

TONBRIDGE & MALLING BOROUGH COUNCIL

LEISURE and ARTS ADVISORY BOARD

1 March 2011

Report of the Chief Leisure Officer

Part 1- Public

Matters for Information

1 2009 CAMBRIDGE MODEL RESULTS

Summary

This report provides Members with an overview of the value of tourism in the Borough, which encouragingly has increased over recent years.

1.1 Background

1.1.1 The Cambridge Economic Impact Model is an industry respected tool for measuring the economic impact of tourism in a given area

1.1.2 Undertaken every three years and delivered by Tourism South East, the Cambridge Model measures the volume and value of tourism by measuring the total amount spent by visitors, the amount of income for local residents and businesses created by this spend and the number of jobs supported

1.2 2009 Results – National/Regional Perspective

1.2.1 The results for 2009 were positive particularly for domestic tourism. The volume of trips taken by UK residents to other parts of the UK increased by 7% and trip expenditure increased by 3.6%. This trend is largely referred to as the 'Staycation' effect.

1.2.2 Whilst visits by foreign visitors were down by 6.4%, spend by those that came to the UK increased by 1.1%. This was largely due to the strength of the Euro and the Dollar against Sterling.

1.2.3 Results show 18.2 million overnight trips were taken to the South East Region by domestic visitors, an increase of 12 % compared to 2006. The number of nights to the area increased by 11.2 % as did visitor spend, up 10.4% to just over £2.5 billion.

1.3 2009 Results - Tonbridge and Malling

1.3.1 Comparing the volume and value of tourism to 2006, the 2009 data shows positive growth. The new Cambridge Model results show that the total value of tourism

activity in the borough in 2009 is estimated to have been around £149M, up 8% compared to 2006.

- 1.3.2 Of this figure, £116M directly benefited local businesses from hotels and restaurants to cafes, shops and attractions. In 2009 tourism supported 2,211 full time equivalent jobs in the Borough.
- 1.3.3 Key headline figures for Tonbridge and Malling are attached at **[Annex 1]**.
- 1.3.4 The Cambridge Model results show how important the tourism industry is to the local economy, and it is important that this Council continues to market the Borough as a tourism destination, to ensure the area achieves a high profile and continues to attract visitors. This will be of particular importance in the run up to the Olympics, particularly as tourism is likely to be one of the major financial beneficiaries with visitors to the Games exploring the local area in between attending events in London. Visit Kent is already working on campaigns to maximise this opportunity for the County and the districts within it.
- 1.3.5 A complete copy of the Cambridge Model report can be available on request.

1.4 Legal Implications

- 1.4.1 None.

1.5 Financial and Value for Money Considerations

- 1.5.1 Whilst the Cambridge Model report is compiled by Tourism South East, this work is commissioned by Visit Kent. This authority contributes £850 every three years to the overall cost of producing the report.

1.6 Risk Assessment

- 1.6.1 Not applicable.

1.7 Policy Considerations

- 1.7.1 Healthy Lifestyles, Community.

Background papers:

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Nil

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