

Tourism in Cornwall 1992 to 2007

Staying Visitor Numbers & Spend (Updated April 2009)

Prepared for Visit Cornwall
by
The South West Research Company

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Tourism in Cornwall 2007 – Key Points

- **Cornwall attracted approximately 4.9 million staying visitors to the county.**
- **Staying visitors accounted for an approximate 25 million visitor nights.**
- **Staying visitors spent approximately £1.1 billion pounds.**
- **The average length of stay in Cornwall was 5.13 nights.**
- **The average spend, per person per night was £46.09 across all accommodation types.**
- **Staying visitor expenditure supports approximately 40,000 actual jobs in the county.**
- **Employment supported by staying visitor expenditure accounts for approximately 17% of all employment in the county.**

Tourism in Cornwall 2007 – Methodology Notes

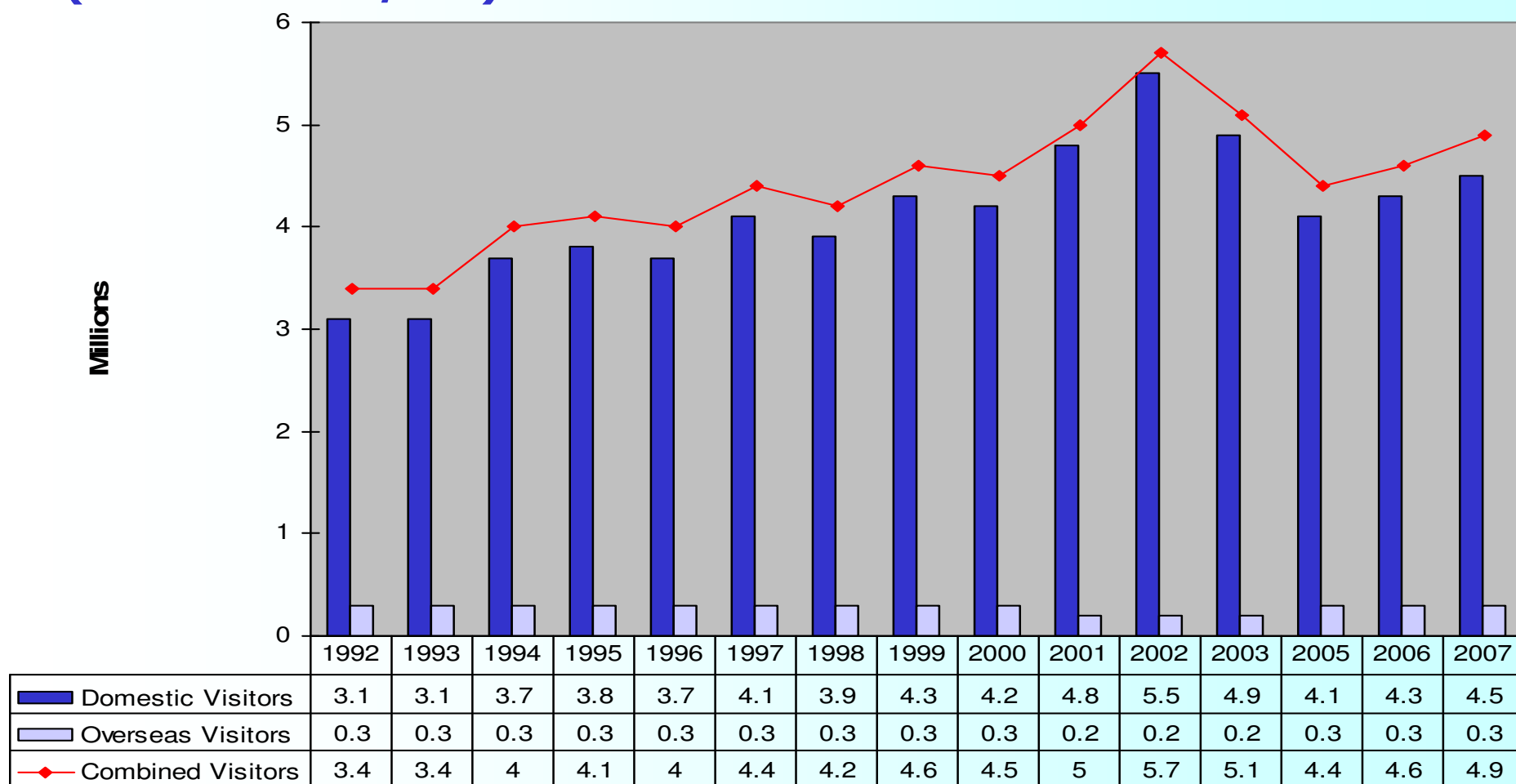
Please note the following points in relation to the following graphs and tables :

Due to increased reluctance to participate in the telephone research carried out to collect 2004 information, 2004 data does not appear in this report.

