

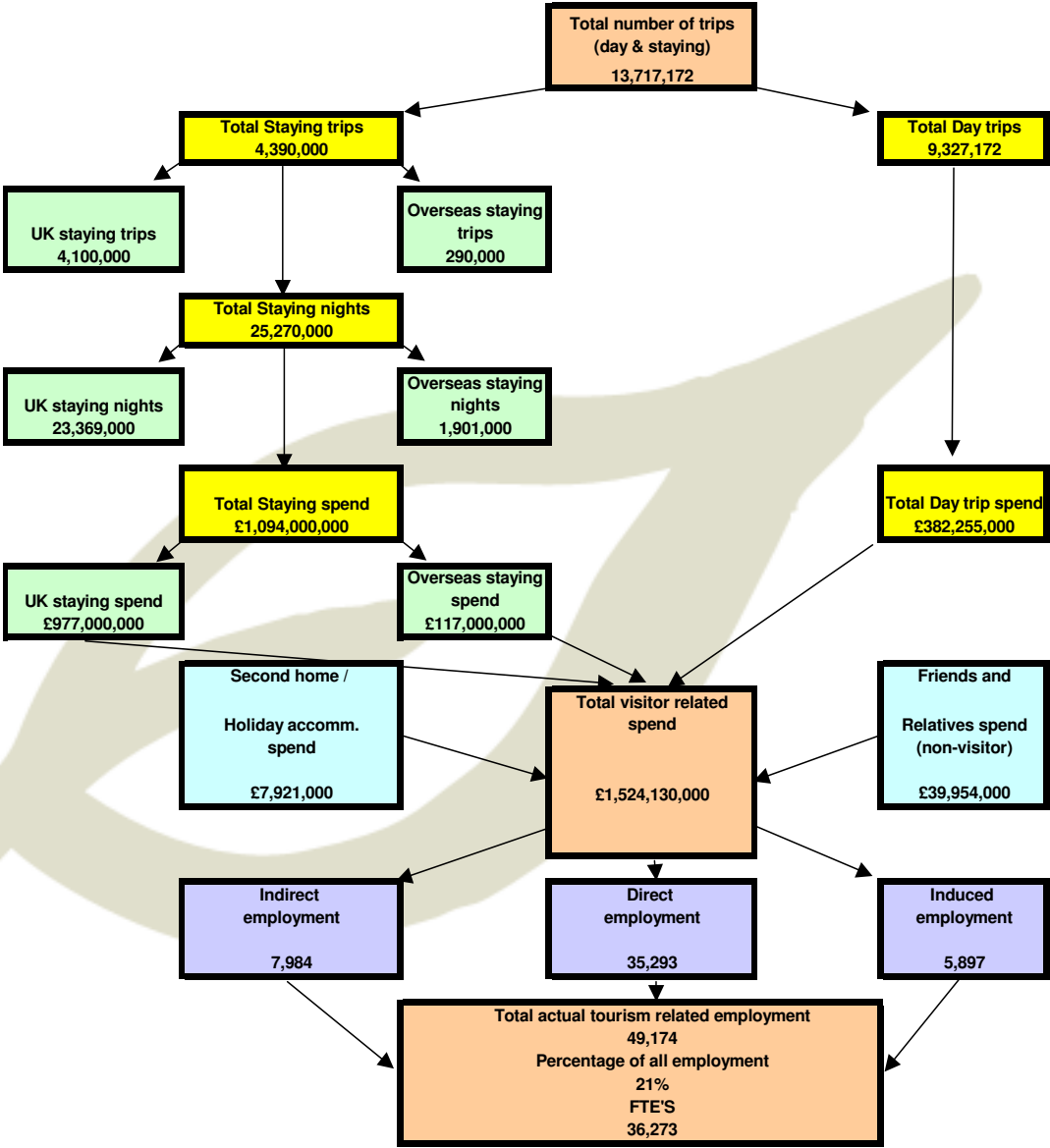
THE VALUE OF TOURISM 2005

CORNWALL



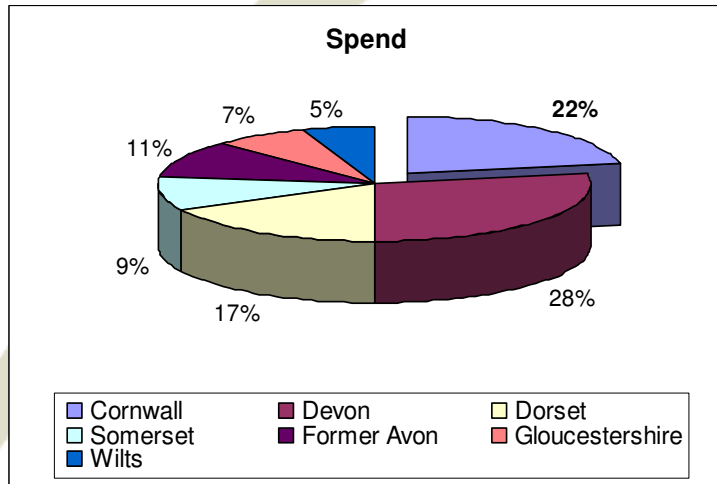
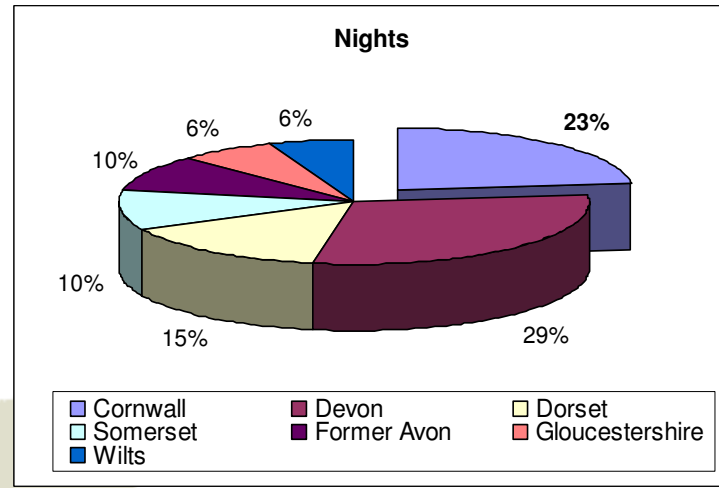
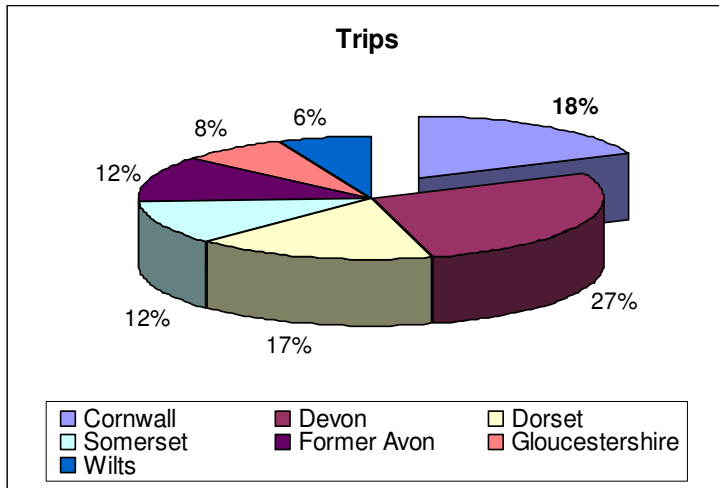
THE VALUE OF TOURISM

Cornwall : Facts at a glance



THE VALUE OF TOURISM

Cornwall : Staying visitors in context



	Trips	Nights	Spend
Cornwall	4,390,000	25,270,000	£1,094,000,000
Devon	6,590,000	31,511,000	£1,365,000,000
Dorset	4,020,000	16,350,000	£857,999,000
Somerset	2,766,000	10,987,000	£459,999,000
Former Avon	2,899,000	10,334,000	£525,000,000
Gloucestershire	1,834,000	6,964,000	£350,980,000
Wilts	1,528,000	6,396,000	£259,999,000

THE VALUE OF TOURISM

Cornwall : Staying visitors in detail

Trips, nights and spend by accommodation (Domestic tourists)

	Trips	Nights	Spend
Serviced	1,264,000	5,385,000	£364,689,000
Self catering	584,000	4,692,000	£217,603,000
Touring caravans /tents	695,000	4,494,000	£115,980,000
Static vans/holiday centres	604,000	3,915,000	£130,252,000
Group/campus	73,000	135,000	£7,220,000
Paying guest in private house	0	0	£0
Second homes	86,000	765,000	£15,352,000
Boat moorings	5,000	59,000	£340,000
Other	59,000	398,000	£16,140,000
Staying with friends and relatives	730,000	3,526,000	£109,424,000
Total	4,100,000	23,369,000	£977,000,000

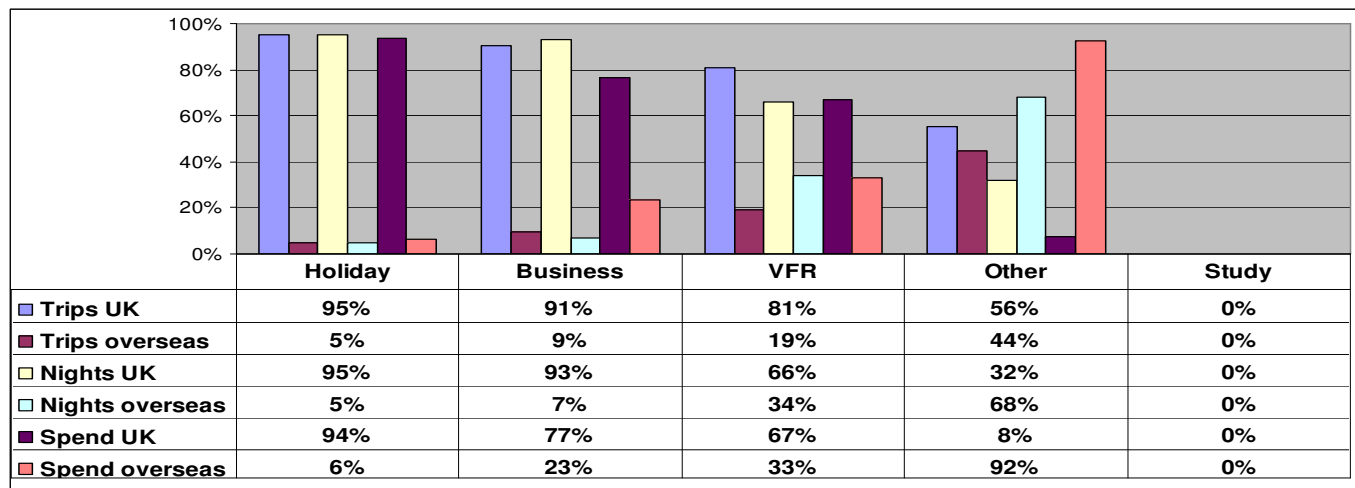
Trips, nights and spend by accommodation (Overseas tourists)

	Trips	Nights	Spend
Serviced	116,000	392,000	£39,134,000
Self catering	23,000	337,000	£18,411,000
Touring caravans /tents	28,000	100,000	£3,518,000
Static vans/holiday centres	2,000	29,000	£526,000
Group/campus	9,000	156,000	£15,079,000
Paying guest in private house	0	0	£0
Second homes	5,000	127,000	£5,344,000
Boat moorings	0	0	£0
Other	5,000	9,000	£356,000
Staying with friends and relatives	102,000	751,000	£34,632,000
Total	290,000	1,901,000	£117,000,000

