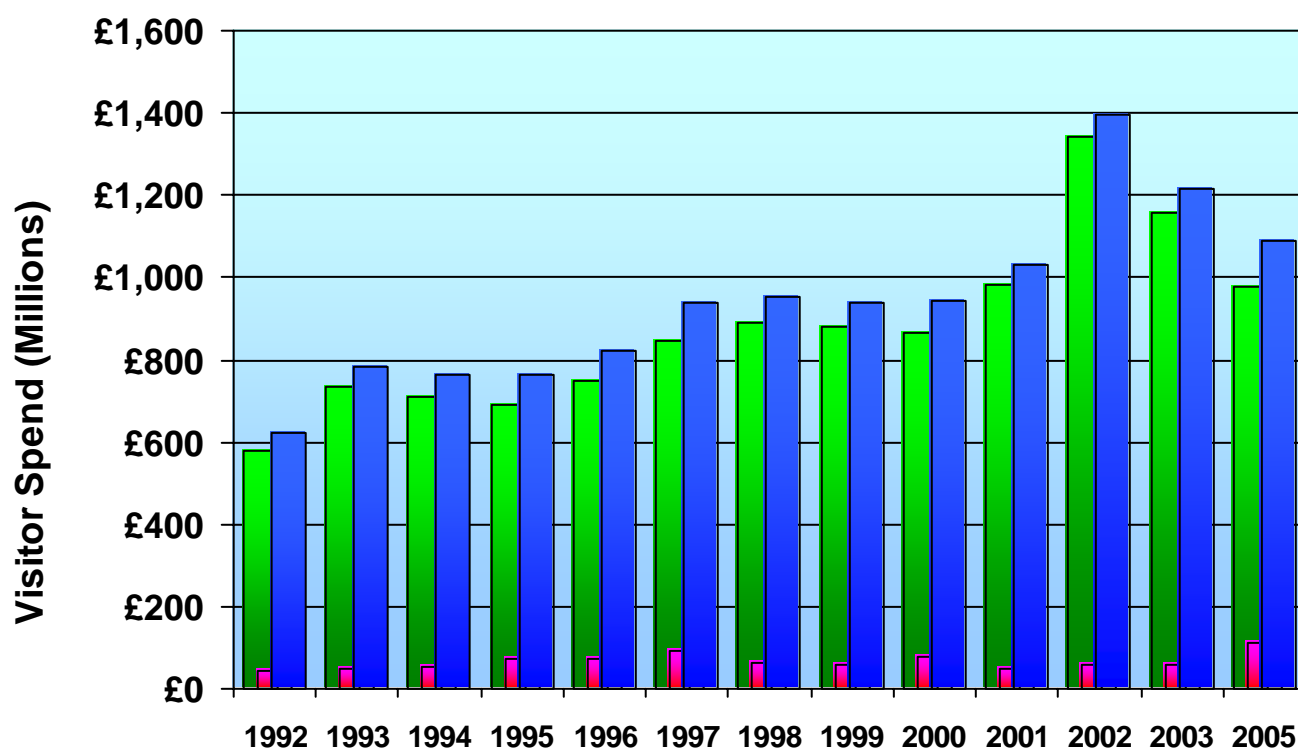


■ Domestic Visitors    
 ■ Overseas Visitors    
 ■ Combined Visitors

Nights (millions)	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2005
<b>Domestic Visitors</b>	21.5	22.4	22.7	22.9	24.1	25.4	24.8	25.1	22.2	22.7	30.9	25.8	23.4
<b>Overseas Visitors</b>	1.9	1.7	1.7	2.1	2.3	2.7	2.1	1.6	2.0	1.5	1.4	1.6	1.8
<b>Combined Visitors</b>	23.4	24.1	24.4	25.0	26.4	28.1	26.9	26.7	24.2	24.2	32.3	27.4	25.2

### 3. Domestic & Overseas Visitor Spend in Cornwall & the Isles of Scilly 1992 - 2005

(Source: UKTS/IPS)