A change in methodology to face-to-face interviewing was started in spring 2005 to ensure a more representative sample of people are contacted for future results. However, it is recommended that comparisons between 2005 and prior years are treated with caution due to this change in methodology.

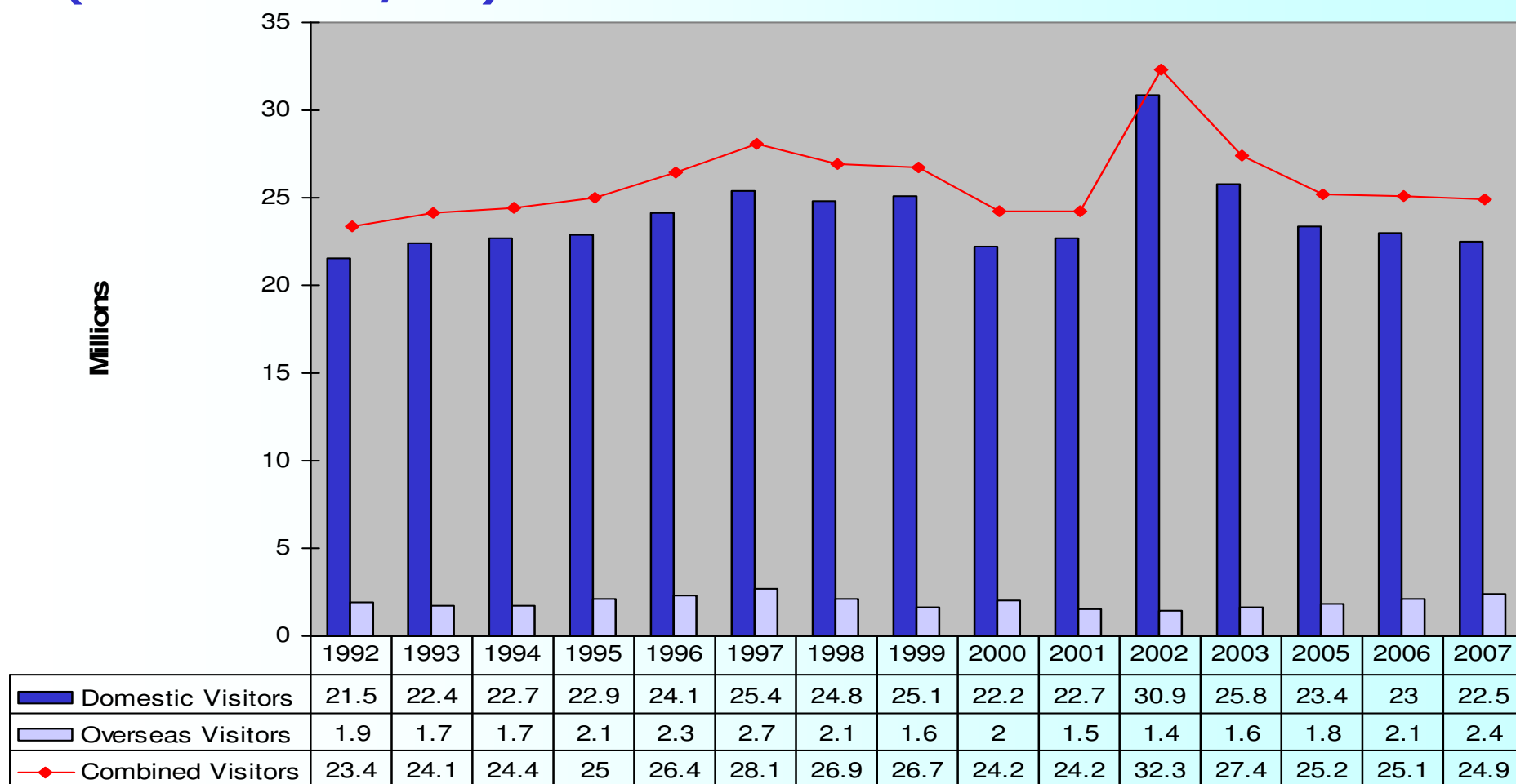
Domestic & Overseas Staying Visitor Trips to Cornwall & the Isles of Scilly 1992 - 2007

(Source: UKTS/IPS)



