

Broadland Tourism Headlines 2017

Nationally:

Inbound tourists:

The number of visits in 2017 grew by 4% to a record of 39.2 million. Nights spent by visitors increased by 3% and the value of spending increased by 9% to a record breaking £24.5 billion.

Average length of stay: 7.3 Nights

Average spend per visit: £625

The top ten inbound markets in 2017 by volume:

France, USA, Germany, Irish Republic, Spain, Netherlands, Poland, Italy, Belgium & Australia

The top ten inbound markets in 2017 by value:

USA, Germany, France, Australia, Spain, Irish Republic, Saudi Arabia, Italy, Netherlands, China

Domestic tourists:

The number of visitors has increased by 1% since 2016 and the number of nights stayed by visitors increased by 2.7%, and spend increased by 2.6%

Average length of stay: 3.1 Nights

Average spend per visit: £189

Main activities undertaken in day visits in England in 2017:

Activity	Trips (m)	% of total
Visited friends or family for leisure	359.8	24%
'Special' shopping for items that you do not regularly buy	102.9	7%
Went out for a meal	163.6	11%
Went on a night out to a bar, pub and/or club	117.1	8%
Went out for entertainment to a cinema, concert or theatre	94.5	6%
Undertook outdoor leisure activities such as walking, cycling, golf, etc.	114.2	8%
Took part in other leisure activities such as hobbies, evening classes, etc. (outside of your home)	37.1	2%
Took part in sports, including exercise classes, going to the gym	31.8	2%
Watched live sporting event (not on TV)	67.3	4%
Went to visitor attractions such as a historic house, garden, theme park, museum, zoo, etc.	77.3	5%
Went to a special public event such as a festival, exhibition, etc.	37.3	2%

Went to a special event of a personal nature such as a wedding, graduation, christening, etc.	37.3	2%
Went on days out to a beauty/health centre/spa, etc.	10.4	1%
Went on general days out/ to explore an area	107.8	7%
Went on day trips/excursions for another leisure purpose not mentioned above	36.2	2%

Regional performance:

The East of England region experienced a 3% increase in overnight trips during 2017. Bed nights were up by 13% on 2016 and expenditure was up by 13%. This resulted in an increase in the average length of trips (the number of night per trip) from 3.2 nights per trip in 2016 to 3.3 in 2017.

Norfolk County:

46 Million trips taken in Norfolk (day & staying) This is an increase of 6%

3,266,000 overnight visits. This is an increase of 6.8%

43,443,000 day visits. This is an increase of 6%

13,492,000 nights spent in Norfolk. An increase of 9%

£2.3 Billion spent by visitors in Norfolk.

£190 Million spent on average in the local economy each month

£748 Million generated by overnight visitors

£1531 Million generated from irregular day trips

£3245 Million spent in the local area as a result of tourism, taking into account multiplier effects.

65,398 jobs supported; 45,446 direct tourism jobs, 19,952 non tourism related jobs.

Broadland Headlines:

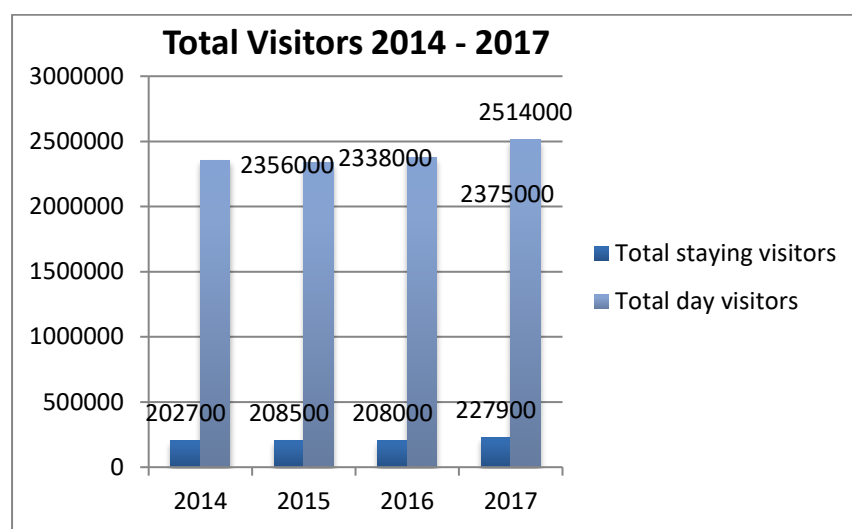
Total number of visitors: 2,741,900 (6% increase from 2016)

Total nights stayed: 918,000 (7% increase from 2016)

Total visitor spend: £142,782,750 (3% increase from 2016)

Total tourism value: £173,084,750 (3% increase from 2016)

The total visitors Broadland received in 2017 was up from 2016 by 6%, with an increase in staying visitors of 9.57% and an increase of day visitors of 5.85%. This makes Broadland's growth from 2016 to 2017 better than the national average.