THE VALUE OF TOURISM

Cornwall : Staying visitors in detail

Trips, nights and spend by purpose



Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	3,570,000	21,145,000	£879,624,000
Business	193,000	907,000	£49,346,000
VFR	322,000	1,262,000	£46,226,000
Other	15,000	55,000	£1,804,000
Study	0	0	£0
Total	4,100,000	23,369,000	£977,000,000

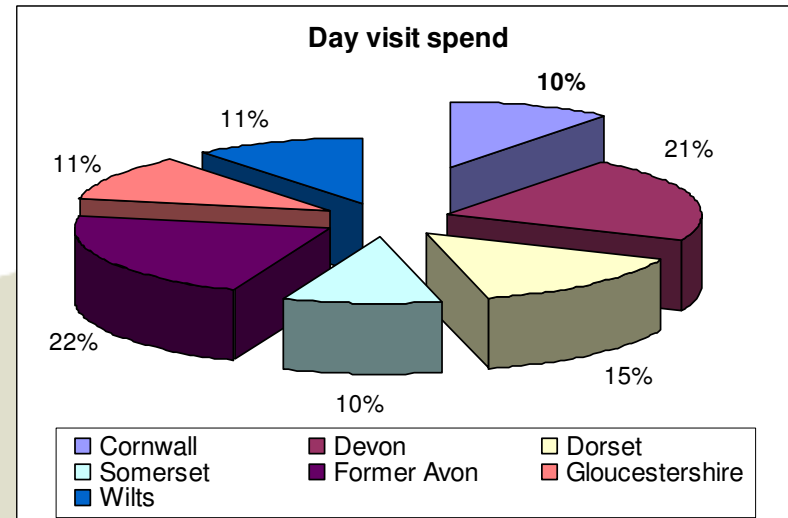
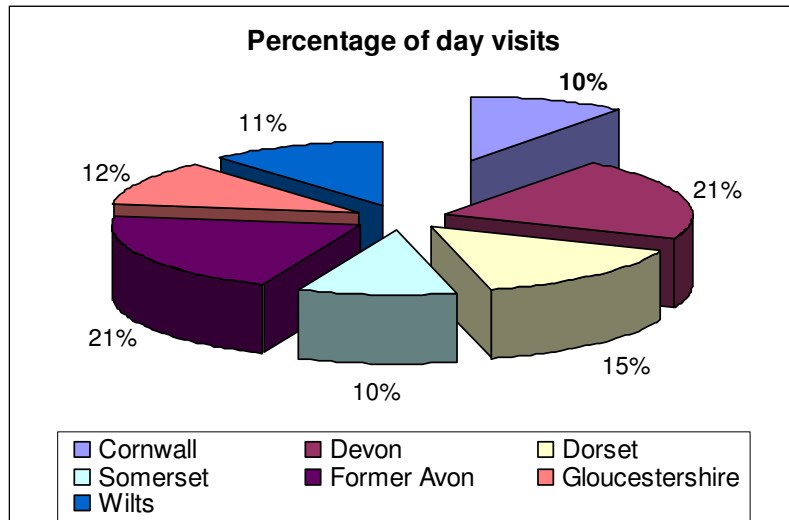
Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	180,000	1,076,000	£57,651,000
Business	20,000	65,000	£14,995,000
VFR	77,000	644,000	£22,703,000
Other	12,000	116,000	£21,651,000
Study	0	0	£0
Total	290,000	1,901,000	£117,000,000

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type. This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

THE VALUE OF TOURISM

Cornwall : Day visits in context

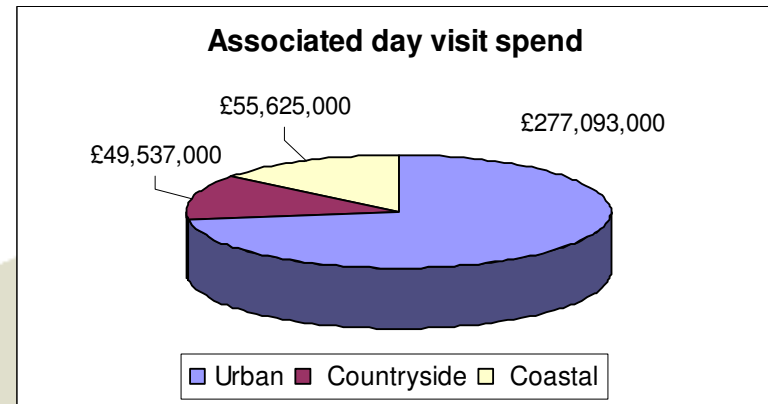
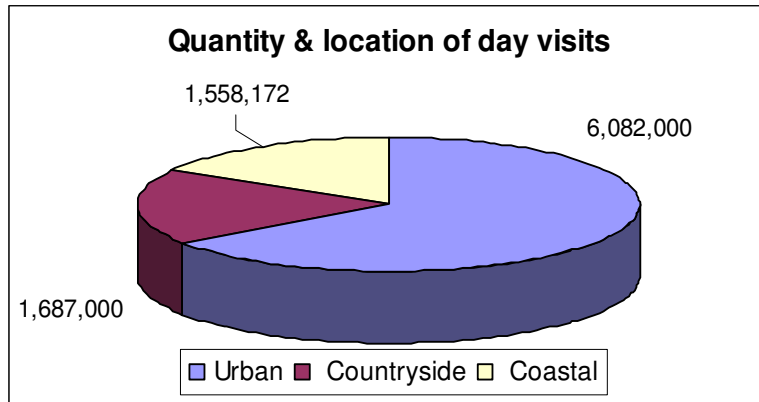


	Trips	Spend
Cornwall	9,327,172	£382,255,000
Devon	18,921,203	£784,496,000
Dorset	13,721,777	£551,111,139
Somerset	9,275,358	£373,367,000
Former Avon	18,782,097	£819,196,363
Gloucestershire	10,533,000	£417,175,000
Wilts	10,268,000	£399,924,000
Totals	90,828,607	£3,727,524,502

THE VALUE OF TOURISM

Cornwall : Day visits in detail

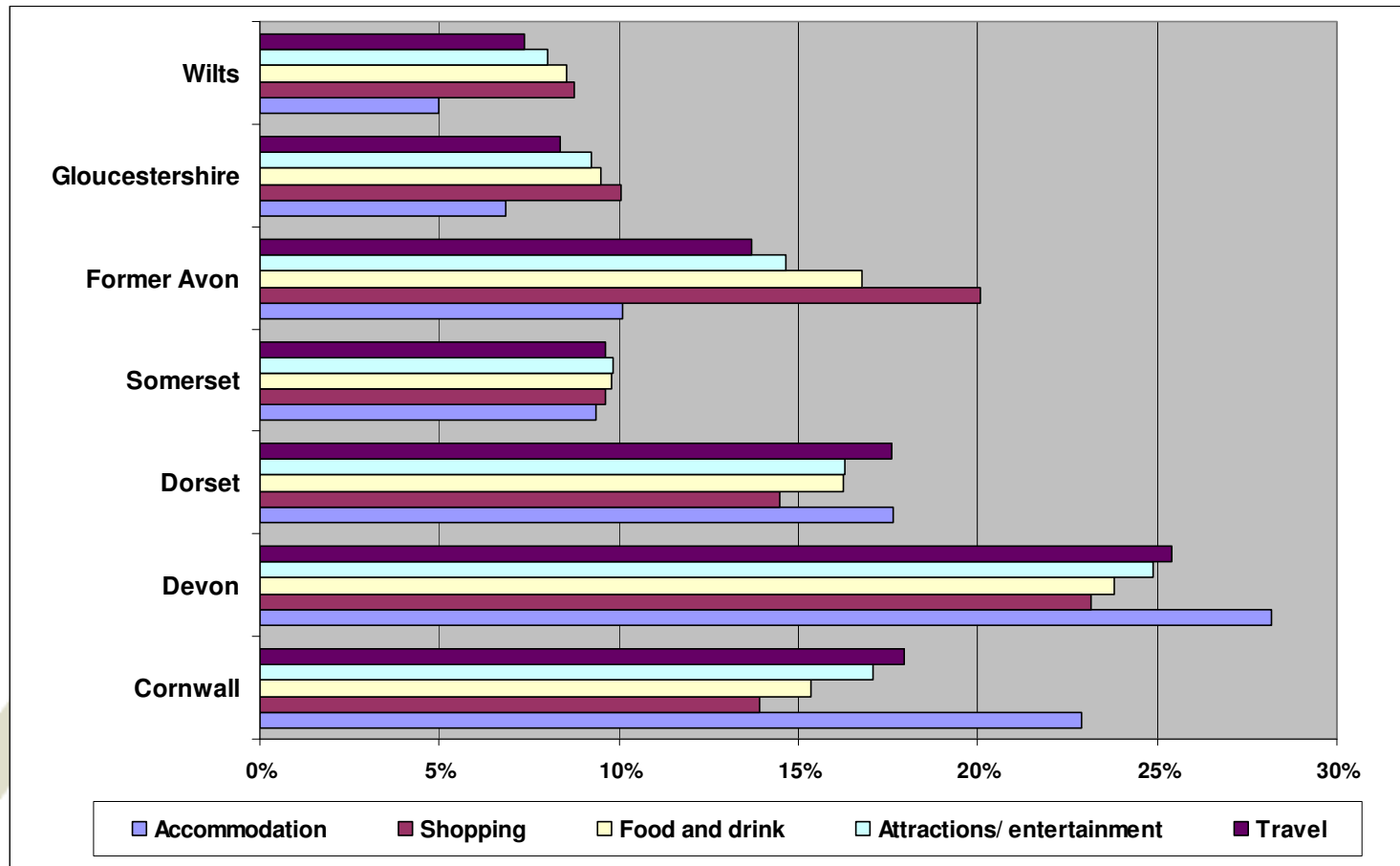
Day visits



THE VALUE OF TOURISM

Cornwall :