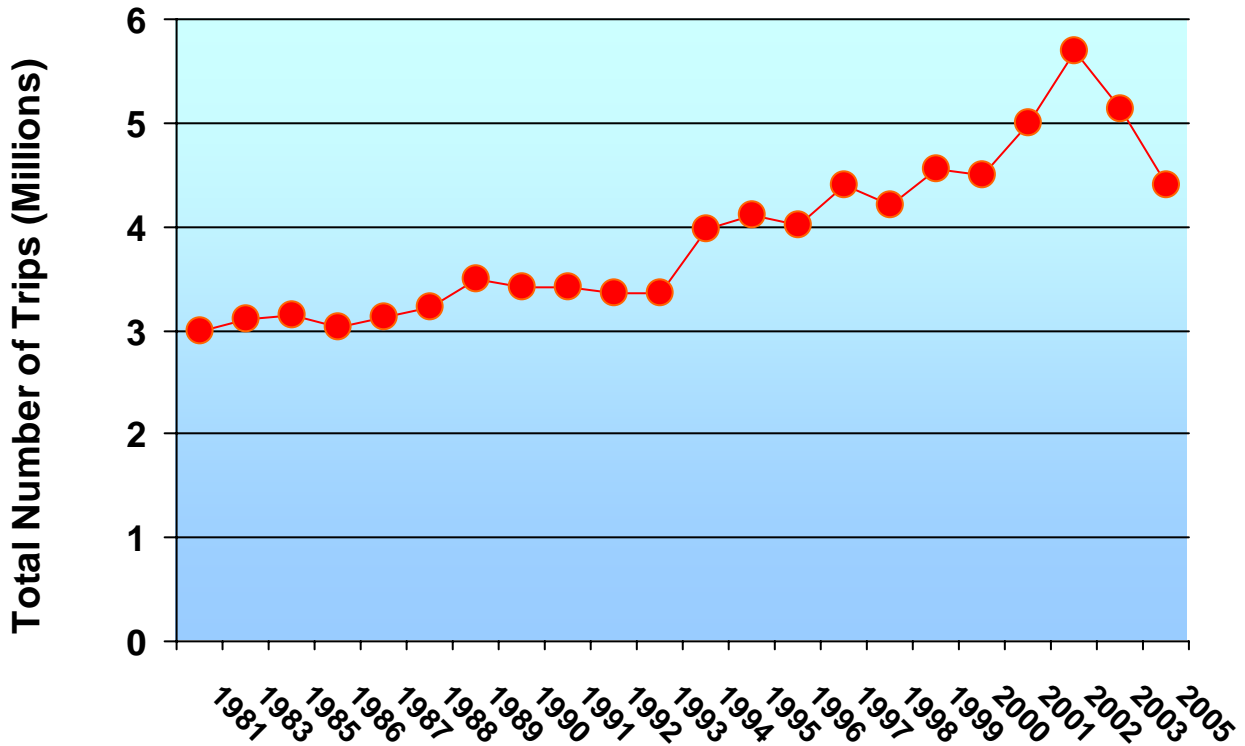
■ Domestic Visitors    
 ■ Overseas Visitors    
 ■ Combined Visitors

Spend (millions)	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2005
<b>Domestic Visitors</b>	£579	£733	£708	£690	£750	£846	£888	£880	£866	£980	£1,342	£1,158	£977
<b>Overseas Visitors</b>	£44	£49	£54	£72	£74	£91	£65	£60	£77	£51	£56	£58	£111
<b>Combined Visitors</b>	£623	£782	£762	£762	£824	£937	£953	£940	£943	£1,031	£1,398	£1,216	£1,088

#### 4. Total Visitor Trips to Cornwall & the Isles of Scilly 1981 - 2005

(Sources: CCC Estimates 1976-1988, UKTS/IPS)

Please note: The earlier start date for this graph and table are due to internally derived County calculations being available.