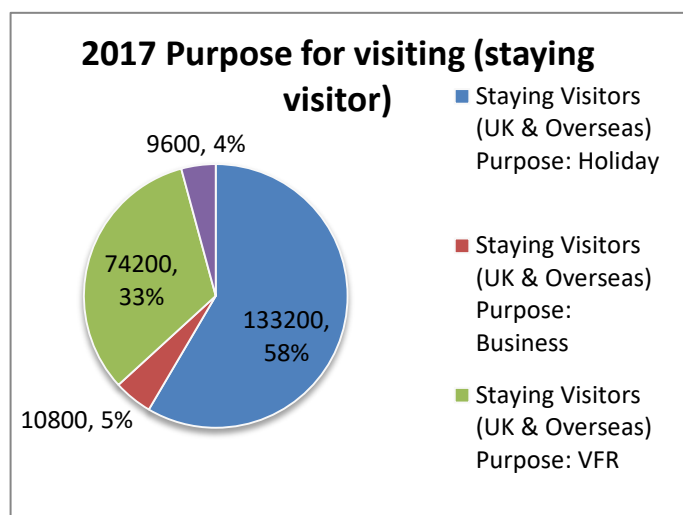
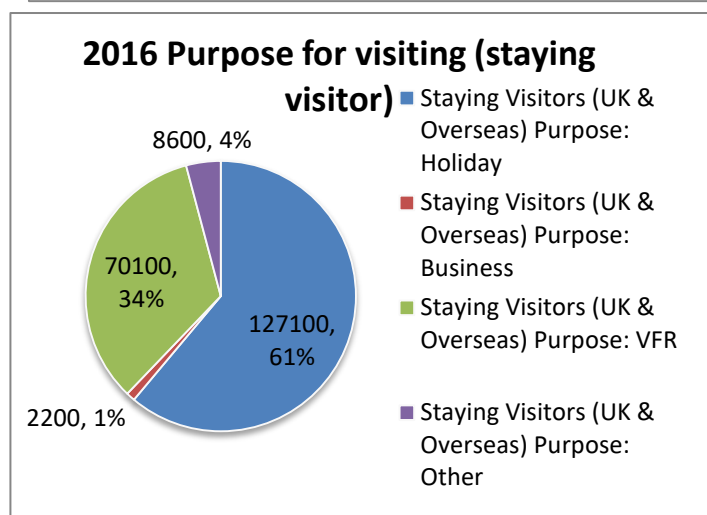
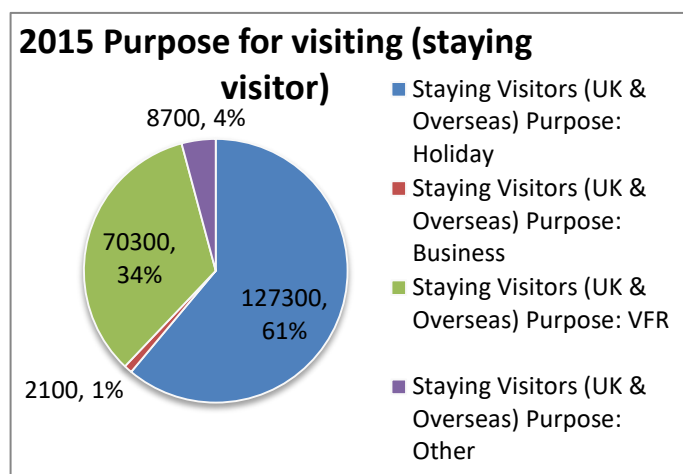
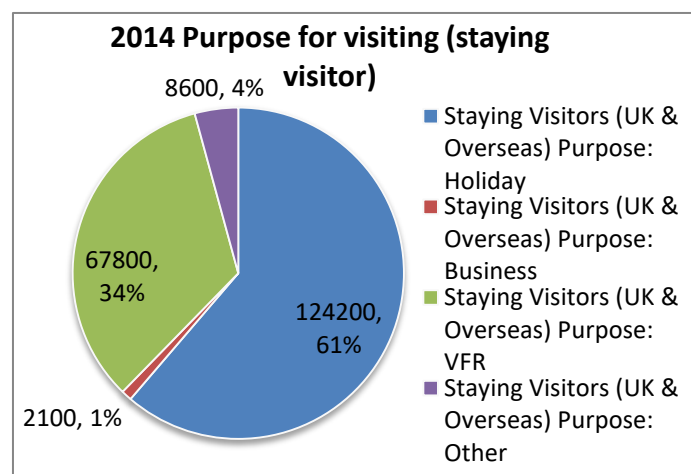