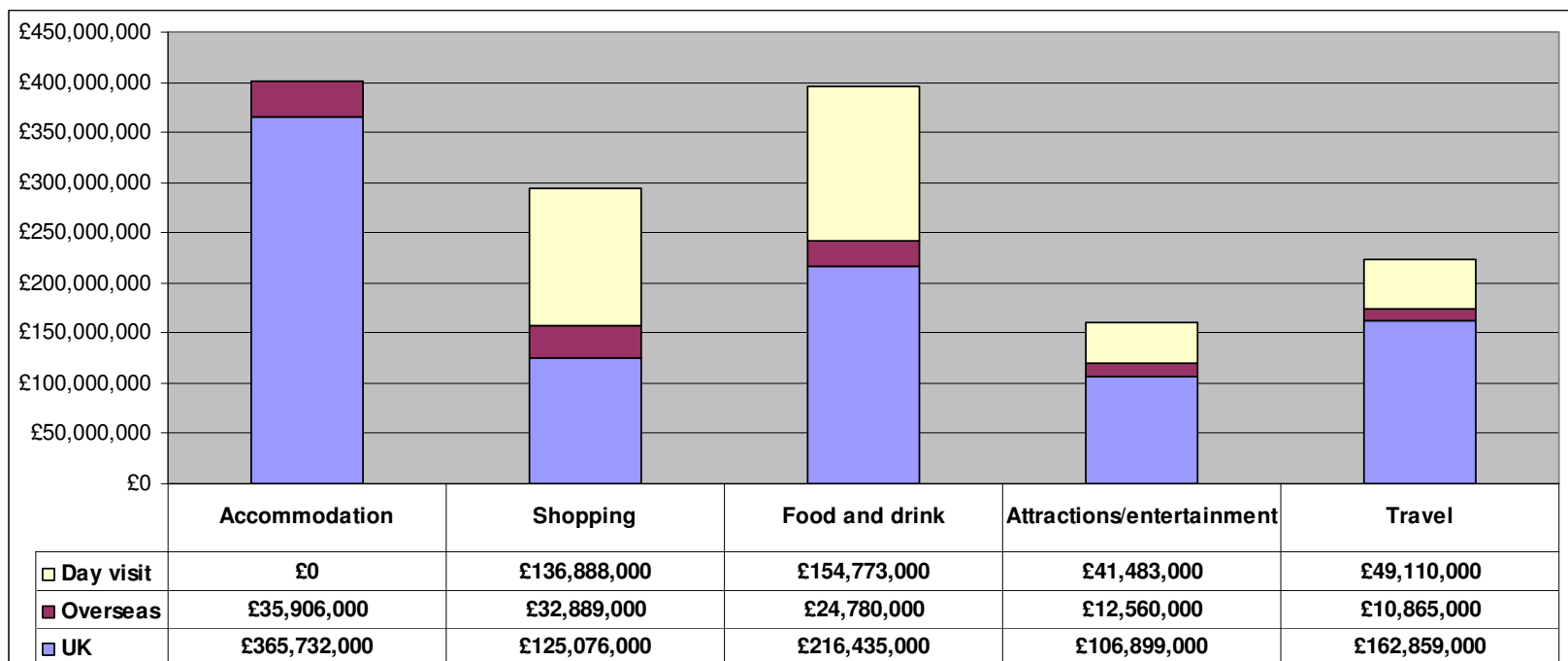
Breakdown of expenditure associated with trips (all visits)



THE VALUE OF TOURISM

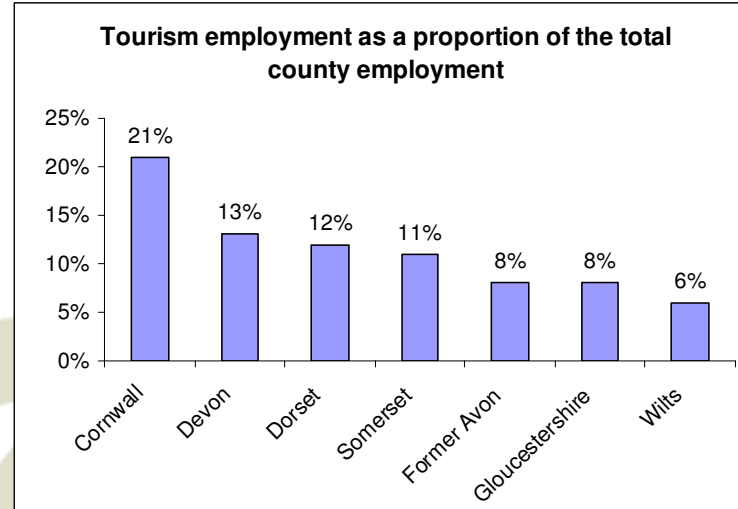
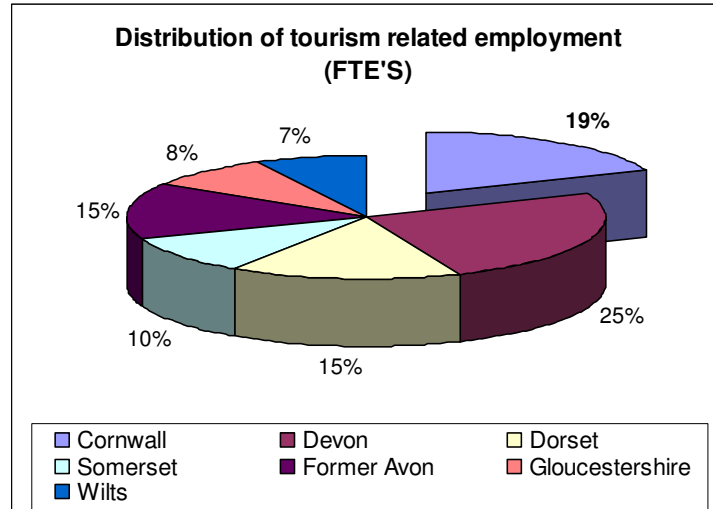
Cornwall :

Breakdown of expenditure associated with trips



THE VALUE OF TOURISM

Cornwall : Employment in context



	Number of FTE's
Cornwall	36,273
Devon	49,061
Dorset	30,263
Somerset	19,929
Former Avon	28,946
Gloucestershire	16,609
Wilts	14,659
Totals	195,740

THE VALUE OF TOURISM

Cornwall : Employment in detail

Estimated actual number of jobs related to tourism spending

	Staying tourists	Day visitors	Total
Direct	26,989	8,305	35,293
Indirect	6,410	1,574	7,984
Induced	5,498	399	5,897
Totals	38,896	10,278	49,174

Estimated number of full time jobs related to tourism spending (FTE's)

	Staying tourists	Day visitors	Total
Direct	18,489	5,607	24,097
Indirect	5,623	1,381	7,004
Induced	4,822	350	5,173
Totals	28,935	7,339	36,273

Direct employment in businesses in receipt of visitor expenditure -

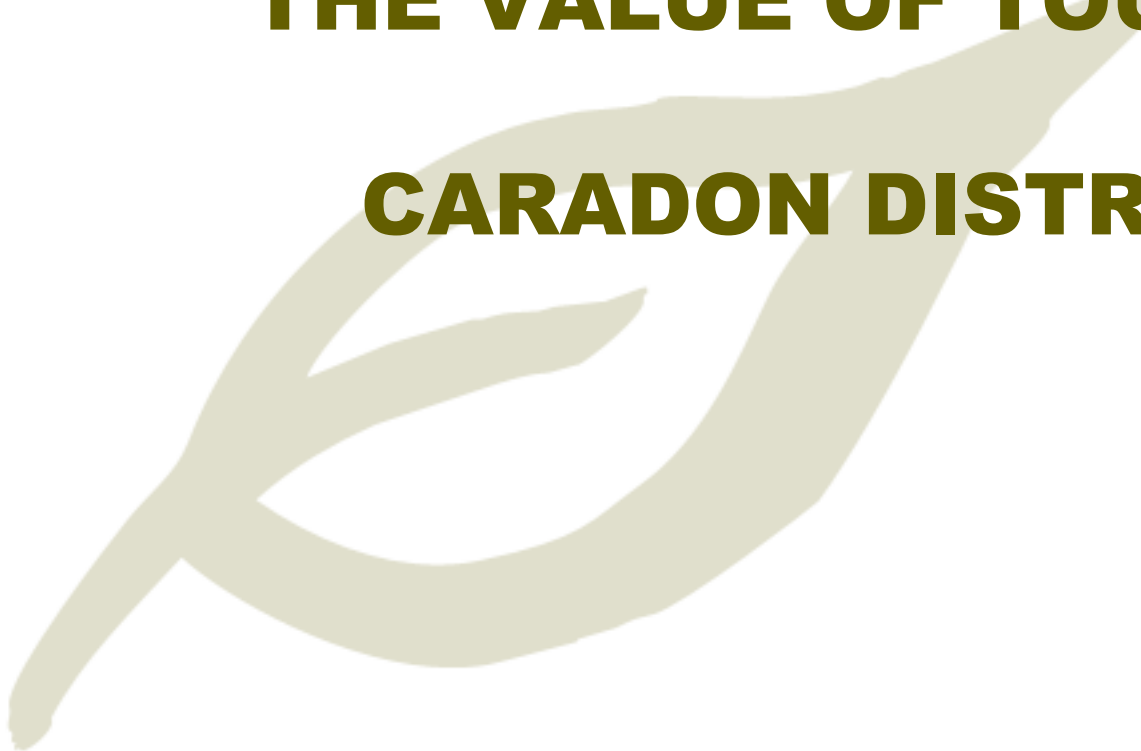
Estimated number of full time jobs(FTE's)

	Staying	Day	Total
Accommodation	8,084	62	8,146
Retailing	1,784	1,546	3,331
Catering	4,412	2,831	7,242
Attractions/entertainment	2,518	906	3,424
Transport	931	263	1,194
Arising from non trip spend	760	0	760
Totals	18,489	5,607	24,097

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

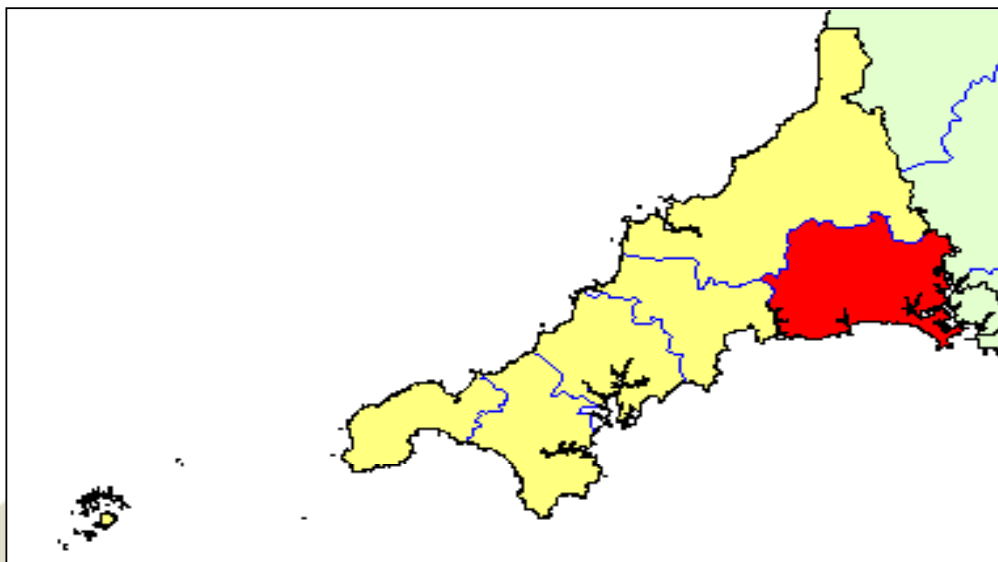
THE VALUE OF TOURISM

CARADON DISTRICT



THE VALUE OF TOURISM

Caradon Briefing 2005



<u>CARADON</u>	<u>KEY FACTS</u>
474,000	trips by staying visitors
2,868,000	staying visitor nights
£110,629,000	spend by staying visitors
1,399,000	day visits
£56,124,000	spend by day visitors
£7,040,000	other tourism related spend
4,608	jobs related to tourism spending
14%	of employment is supported by tourism

THE VALUE OF TOURISM

Caradon Briefing 2005

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	79,000	338,000	£22,866,000
Self catering	60,000	483,000	£22,394,000
Touring caravans /tents	70,000	450,000	£11,624,000
Static vans/holiday centres	101,000	658,000	£21,878,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	13,000	119,000	£2,383,000
Boat moorings	0	3,000	£19,000
Other	9,000	63,000	£2,543,000
Staying with friends and relatives (VFR)	115,000	556,000	£17,244,000
Total	448,000	2,669,000	£100,951,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	3,000	10,000	£999,000
Self catering	2,000	35,000	£1,895,000
Touring caravans /tents	3,000	10,000	£353,000
Static vans/holiday centres	0	5,000	£88,000
Group/campus	0	0	£0
Paying guests in private homes	0	0	£0
Second homes	1,000	20,000	£829,000
Boat moorings	0	0	£0
Other	1,000	1,000	£56,000
Staying with friends and relatives (VFR)	16,000	118,000	£5,458,000
Total	26,000	199,000	£9,678,000