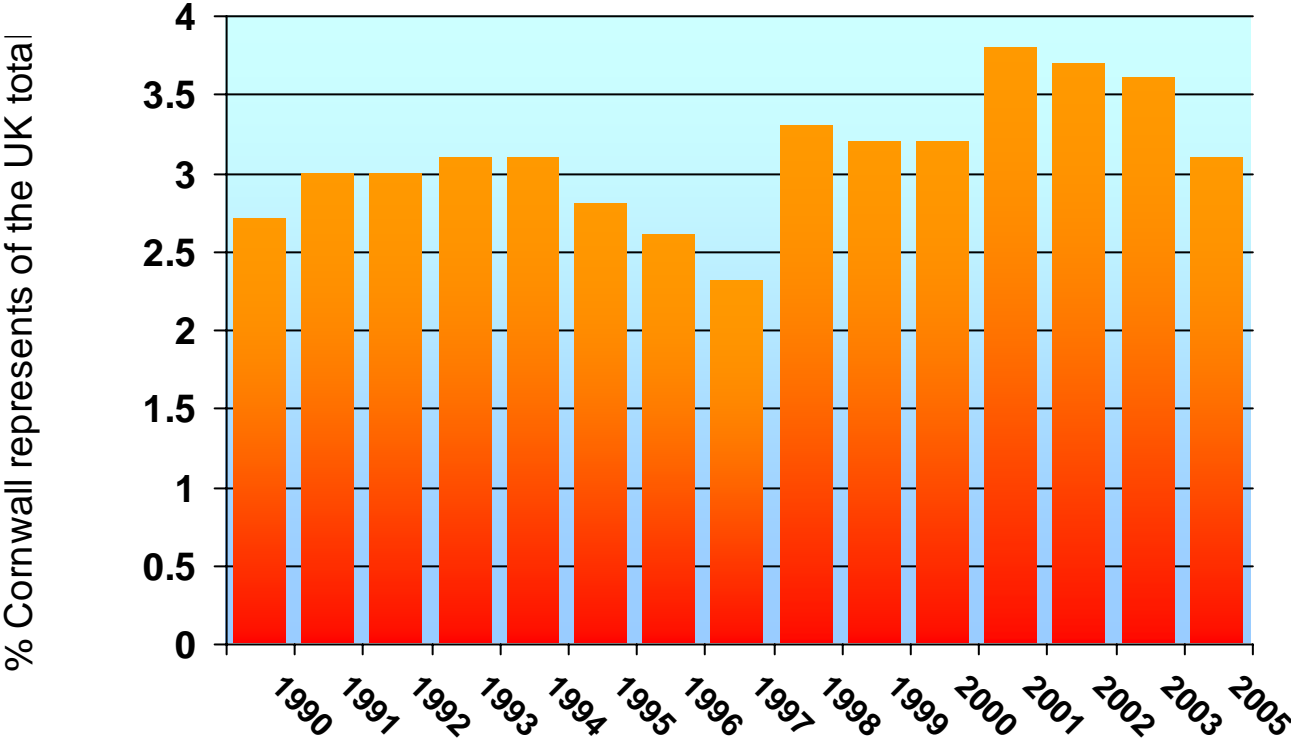


● Total visitor trips to Cornwall & the Isles of Scilly

Total Visits (millions)	1981	1983	1985	1986	1987	1988	1989	1990	1991	1992	1993
<b>Combined Visitors</b>	3.0	3.1	3.2	3.0	3.1	3.2	3.5	3.4	3.4	3.4	3.4
Total Visits (millions)	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2005
<b>Combined Visitors</b>	4.0	4.1	4.0	4.4	4.2	4.6	4.5	5.0	5.7	5.1	4.4

### 5. Total Visitor Trips to Cornwall & the UK 1990 - 2005

(Source: UKTS/IPS 1990-2004)

