

**TONBRIDGE & MALLING BOROUGH COUNCIL**

**LEISURE and ARTS ADVISORY BOARD**

**26 February 2013**

**Report of the Chief Leisure Officer**

**Part 1- Public**

**Matters for Information**

**1 CAMBRIDGE MODEL REPORT FOR TONBRIDGE AND MALLING**

**Summary**

**The purpose of this report is to update Members on the volume and value of tourism in Tonbridge and Malling based on 2011 statistics.**

**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 Visit Kent, the Cambridge Model calculates 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 2011 Results – National/Regional Perspective**

1.2.1 The results for 2011 were positive with regard to the number of overnight trips to England by overseas visitors. This figure amounted to 26.5 million nationally, a 5% increase on 2009. Trip value from this sector was up by 9%.

1.2.2 For the South East region, whilst the volume of trips from foreign travellers to the area remained unchanged between 2009 and 2011, overseas visitor expenditure was up by 5%, reaching £443 per person per trip.

**1.3 2011 Results – Tonbridge and Malling**

1.3.1 The 2011 Cambridge Model report shows encouraging results for Tonbridge and Malling with an increase in many areas. The highlights include:

- Overnight tourism trips increased by 3% to 251,000
- Expenditure by overnight trips increased by 2% to £35,688,000
- Tourism day trips increased by 3% to 2.43 million

- Expenditure on tourism day trips increased by 3% to £79,805,000
- 1.3.2 Of the total £115,493,000 spent on trips to Tonbridge and Malling, the expenditure benefited the following sectors, retail (30%), catering (33%), transport (17%), attractions (11%) and accommodation (9%). The home of a friend or relative was the most popular type of accommodation used by overnight visitors to the area.
- 1.3.3 It would appear that the 'Staycation', established in 2009, is still a popular concept. The 'Staycation' came about during the recession when Britain's weak pound made travelling overseas more expensive. The English tourism industry was able to turn this into a positive opportunity and showcase England to a wide range of people who may not have otherwise chosen it as a holiday destination. People are still keen to holiday at home, explore new places as well as re-visit well-loved ones. Visit England state that in 2011, 7 out of 10 people took a domestic holiday.
- 1.3.4 A list of all key statistics can be made available to Members on request.
- 1.3.5 It is estimated that tourism supports 3,061 jobs in the borough. Given the current economic climate, these figures are extremely positive and reflect how important the tourism industry is to the local economy.

#### **1.4 Financial and Value for Money Considerations**

- 1.4.1 The Cambridge Model Economic Impact Model report is delivered by Visit Kent as part of the Council's new working arrangement with this organisation.

#### **1.5 Risk Assessment**

- 1.5.1 None.

#### **1.6 Policy Considerations**

- 1.6.1 Community, Healthy Lifestyles. Customer Contact.

Background papers:

contact: Lyndsey Bennett

Nil

Robert Styles  
Chief Leisure Officer