THE VALUE OF TOURISM

Caradon Briefing 2005

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	391,000	2,428,000	£92,528,000
Business	5,000	23,000	£1,147,000
VFR	51,000	209,000	£7,003,000
Other	2,000	9,000	£273,000
Study	0	0	£0
Total	448,000	2,669,000	£100,951,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	12,000	73,000	£3,331,000
Business	0	1,000	£152,000
VFR	12,000	106,000	£3,171,000
Other	2,000	19,000	£3,024,000
Study	0	0	£0
Total	26,000	199,000	£9,678,000

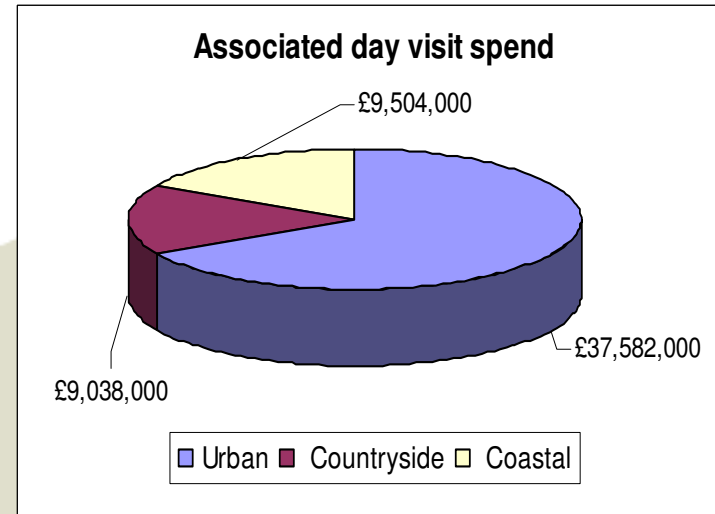
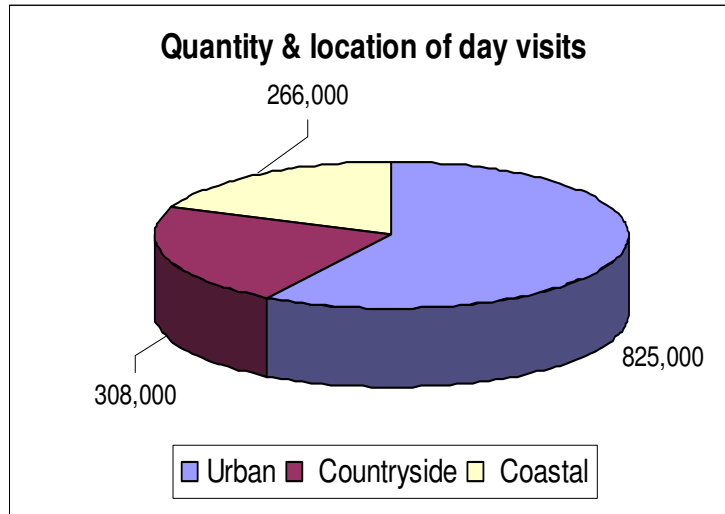
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

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THE VALUE OF TOURISM

Caradon Briefing 2005

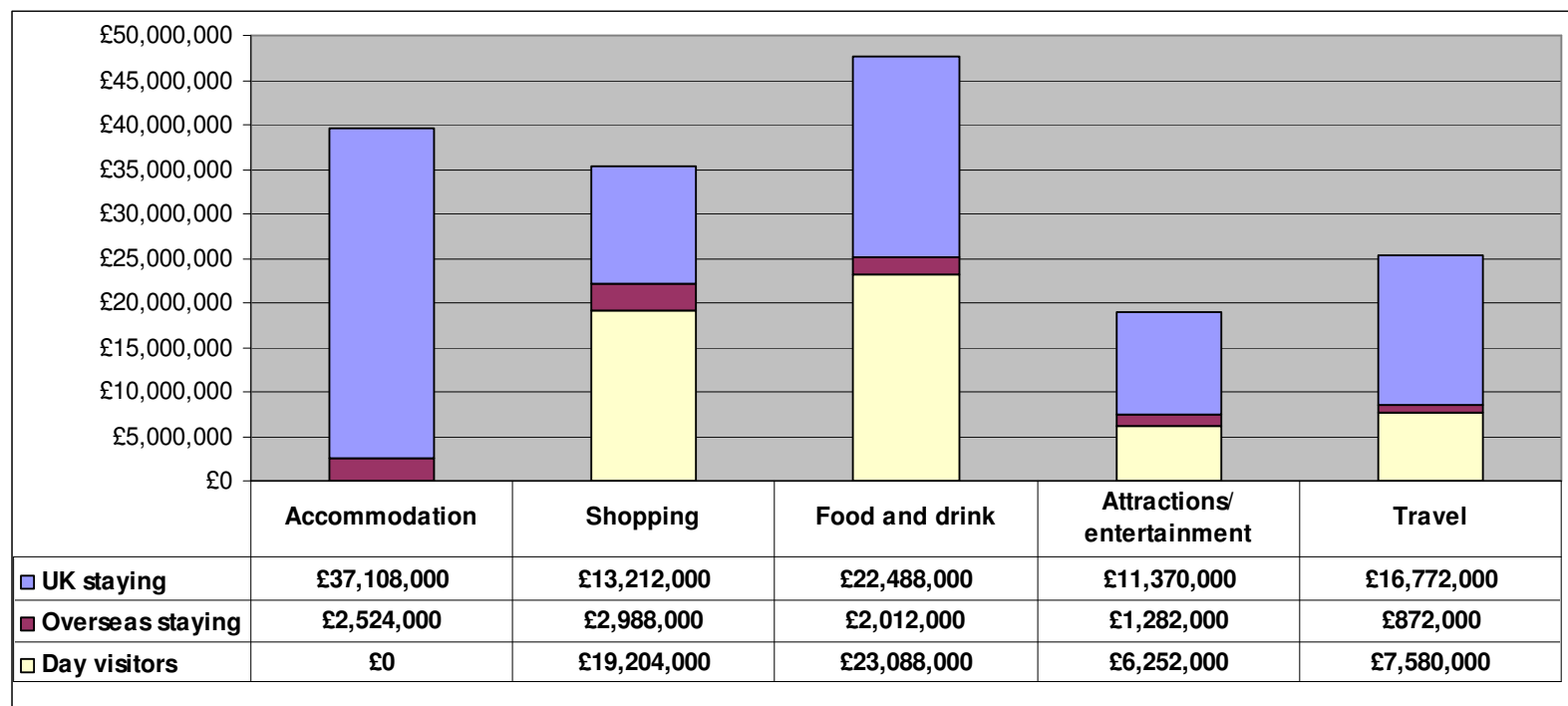
Day visits



THE VALUE OF TOURISM

Caradon Briefing 2005

Visitor spend



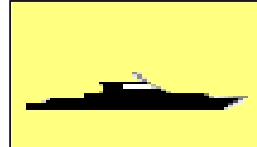
THE VALUE OF TOURISM

Caradon Briefing 2005

Other tourism related spend



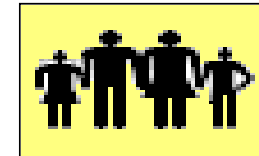
Second Homes
£464,000



Boats
£280,000



Static Vans
£0



VFR
£6,296,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

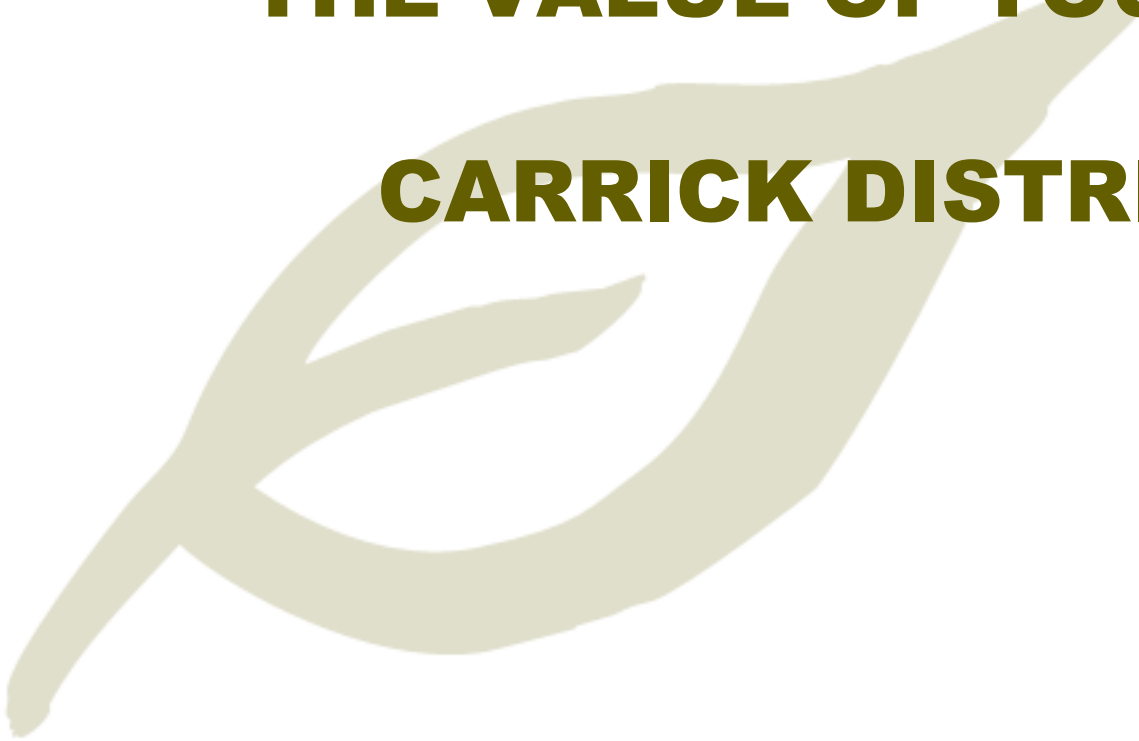
Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	2,739	1,210	3,949
Indirect jobs	396	127	523
Induced jobs	127	10	137
Total	3,262	1,346	4,608
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			3,280