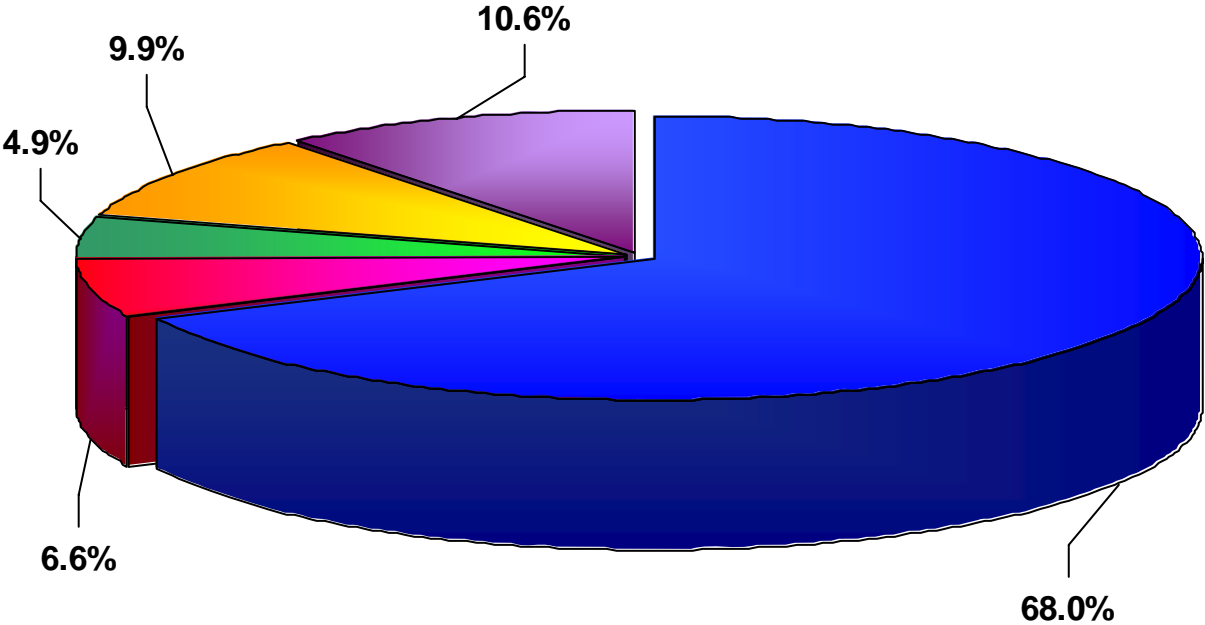


■ Trips to Cornwall as a % of the total trips taken in the UK

Cornwall as a proportion of the UK Total	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2005
Trips to Cornwall	3.4	3.4	3.4	3.4	4.0	4.1	4.0	4.4	4.2	4.6	4.5	5.0	5.7	5.1	4.4
Trips to the UK	126.9	111.5	114.1	110.4	130.8	145.0	152.3	191.5	127.6	144.8	140.4	131.9	155.4	142.4	139.7
% Cornwall Represents of the UK Total	2.7	3.0	3.0	3.1	3.1	2.8	2.6	2.3	3.3	3.2	3.2	3.8	3.7	3.6	3.1