The figure for the number of visitors staying in serviced and non-serviced accommodation has significantly increased by 370.83% for serviced accommodation and 7.3% for non-serviced accommodation. This is likely to be a result of a recalibration in the accommodation stock for the Norfolk districts. The 2016 results for Broadland underestimated the proportion of trips to serviced accommodation and allocated a larger proportion to visits with friends and relatives.

Interestingly, within the category of non-serviced accommodation and other places to stay, the number of visitors in boat moorings decreased since 2016, as well as 'other' which includes night spent in transit, lorry cab and other temporary accommodation.

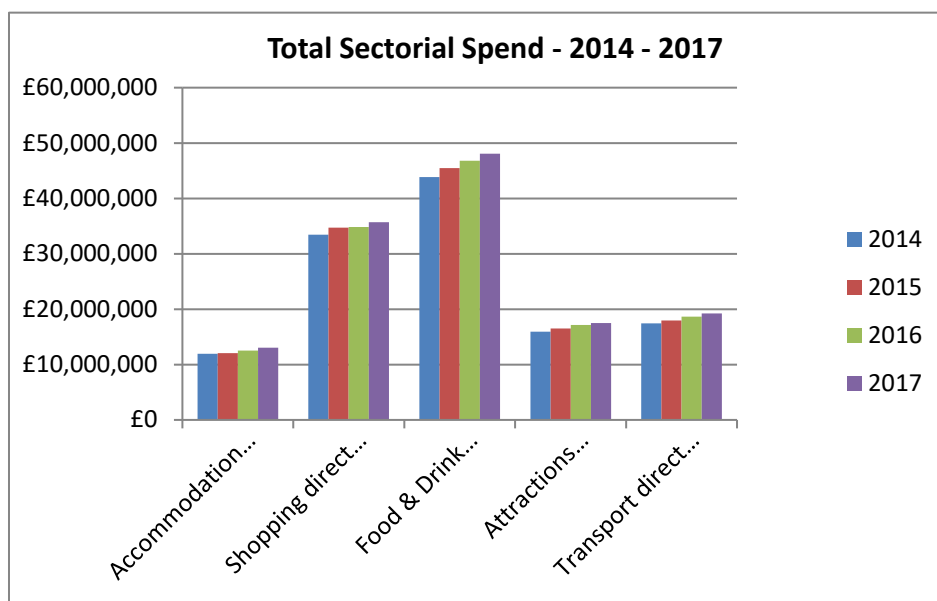
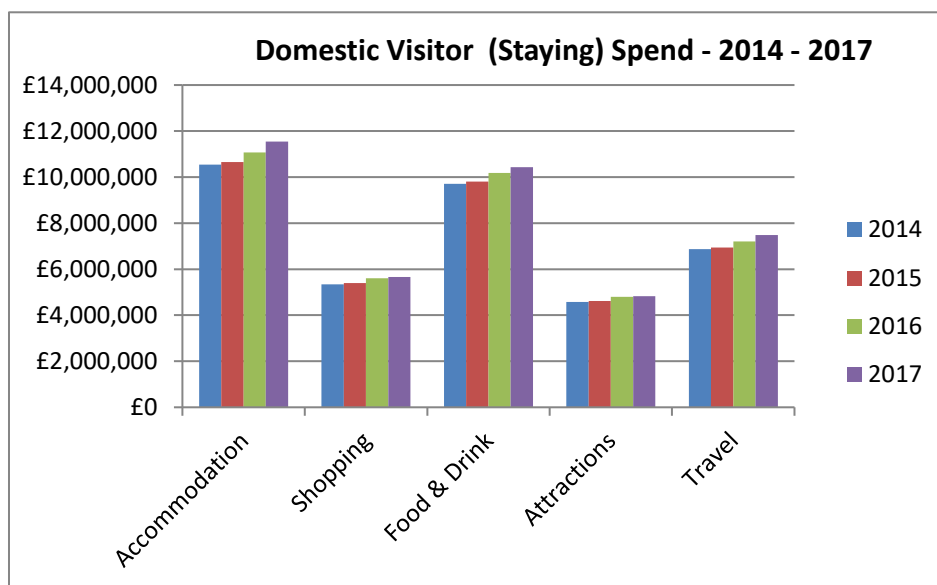