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

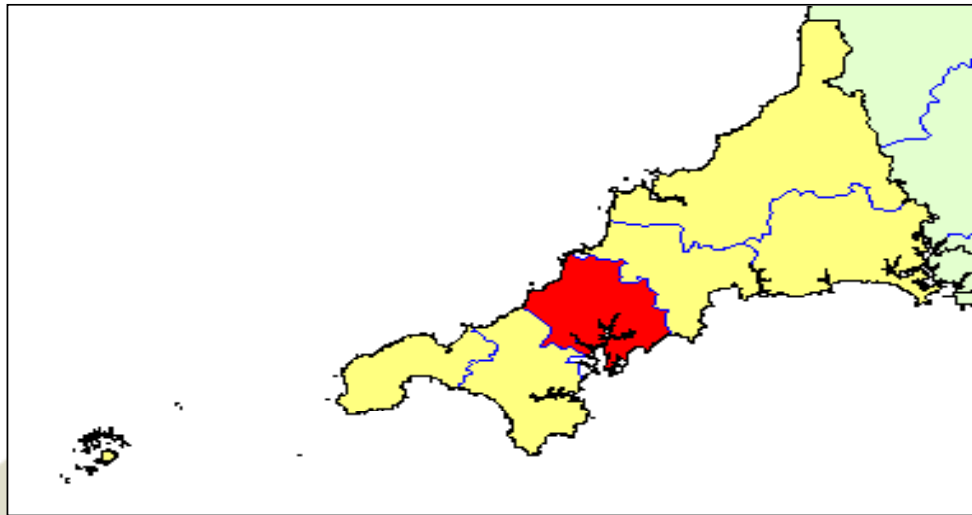
THE VALUE OF TOURISM

CARRICK DISTRICT



THE VALUE OF TOURISM

Carrick Briefing 2005



<u>CARRICK</u>	<u>KEY FACTS</u>
802,000	trips by staying visitors
4,553,000	staying visitor nights
£196,627,000	spend by staying visitors
1,834,213	day visits
£77,183,000	spend by day visitors
£8,235,000	other tourism related spend
8,079	jobs related to tourism spending
22%	of employment is supported by tourism

THE VALUE OF TOURISM

Carrick Briefing 2005

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	230,000	978,000	£66,239,000
Self catering	98,000	784,000	£36,367,000
Touring caravans /tents	179,000	1,160,000	£29,940,000
Static vans/holiday centres	57,000	368,000	£12,230,000
Group/campus	30,000	56,000	£3,003,000
Paying guests in private homes	0	0	£0
Second homes	16,000	139,000	£2,799,000
Boat moorings	1,000	8,000	£48,000
Other	10,000	70,000	£2,826,000
Staying with friends and relatives (VFR)	128,000	617,000	£19,160,000
Total	748,000	4,181,000	£172,611,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	20,000	66,000	£6,609,000
Self catering	4,000	56,000	£3,077,000
Touring caravans /tents	7,000	26,000	£908,000
Static vans/holiday centres	0	3,000	£49,000
Group/campus	4,000	65,000	£6,272,000
Paying guests in private homes	0	0	£0
Second homes	1,000	23,000	£974,000
Boat moorings	0	0	£0
Other	1,000	2,000	£62,000
Staying with friends and relatives (VFR)	18,000	131,000	£6,064,000
Total	54,000	372,000	£24,016,000

THE VALUE OF TOURISM

Carrick Briefing 2005

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	606,000	3,567,000	£144,125,000
Business	83,000	385,000	£20,376,000
VFR	56,000	219,000	£7,806,000
Other	3,000	10,000	£305,000
Study	0	0	£0
Total	748,000	4,181,000	£172,611,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	29,000	192,000	£9,324,000
Business	9,000	33,000	£6,925,000
VFR	14,000	125,000	£3,975,000
Other	2,000	22,000	£3,791,000
Study	0	0	£0
Total	54,000	372,000	£24,016,000

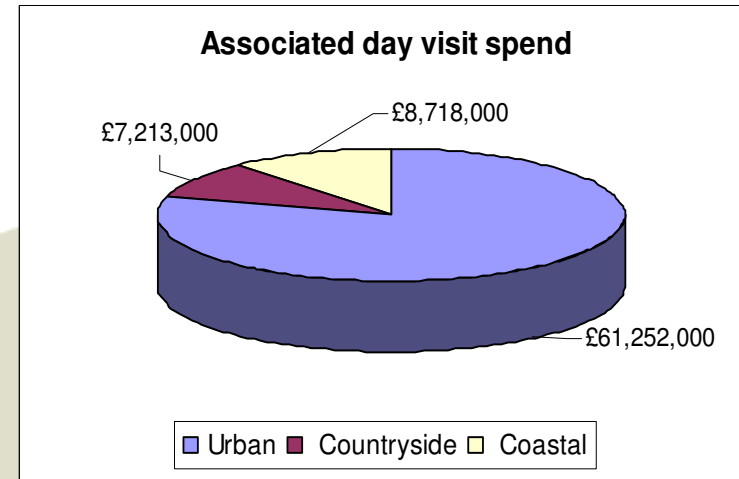
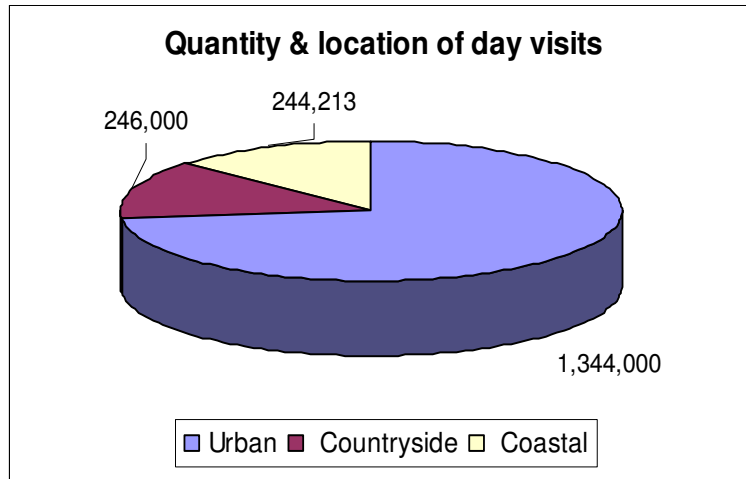
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THE VALUE OF TOURISM

Carrick Briefing 2005

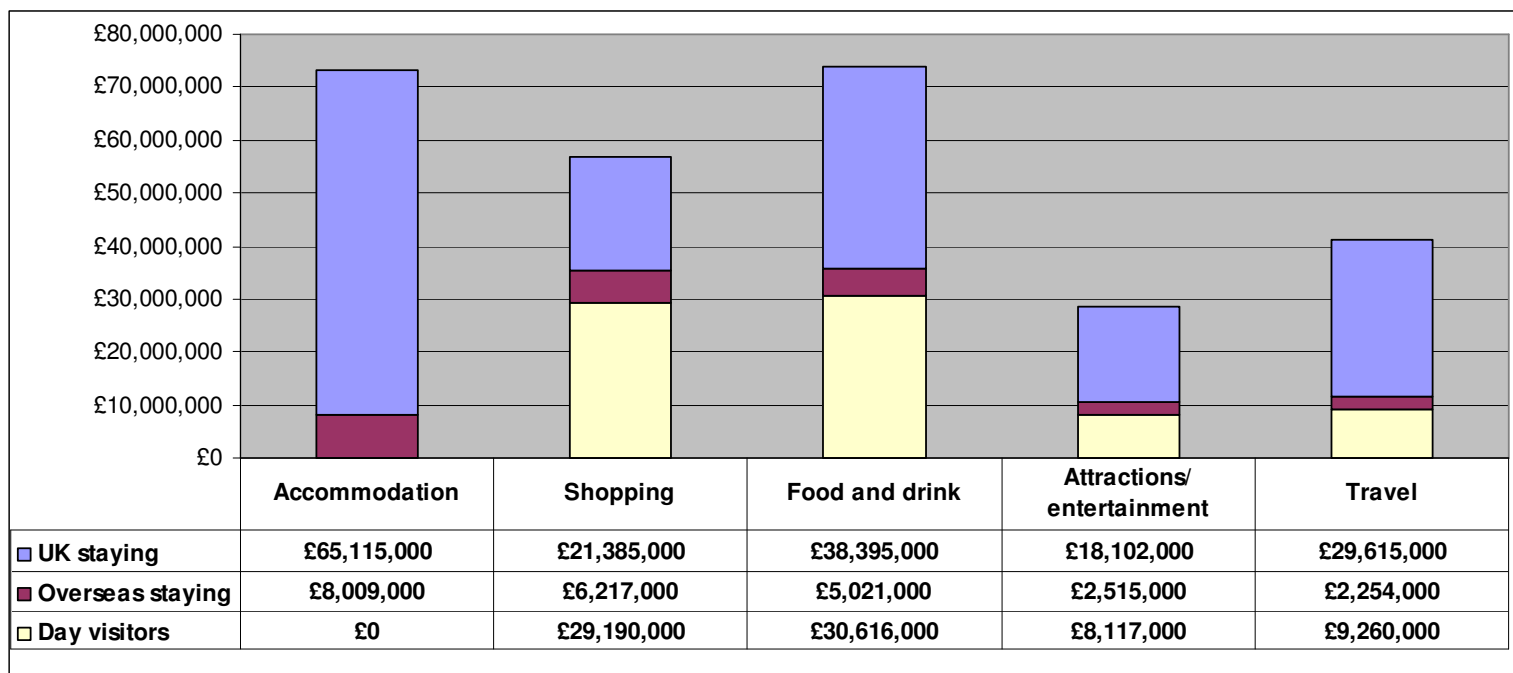
Day visits



THE VALUE OF TOURISM

Carrick Briefing 2005

Visitor spend



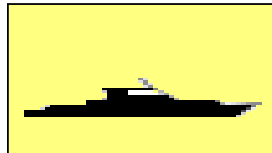
THE VALUE OF TOURISM

Carrick Briefing 2005

Other tourism related spend



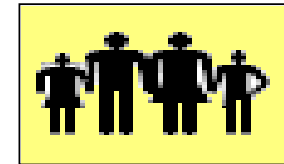
Second Homes
£545,000



Boats
£694,000



Static Vans
£0



VFR
£6,996,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,599	1,587	6,186
Indirect jobs	1,015	260	1,276
Induced jobs	576	42	618
Total	6,190	1,890	8,079
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,883

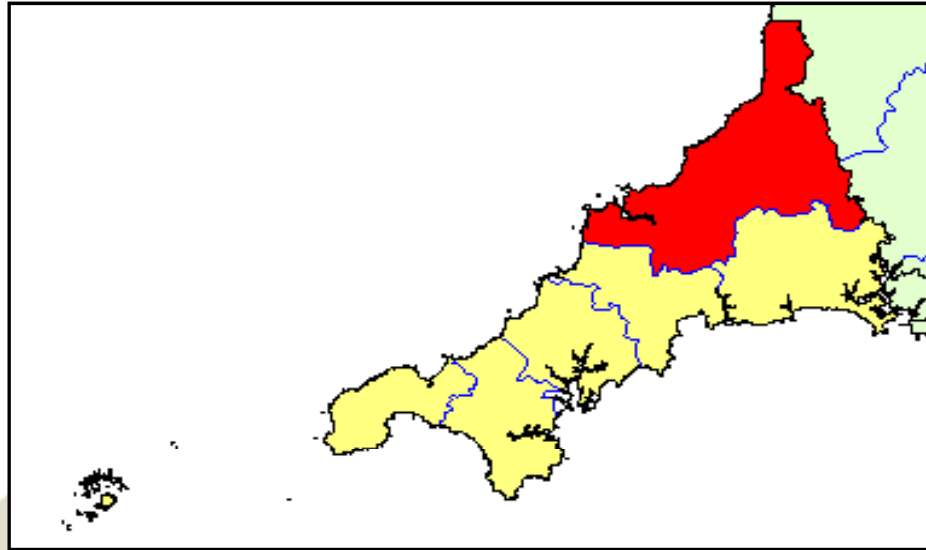
Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.



