

Cumbria County Council

Tourism Revenue Figures

QA Research had been commissioned by Cumbria Tourist Board to conduct their annual visitor survey. Between June and September 2006 a total of 1502 face to face surveys with Cumbria visitors (including day and staying visitors) were conducted.

Based upon the findings of this research, this document outlines the tourism revenue figures for the different activities visitors participated when visiting Cumbria.

The table 1 below outlines the **average spend per person** per day including both day and staying visitors. The figures include spend on accommodation (Q8) as well as any additional expenditure figures (Q11).

Activity	Average Spend Per Person Per Day
Horse Riding	£30.44
Short walks	£29.19
Long Walks	£29.01
Visiting the countryside	£28.98
Bird watching	£28.27
Cycling	£27.92
Rock Climbing	£25.75
Mountain biking	£25.64
Visiting beaches	£24.67

The average spend per person per day by activity show that those who undertook horse riding or walking were higher spend visitors.

Table 2: Proportion and Estimated Number of Visitors Participating in Activities

	Proportion Participated in Activity (Sample: 1502)	Visitor Trips
Visiting the countryside	76%	11,780,000
Short walks	66%	10,230,000
Long Walks	42%	6,510,000
Visiting beaches	33%	5,115,000
Bird watching	22%	3,410,000
Cycling	6%	930,000
Mountain biking	3%	465,000
Horse Riding	2%	310,000
Rock Climbing	2%	310,000

In order to establish the tourism revenue by activity, the total number of visitor trips had to be established based upon the results of the sample of 1502 surveys.

The table below outlines the proportion of visitors who participated in different activities while visiting Cumbria. The third column establishes the estimated number of **visitor trips**. This is based on the estimated number of trips to the area in 2006 i.e. at 15.5 million visitor trips; 10.3 million day visitors and 5.2 million staying visitors. Further details can be found in the Cumbria Tourist Board Visitor survey Report for 2006.

In order to establish the tourism revenue for each activity undertaken on visits to Cumbria in 2006 the formula below was utilised:

$$\text{Estimated tourism revenue in 2006 by activity} = \text{Spend per person per day} \times \text{Number of trips taken}$$

(Table 1) (Table 2)

The total revenue includes those that staying in paid accommodation. Total revenue includes spend on food and drink, travel around the area, shopping for gifts and souvenirs, admission charges and other spending at attractions, shopping for daily needs and other expenses.

Table 3: Estimated Tourism Revenue for Cumbria by Activity

Activity	Proportion Participated In Activity (Sample: 1502)	Estimated Tourism Revenue 2006
Visiting the countryside	76%	£341,339,341
Short walks	66%	£298,620,314
Long Walks	42%	£188,845,707
Visiting beaches	33%	£126,182,811
Bird watching	22%	£96,391,826
Cycling	6%	£25,963,972
Mountain biking	3%	£11,923,045
Horse Riding	2%	£9,435,769
Rock Climbing	2%	£7,982,369

Visitors who visiting the countryside (£341 million) and undertook short walks (£298 million) attracted the highest revenue to the area.

Please note however that in the original question (Q13), which asked for the activities people participated in during their visit, multiple answers were given. As a result there is some cross-over of spend in each of these categories. Therefore it is not possible to add up the tourism revenues by each activity together.