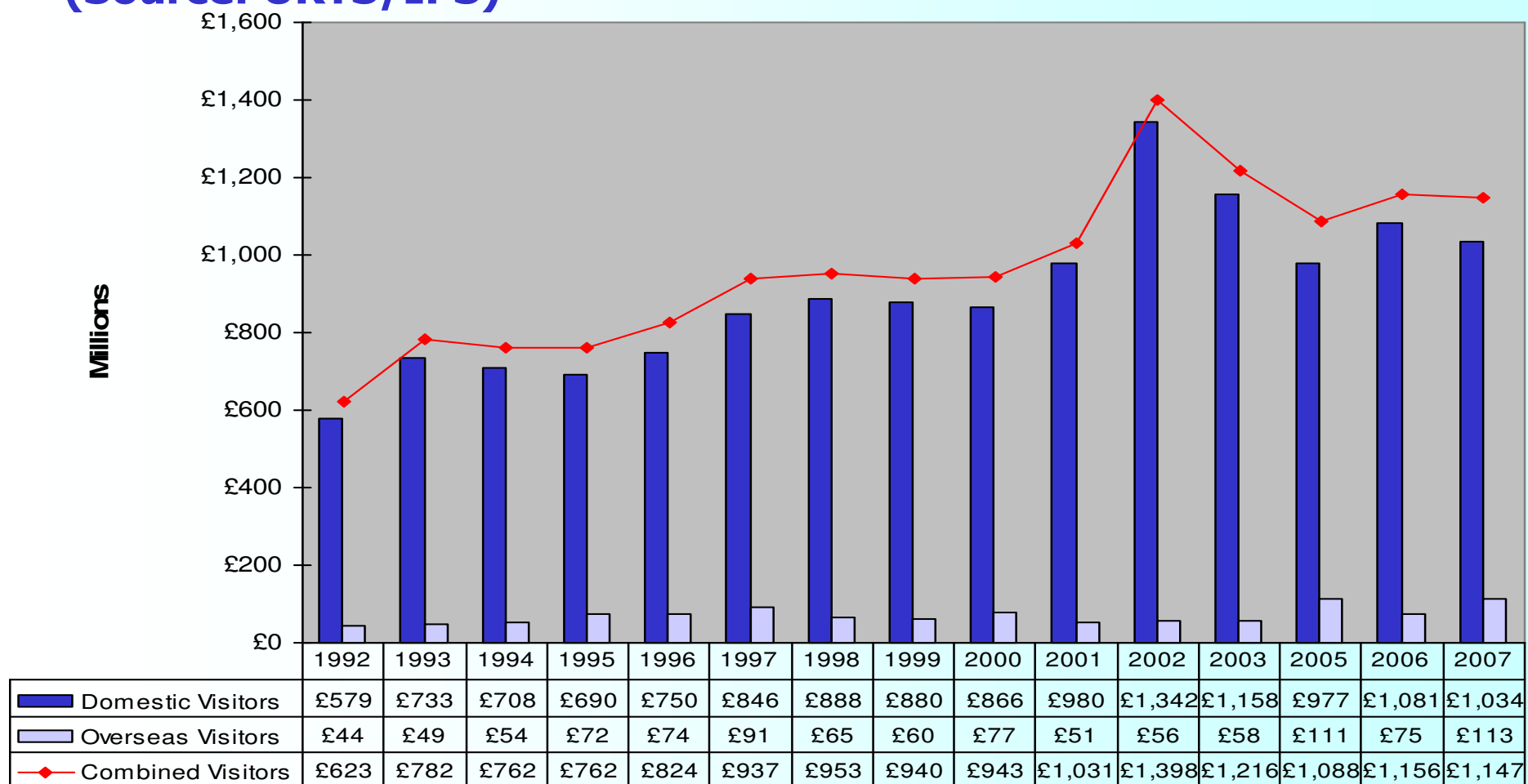
Domestic & Overseas Staying Visitor Nights in Cornwall & the Isles of Scilly 1992 - 2007

(Source: UKTS/IPS)