THE VALUE OF TOURISM
NORTH CORNWALL DISTRICT

THE VALUE OF TOURISM

North Cornwall Briefing 2005



NORTH CORNWAL KEY FACTS

- 905,000** trips by staying visitors
- 5,450,000** staying visitor nights
- £238,071,000** spend by staying visitors
- 1,834,000** day visits
- £73,501,000** spend by day visitors
- £7,435,000** other tourism related spend
- 8,879** jobs related to tourism spending
- 23%** of employment is supported by tourism

THE VALUE OF TOURISM

North Cornwall Briefing 2005

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	249,000	1,060,000	£71,755,000
Self catering	190,000	1,527,000	£70,825,000
Touring caravans /tents	137,000	888,000	£22,913,000
Static vans/holiday centres	109,000	709,000	£23,590,000
Group/campus	23,000	43,000	£2,313,000
Paying guests in private homes	0	0	£0
Second homes	24,000	211,000	£4,229,000
Boat moorings	0	2,000	£11,000
Other	10,000	64,000	£2,606,000
Staying with friends and relatives (VFR)	118,000	569,000	£17,670,000
Total	860,000	5,073,000	£215,913,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	10,000	34,000	£3,423,000
Self catering	8,000	110,000	£5,992,000
Touring caravans /tents	6,000	20,000	£695,000
Static vans/holiday centres	0	5,000	£95,000
Group/campus	3,000	50,000	£4,831,000
Paying guests in private homes	0	0	£0
Second homes	1,000	35,000	£1,472,000
Boat moorings	0	0	£0
Other	1,000	1,000	£57,000
Staying with friends and relatives (VFR)	16,000	121,000	£5,592,000
Total	45,000	377,000	£22,158,000

THE VALUE OF TOURISM

North Cornwall Briefing 2005

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	750,000	4,585,000	£193,038,000
Business	55,000	268,000	£14,777,000
VFR	52,000	210,000	£7,794,000
Other	2,000	9,000	£304,000
Study	0	0	£0
Total	860,000	5,073,000	£215,913,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	28,000	209,000	£10,740,000
Business	3,000	12,000	£2,700,000
VFR	12,000	132,000	£4,463,000
Other	2,000	24,000	£4,256,000
Study	0	0	£0
Total	45,000	377,000	£22,158,000

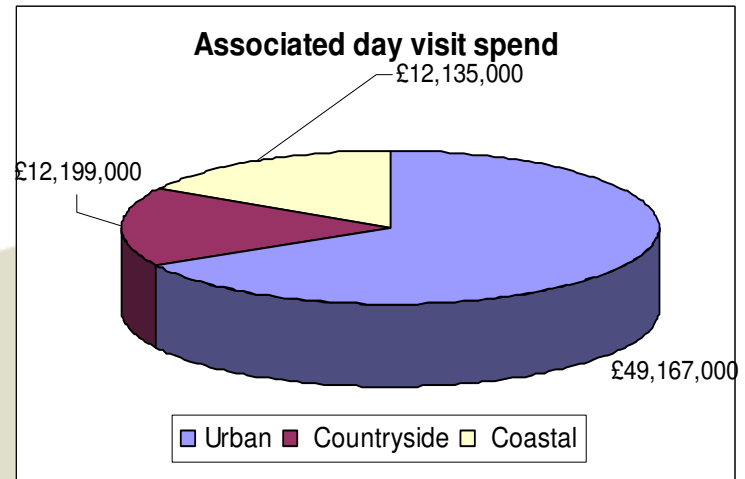
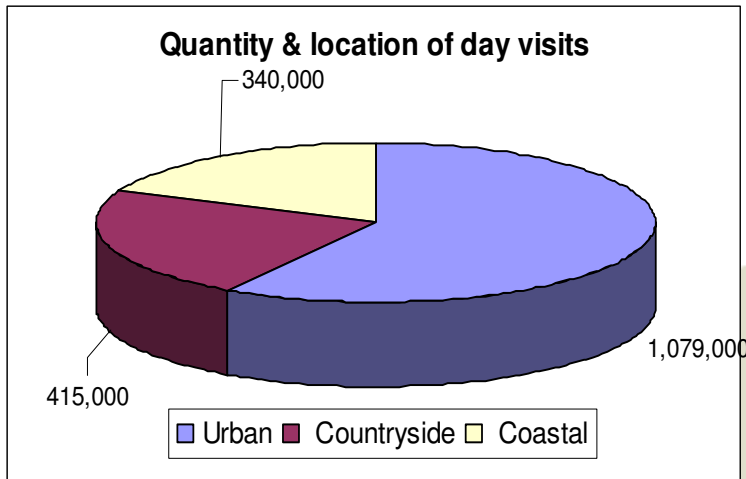
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THE VALUE OF TOURISM

North Cornwall Briefing 2005

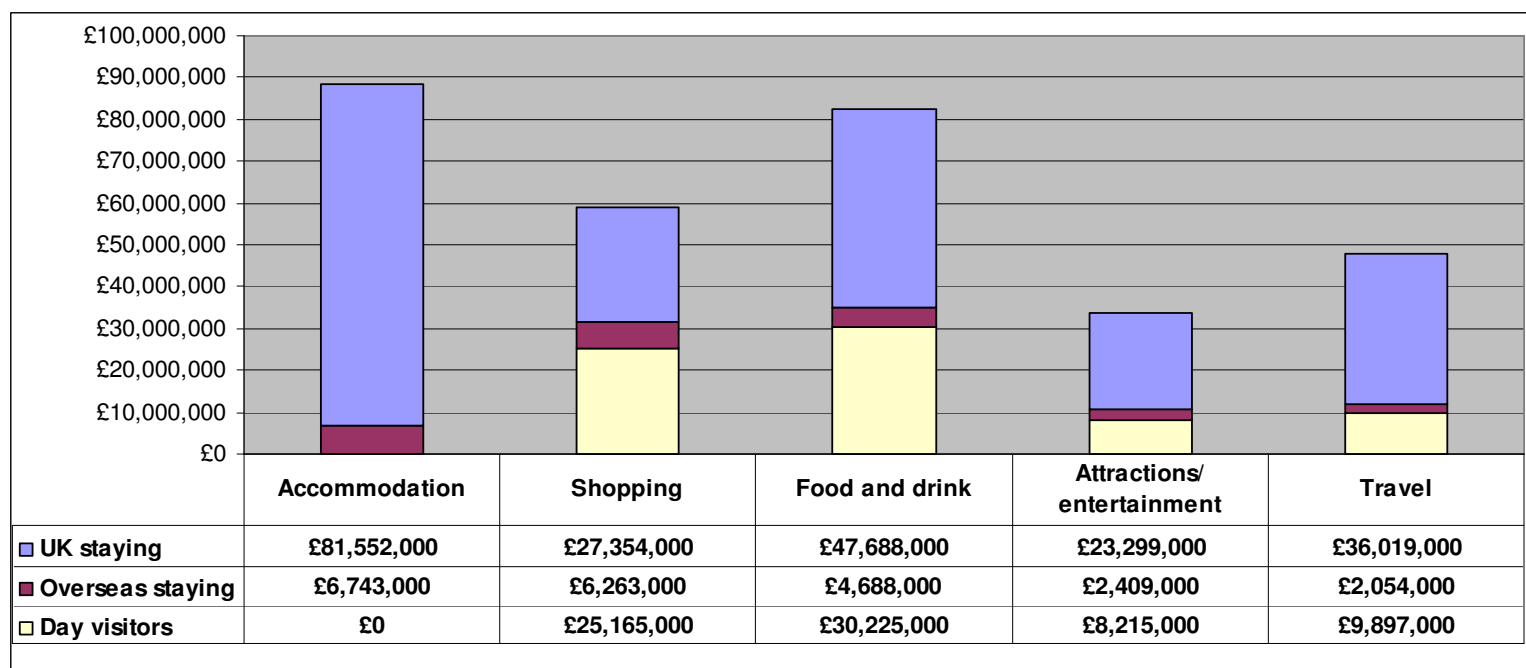
Day visits



THE VALUE OF TOURISM

North Cornwall Briefing 2005

Visitor spend



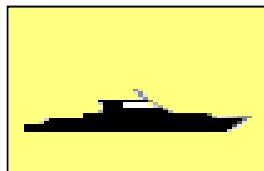
THE VALUE OF TOURISM

North Cornwall Briefing 2005

Other tourism related spend



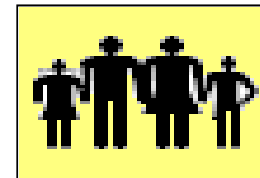
Second Homes
£823,000



Boats
£160,000



Static Vans
£0



VFR
£6,452,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

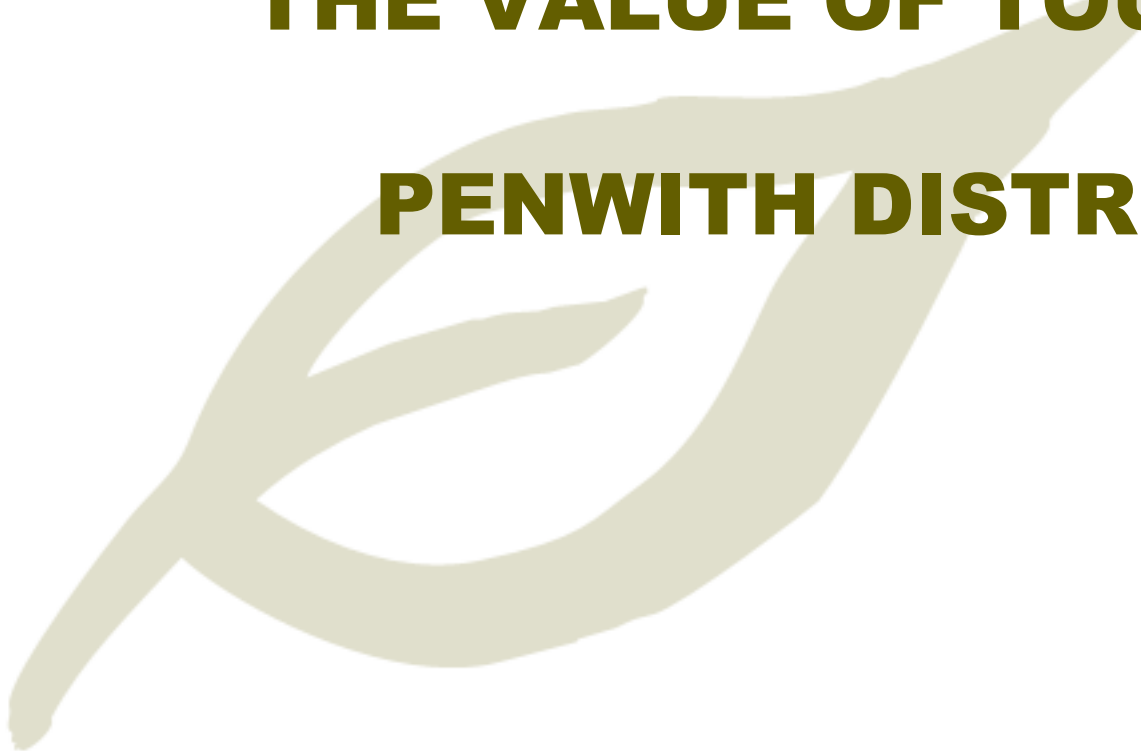
Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	5,956	1,638	7,594
Indirect jobs	832	166	999
Induced jobs	274	13	286
Total	7,062	1,817	8,879
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			6,303