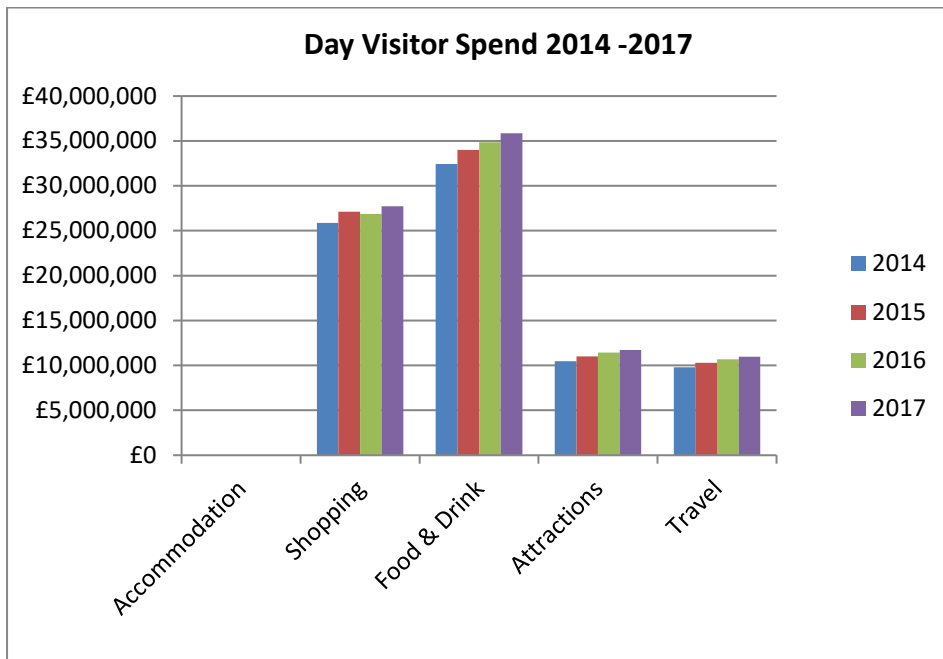
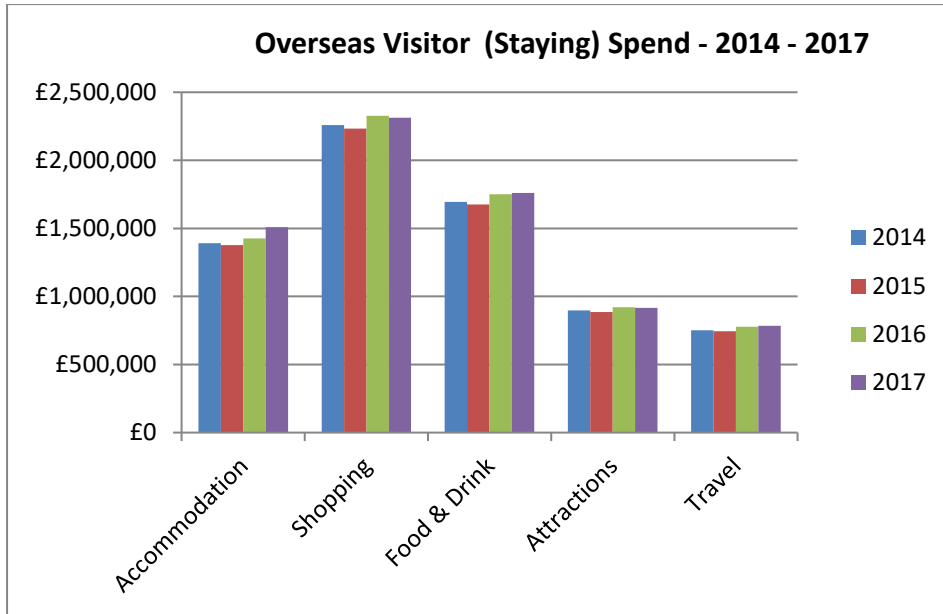
The purposes of visits by staying visitors have increased significantly in 2017 in the category of business compared with other years. Holiday and VFR continue to be strong purposes for visiting at 58% and 33%, whilst 'other' purposes remain at a steady 4%. Whilst the numbers have increased for both domestic & overseas visitors, the more dramatic increase seems to be with domestic visitors.



