

TOURISM ECONOMIC IMPACT ASSESSMENT – 2001

The following information is extracted from the Herefordshire County Tourism Economic Impact Assessment: “The volume and value of tourism in Herefordshire 2001” produced by the Heart of England Tourist Board.

The assessment provides an indication of the scale of tourism in Herefordshire and the broader impact on its economy.

- In 2001 there were approximately 8.4 million visitors to Herefordshire. Of these 7% were staying visitors (spending one or more nights in the county), this was lower than the West Midlands regional average of 10%.
- Visitors to Herefordshire stayed approximately 2.1 million bed nights.
- 62% of visitors stayed in Herefordshire for holidays, higher than the regional average of 51%. Other common purposes for visits to Herefordshire included business purposes (19%) and visiting family or friends (18%), both lower than regional averages (20% and 27% respectively).
- 6% of regional bed nights were spent in Herefordshire.
- 7% of overnight visitors were from overseas.
- A third of staying visitors, spent the period of their stay with relatives or friends. The table below shows the breakdown of accommodation types used by visitors staying in the commercial sector.

Type of Commercial Accommodation	Herefordshire
Hotels	42%
B&B's / Farmhouses	17%
Self catering / static caravans	17%
Touring caravans	16%
Other	8%

- The proportion using commercial accommodation in Herefordshire (67%) was higher when compared regionally (52%). However, 58% of visitors to the West Midlands staying in commercial accommodation used hotels compared with 42% in Herefordshire. This reflects a higher proportion of holiday, rather than business, visitors in the county.
- Approximately 7.8 million day visits were made to Herefordshire (irregular visits of more than three hours), this represents 7% of all day trips in the region. 57% of those visits were to the Herefordshire countryside, a much higher proportion than the 21% who visited the countryside in the region.
- Tourism generated approximately £271.5 million worth of income to Herefordshire. Day trips represent about £174.9m (60%) of this income.
- Staying visitors spent approximately £96.6m in Herefordshire in 2001, overseas visitors accounted for about 10% of this figure.
- Tourism supports an estimated 7,880 actual jobs, including casual and part time jobs, equating to 5,610 full time equivalent jobs in Herefordshire. The majority of jobs are in the catering sector (39%), followed by entertainment (21%) and accommodation (20%), retail sector(15%) and transport sector (5%).
- Tourism related jobs in Herefordshire account for 5% of the tourism related jobs in the region.

For further information, please contact Lisette Davies, Herefordshire Council Tourism Development Officer on (01432) 260608.