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

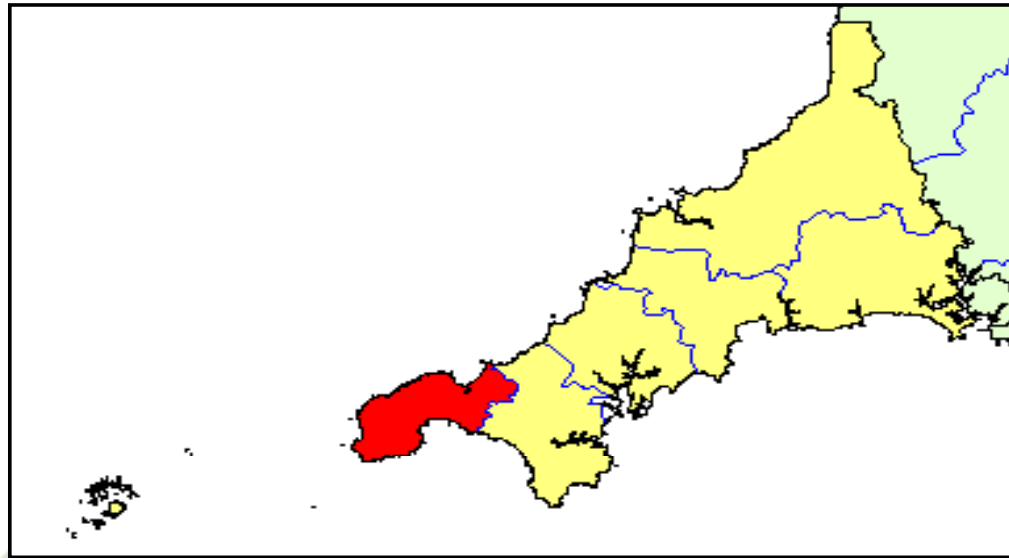
THE VALUE OF TOURISM

PENWITH DISTRICT



THE VALUE OF TOURISM

Penwith Briefing 2005



PENWITH

KEY FACTS

664,000 trips by staying visitors
3,903,000 staying visitor nights
£166,196,000 spend by staying visitors
1,079,000 day visits
£45,281,000 spend by day visitors
£5,607,000 other tourism related spend
7,170 jobs related to
tourism spending
24% of employment is
supported by tourism

THE VALUE OF TOURISM

Penwith Briefing 2005

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	171,000	729,000	£49,359,000
Self catering	92,000	737,000	£34,174,000
Touring caravans /tents	98,000	631,000	£16,274,000
Static vans/holiday centres	139,000	903,000	£30,052,000
Group/campus	6,000	10,000	£551,000
Paying guests in private homes	0	0	£0
Second homes	14,000	124,000	£2,479,000
Boat moorings	0	2,000	£10,000
Other	7,000	50,000	£2,010,000
Staying with friends and relatives (VFR)	91,000	439,000	£13,625,000
Total	618,000	3,624,000	£148,534,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	23,000	78,000	£7,785,000
Self catering	4,000	53,000	£2,891,000
Touring caravans /tents	4,000	14,000	£494,000
Static vans/holiday centres	0	7,000	£121,000
Group/campus	1,000	12,000	£1,151,000
Paying guests in private homes	0	0	£0
Second homes	1,000	21,000	£863,000
Boat moorings	0	0	£0
Other	1,000	1,000	£44,000
Staying with friends and relatives (VFR)	13,000	94,000	£4,312,000
Total	46,000	279,000	£17,662,000

THE VALUE OF TOURISM

Penwith Briefing 2005

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	566,000	3,414,000	£140,208,000
Business	9,000	43,000	£2,319,000
VFR	40,000	160,000	£5,781,000
Other	2,000	7,000	£226,000
Study	0	0	£0
Total	618,000	3,624,000	£148,534,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	33,000	185,000	£10,812,000
Business	2,000	5,000	£1,220,000
VFR	10,000	75,000	£2,882,000
Other	2,000	14,000	£2,748,000
Study	0	0	£0
Total	46,000	279,000	£17,662,000

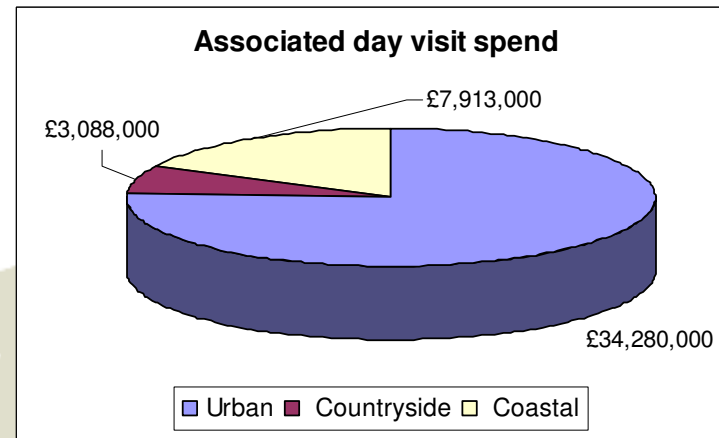
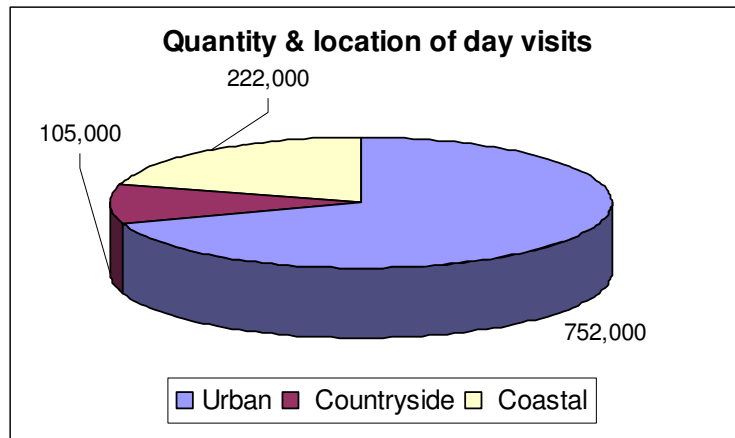
NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

THE VALUE OF TOURISM

Penwith Briefing 2005

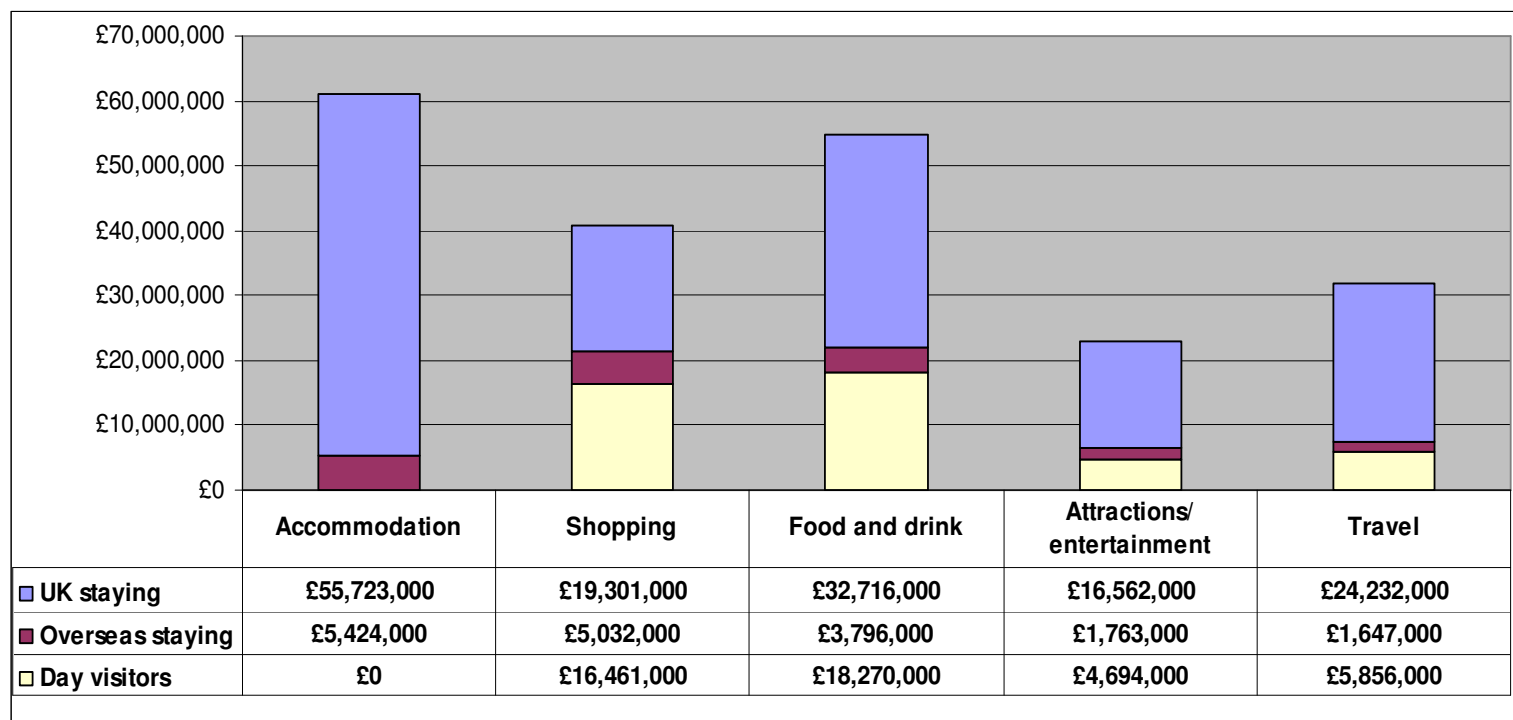
Day visits



THE VALUE OF TOURISM

Penwith Briefing 2005

Visitor spend



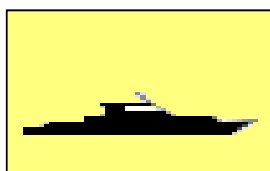
THE VALUE OF TOURISM

Penwith Briefing 2005

Other tourism related spend



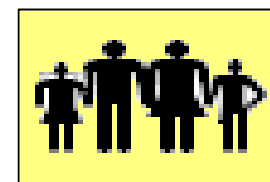
Second Homes
£482,000



Boats
£150,000



Static Vans
£0



VFR
£4,975,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists	Day visitors	Total
Direct jobs	4,546	1,096	5,642
Indirect jobs	909	153	1,062
Induced jobs	445	21	466
Total	5,900	1,270	7,170
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:			5,186

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.