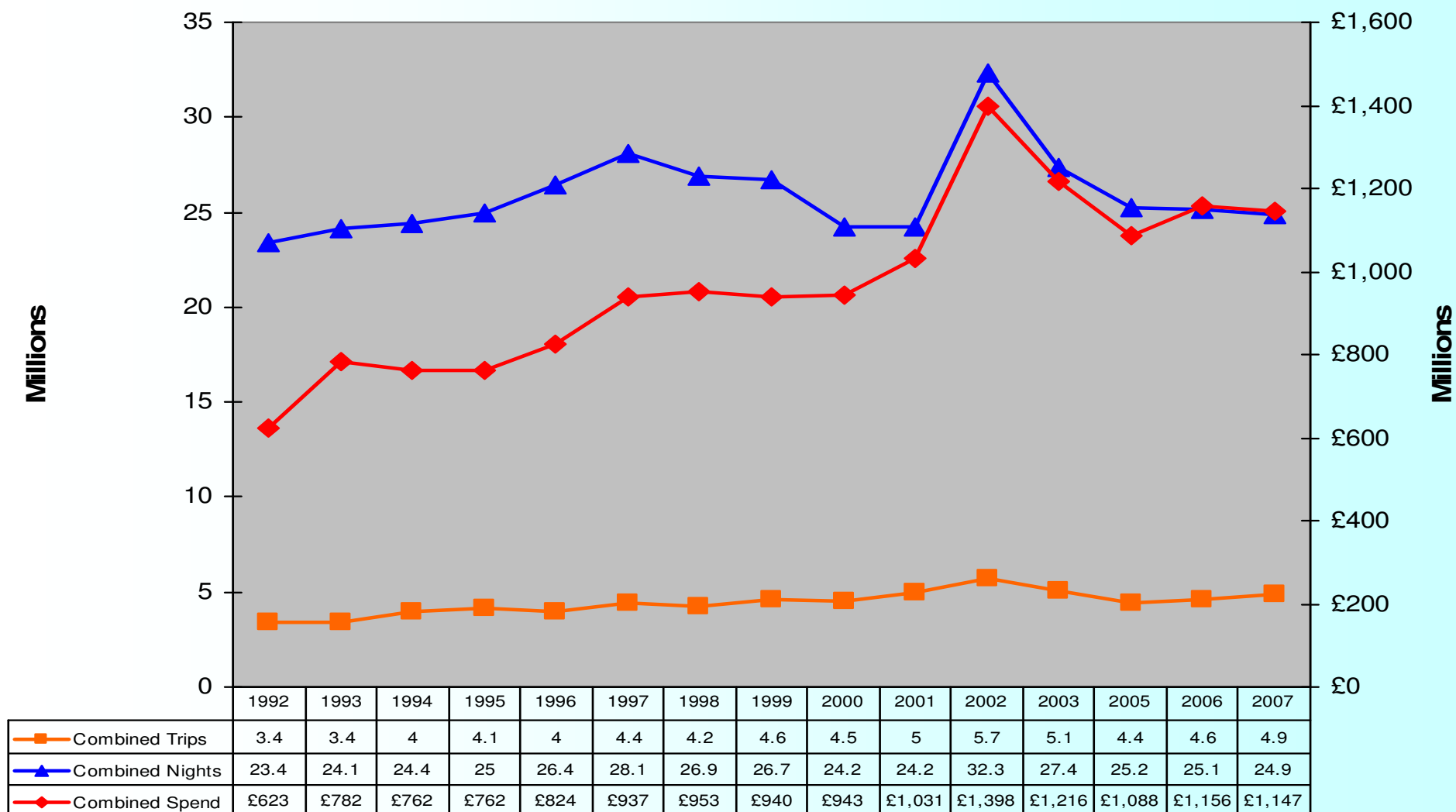


Domestic & Overseas Staying Visitor Spend in Cornwall & the Isles of Scilly 1992 - 2007

(Source: UKTS/IPS)



Total Staying Visitor Trips, Nights and Spend to Cornwall & the Isles of Scilly 1992 – 2007 (Source: UKTS/IPS)



Cornwall Facts

(Source: South West Tourism)

| Accommodation | Number | Bedspaces/ Pitches / Units / Berths |
|--------------------------------|---------|-------------------------------------|
| Hotels | 239 | 14,862 |
| Guest Houses | 523 | 6,909 |
| Inns | 65 | 1,214 |
| B&B's | 479 | 2,944 |
| Farm | 137 | 788 |
| Self Catering UNITS | 3,701 | 8,859 |
| Touring Caravans/tents PITCHES | 269 | 18,278 |
| Static Vans UNITS | 18 | 8,626 |
| Holiday Centres | 7 | 1,503 |
| Group Accommodation | 22 | 611 |
| University/college | 2 | 1,289 |
| Second Homes UNITS | | 4,585 |
| Marinas BERTHS | 12 | 2,467 |
| Residents | 531,600 | |
| Attractions | | |
| Urban Location | 36 | |
| Rural Location | 67 | |
| Coastal Location | 101 | |