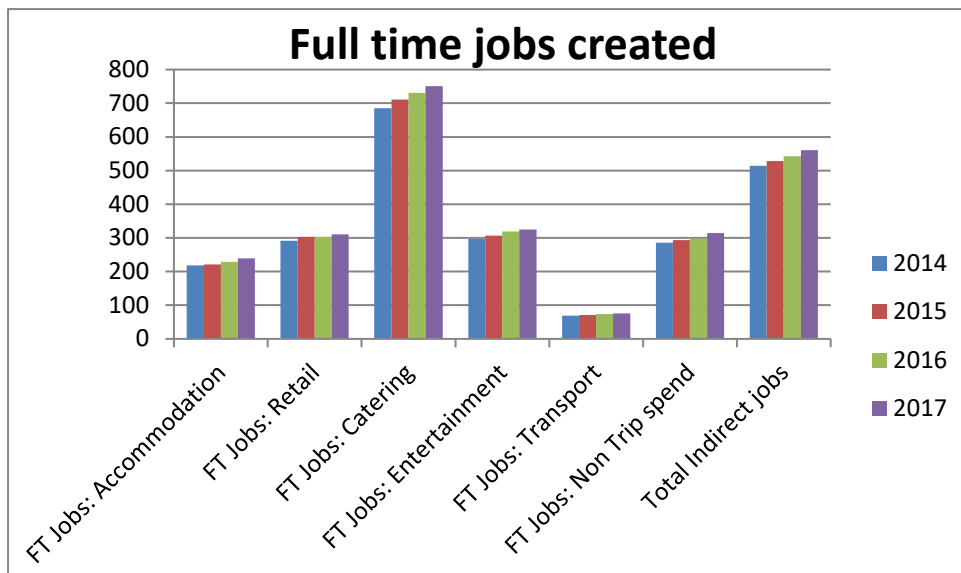
The total spend by visitors across the different sectors within tourism has gone up by a steady 2.79%. All sectors have seen an increase, most significantly has been in the food & drink sector with an increase in spend of £48,057,000 which is an increase of 2.68%, this is also still the leading item for visitors in general to spend their money on.

Day visitors have increased in spending across all areas, with food & drink still being the leading item to spend on. Domestic staying visitors have increased spending across all areas but their leading item to spend on is accommodation which they spend around £1.1 million more on than food & drink. Interestingly, overseas visitors were the only market to have a slight decrease in the categories of shopping and attractions. Whilst shopping is still the leading item for overseas to spend on, this may be early indication that their trend may become more in line with the domestic trend to spend more on food & drink and accommodation rather than shopping and attractions.





Jobs related to tourism makes up 6% of total employment in Broadland. In line with the increase in visitors, there has also been a 3.2% increase in FTE jobs. An increase has been seen in FTE jobs across all sectors, especially catering which can be seen as a leading sector in tourism.



What does this mean?

This data indicates that 2017 was a very successful year for attracting visitors to Broadland and Norfolk as a whole. The huge increase in visitors seems to be especially associated with domestic visitors, which may be a result of the popular staycation trend having such an impact in 2017. This means that more residents of the UK chose to holiday within the UK rather than abroad. British holidaymakers are also expanding the budget they allow themselves for their holidays.

The increased value for money of Britain as a result of exchange rates has also helped to make it a more appealing location to overseas visitors. This uncertainty which is lead from Brexit is also expected to have an impact on 2018's data, alongside the good summer weather that the UK has enjoyed.

Food & drink is clearly becoming more and more important to all visitors each year, and should be focused on for product development and training in order to make sure that Broadland continues to be a destination of choice for those visitors that find food & drink increasingly important to them.

Attractions and retailers should be sectors to watch, as they may begin to lose favour with overseas visitors, and will perhaps need support in future to stay an important sector in the visitor spend. This is especially the case as they are already not the most important features of a trip for domestic visitors. The change in weather patterns will also likely have an impact on their visitor flows throughout the year.