THE VALUE OF TOURISM

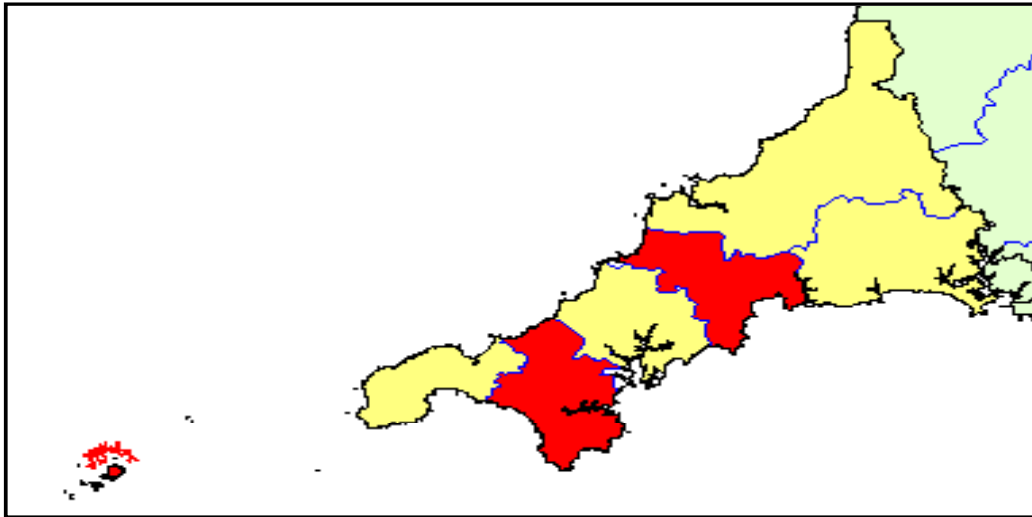
COMBINED DISTRICTS

**Combined data for Isles of Scilly, Kerrier and
Restormel**

THE VALUE OF TOURISM

Combined Districts Briefing 2005

Isles of Scilly, Kerrier & Restormel combined



COMBINED DISTRICTS KEY FACTS

1,544,000 trips by staying visitors
8,497,000 staying visitor nights
£382,479,000 spend by staying visitors
3,181,000 day visits
£130,166,000 spend by day visitors
£19,557,000 other tourism related spend
16,925 jobs related to
tourism spending
19% of employment is
supported by tourism

THE VALUE OF TOURISM

Combined Districts Briefing 2005

Isles of Scilly, Kerrier & Restormel combined

Trips, nights and spend by accommodation type (Domestic tourists)

	Trips	Nights	Spend
Serviced	535,000	2,281,000	£154,470,000
Self catering	145,000	1,160,000	£53,843,000
Touring caravans /tents	211,000	1,365,000	£35,229,000
Static vans/holiday centres	197,000	1,277,000	£42,502,000
Group/campus	14,000	26,000	£1,353,000
Paying guests in private homes	0	0	£0
Second homes	20,000	172,000	£3,462,000
Boat moorings	3,000	44,000	£252,000
Other	22,000	153,000	£6,155,000
Staying with friends and relatives (VFR)	279,000	1,345,000	£41,726,000
Total	1,425,000	7,823,000	£338,992,000

Trips, nights and spend by accommodation type (Overseas tourists)

	Trips	Nights	Spend
Serviced	60,200	203,200	£20,319,000
Self catering	6,100	82,800	£4,556,000
Touring caravans /tents	8,400	30,500	£1,068,000
Static vans/holiday centres	1,000	9,000	£171,000
Group/campus	1,000	29,000	£2,825,000
Paying guests in private homes	0	0	£0
Second homes	1,000	28,900	£1,205,000
Boat moorings	0	0	£0
Other	2,000	4,000	£136,000
Staying with friends and relatives (VFR)	39,400	286,900	£13,206,000
Total	119,000	674,000	£43,487,000

THE VALUE OF TOURISM

Combined Districts Briefing 2005

Isles of Scilly, Kerrier & Restormel combined

Trips, nights and spend by purpose (Domestic Tourists)

	Trips	Nights	Spend
Holiday	1,256,000	7,138,000	£309,905,000
Business	41,000	187,000	£10,817,000
VFR	123,000	475,000	£17,584,000
Other	6,000	21,000	£686,000
Study	0	0	£0
Total	1,425,000	7,823,000	£338,992,000

Trips, nights and spend by purpose (Overseas Tourists)

	Trips	Nights	Spend
Holiday	78,100	396,700	£23,611,000
Business	5,800	16,700	£4,250,000
VFR	29,300	220,500	£7,997,000
Other	4,000	40,500	£7,627,000
Study	0	0	£0
Total	119,000	674,000	£43,487,000

NOTE - Some figures will appear as '0' when there is actual tourism activity connected with the accommodation type or purpose of trip type.

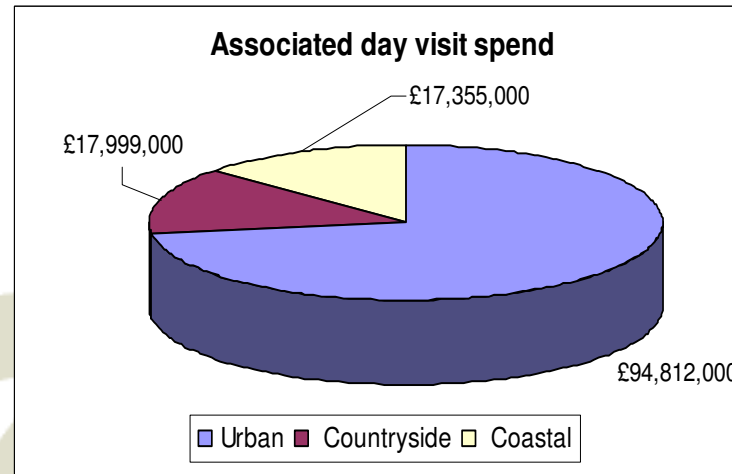
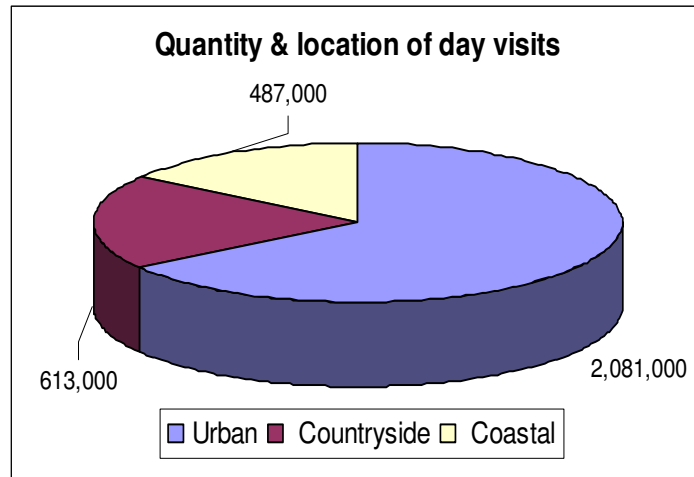
This is due to the rounding built in to the Cambridge Model which rounds numbers to the nearest thousand, so if the number is less than 500 this will appear in the report as '0'.

THE VALUE OF TOURISM

Combined Districts Briefing 2005

Isles of Scilly, Kerrier & Restormel combined

Day visits

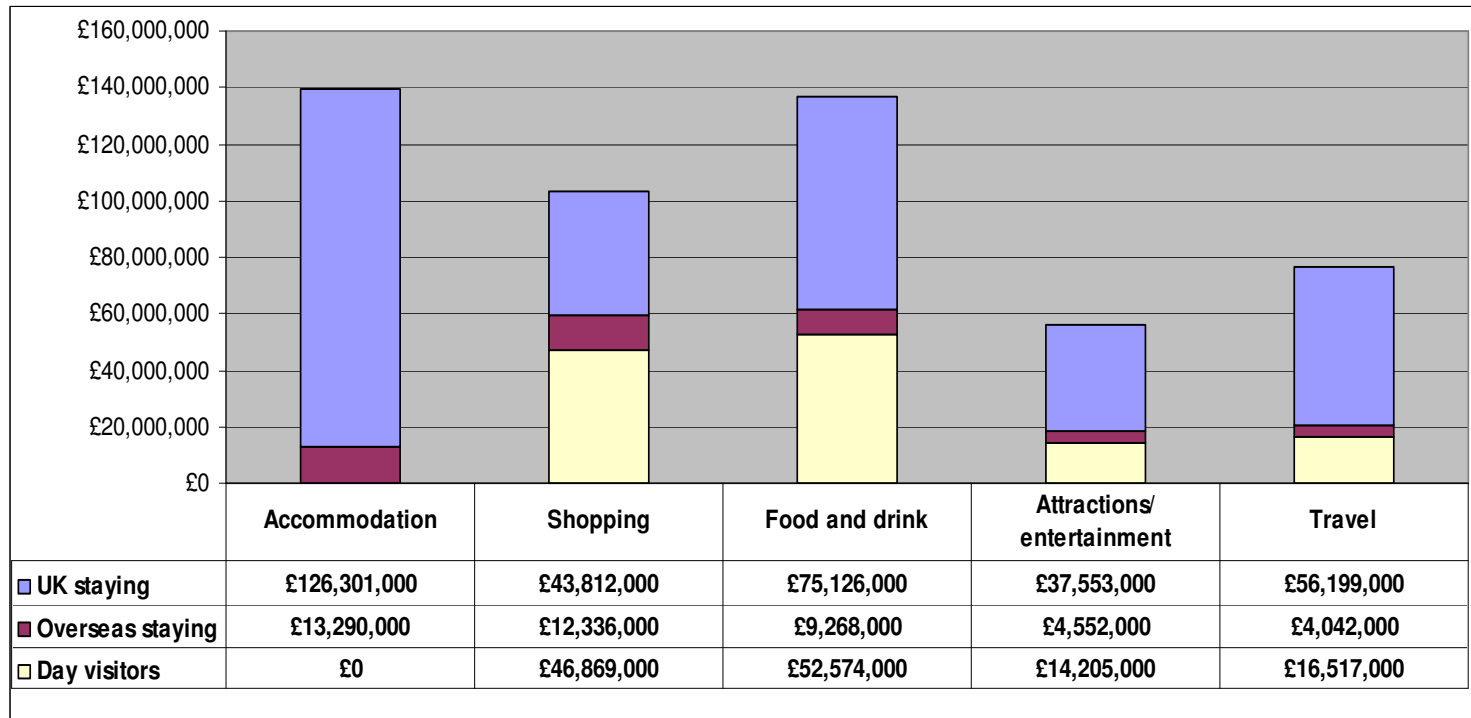


THE VALUE OF TOURISM

Combined Districts Briefing 2005

Isles of Scilly, Kerrier & Restormel combined

Visitor spend



THE VALUE OF TOURISM

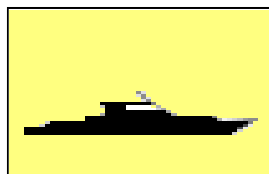
Combined Districts Briefing 2005

Isles of Scilly, Kerrier & Restormel combined

Other tourism related spend



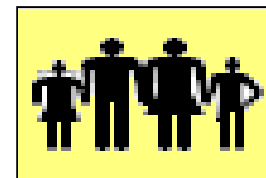
Second Homes
£673,000



Boats
£3,650,000



Static Vans
£0



VFR
£15,234,000

Apart from expenditure associated with the individual tourists trips, some forms of tourism related activity also involve expenditure by residents or accommodation owners into the local economy. This is shown above in relation to spend on the maintenance of accommodation in the form of second homes, boats and static vans and the additional spend generated by residents due to the fact that they were entertaining visiting friends and relatives.

Estimated actual number of jobs related to tourism spend

	Staying tourists		Day visitors		Total
Direct jobs	10,335		3,029		13,365
Indirect jobs	2,018		443		2,461
Induced jobs	1,034		66		1,100
Total	13,387		3,539		16,925
Estimated number of full time jobs (FTE's) that the actual jobs total equates to:					12,254

Calculations for the **actual** number of jobs will count both a full time job as one job, and a part time job as one job, regardless of the amount of hours worked. For guidance on direct, indirect and induced jobs please refer to the FAQ's section of this report.