**6. Known Accommodation Stock in Cornwall**  
 (Source, South West Tourism/TRIPS 2004)

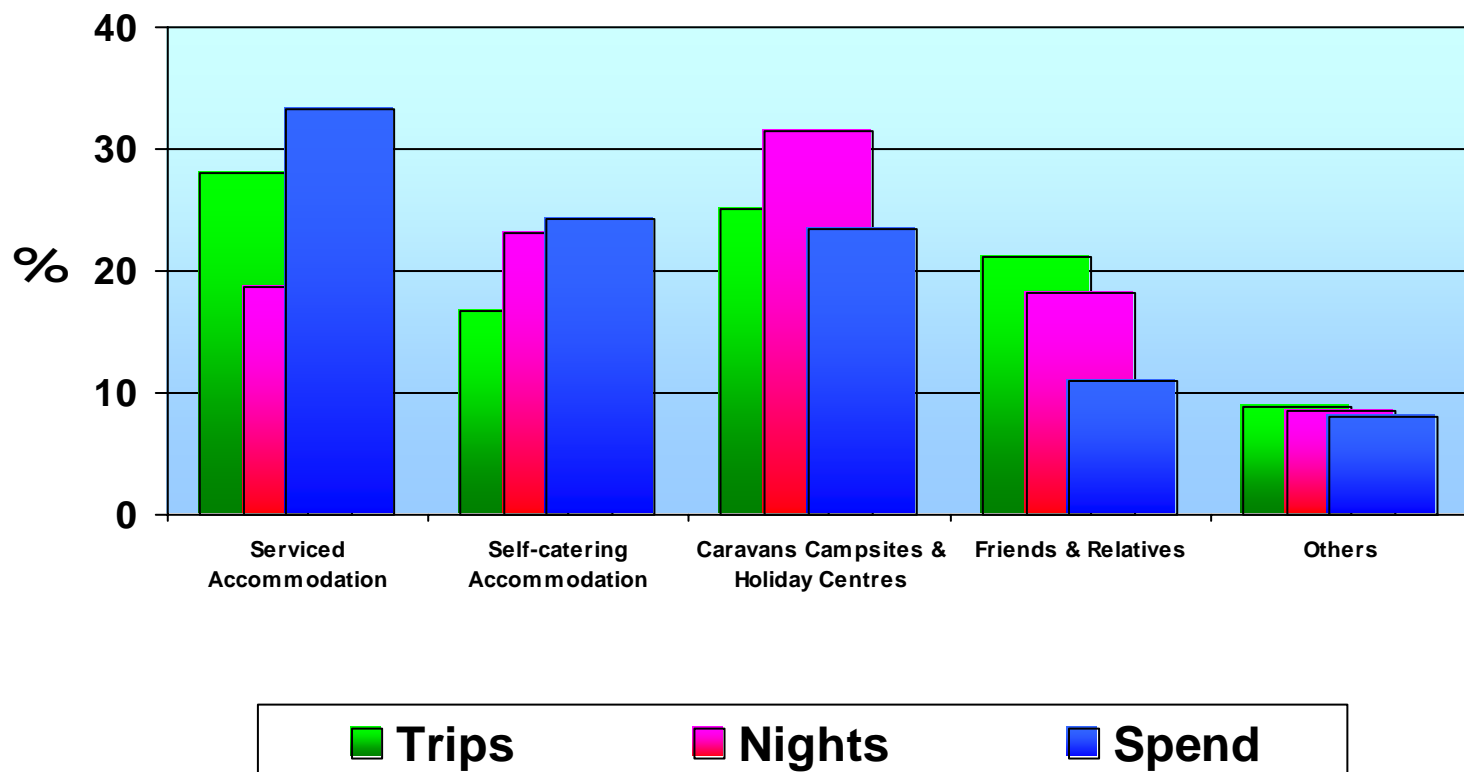
Accommodation	Number of Establishments	Percentage of Accommodation Stock
Self-catering Holiday Home	3,510	68.0
B & B	510	9.9
Hotels	343	6.6
Farm based Accommodation	278	5.4
Guesthouses	251	4.9
Holiday Parks	176	3.4
Inns	65	1.3
Youth, Group & University/College Accommodation	22	0.4
Motels	4	0.1
Castles	1	0.0
<b>Total</b>	<b>5,160</b>	<b>100.0</b>



## 7. Visitor trips, nights & spend across accommodation sectors

Please note that this graph & table include both domestic and overseas visitors combined.

(Source, South West Tourism 2003)



Accommodation Sectors	Trips %	Nights %	Spend %
Serviced Accommodation	28.1	18.7	33.2
Self-Catering Accommodation	16.8	23.1	24.2
Caravans, campsites & Holiday Centres	25.1	31.4	23.4
Staying with Friends & Relatives	21.2	18.2	11.0
Others	8.8	8.6	8.1

Please note: 'Others' includes sectors such as Second Homes, Boat Moorings & Campus accommodation.