Economic Impact of Tourism Assessment
VisitBrighton Statistics 2021

Total number of tourism day trips: 9.1m *(increase of 9% on 2020)*

Staying trips made by domestic overnight visitors = 754,000 *(increase of 66% on 2020)*

Staying trips made by overseas Overnight visitors = 144,000 *(decrease of 7% on 2020) **

Total number of staying trips: 0.9m *(increase of 48% on 2020)*

Nights spent by domestic overnight visitors = 2.01m *(increase of 75% on 2020)*

Nights spent by overseas overnight visitors = 804,000 *(decrease of 9% on 2020) **

Total number of overnight stays: 2.8m *(increase of 39% on 2020)*

Total number of visitors = 10m *(increase of 11% on 2020)*

Total day trip spend = £322m *(increase of 124% on 2020)*

Spend per day trip = £37.38

Total staying visitor spend = £303m (increase of 34% on 2020)

Spend per night by staying visitors = £108

Total visitor spend *(with adjustment to avoid double counting eg travel spend at trip origin)*

= **£612m** *(increase of 70% on 2020)*

Total tourism value *(inc. indirect and induced spend)*** **= £874m** (increase of 77% on 2020)

Tourism supported: 17,751 Actual jobs (increase of 93% on 2020) which equates to around 13.5% of all employee jobs in Brighton & Hove

Source: The Economic Impact of Tourism Study, Brighton & Hove, 2021

IMPORTANT – Due to Covid-19 travel restrictions in 2020 the collection of data for the national surveys that are used to support the Cambridge Model templates were unavailable. Following discussions with economic advisory consultants, the published national decline in visitor numbers and spend (where available) were applied to the Cambridge Model data from the previous year. Therefore, the data provided in this report should be used as an indicative overview of the past year and caution should be used in directly comparing figures to previous years.

*To reflect the impact of the pandemic, the 2021 results incorporate the following methodological changes:

- Results for the three key surveys (GBTS, IPS and GBDVS) were suspended in March 202 because of Covid-19
- Fieldwork for the GBTS and GBDVS resumed in April 2021 and national-level 2021 data (Apr-Dec) will be published in the last quarter of 2022
- During 2021, the IPS survey restarted at the majority of ports but did not operate at Dover until Q3 and there were no interviews on the Eurotunnel through the entirety of 2021 due to Covid-19 restrictions. Therefore the published data does not represent the total inbound market for 2021 and is not directly comparable with historic data
- Therefore, the full 2021 results presented in this report are based on a range of administrative sources, consumer travel insights published by national agencies and modelling work, using the published 2019 Cambridge Model data as a starting point
- Domestic tourism estimates produced by VisitBritain for each of the four journey purposes for domestic overnight tourism (holidays, business, visiting friends and relatives and miscellaneous journeys), 17 categories of spending for leisure day trips

**Income induced spending arises from expenditure by employees whose jobs are supported by tourism spend

Methodology

The research involved the application of the Cambridge Tourism Economic Impact Model or 'Cambridge Model'; a computer-based model and is carried out by Destination Research.

In its basic form, the model distributes regional activity as measured in national surveys to local areas using 'drivers' such as the accommodation stock and occupancy which influence the distribution of tourism activity at local level.

Summary of national lockdown laws during 2021

The analysis assumes an initial lock down starting in January, followed by a four-step roadmap for a gradual lifting of movement and travel restrictions.